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# Caz Russell, Author & Communication Coach Leads Trainings, pg. 3

Malegic Survey

launch





### **Board of Directors**

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### Staff

Tea Jay Aikey - President & CEO tjaikey@centralpachamber.com Jessica Beaver - Finance & Membership Director jbeaver@centralpachamber.com Ryan Workman - Communications Director rworkman@centralpachamber.com

### The Inside Scoop

#### Welcome to your June issue of IYB!

It was a pleasure to host thirteen individuals for the most recent Raising the Board Class (RtB). RtB is a unique-to-the-Central PA Chamber training program for current and prospective non-profit board members. Several years ago, I was recruited to join the board of an organization I



was passionate about but had no formal training to know how best to serve. You've probably had a similar experience as some point in time, haven't you?

Fortunately, the Central PA Chamber has developed Raising the Board to fill the void, and now nearly 100 unique individuals are serving nonprofit organizations across our region. There will be one more opportunity to join a RtB class in 2025: October 8th. As a graduate myself, I can assure you the value of taking the course. Please sign-up at www.centralpachamber.com/events

I look forward to seeing you at our upcoming summer events, especially the golf tournament! Let us pray for favorable temperatures, winds, and rains.

Enjoy reading about our presenter, Caz Russell, a noted author and communication coach, who will lead two Seminar & Training events this summer. You'll also find updates on our strategic planning survey, and more!

Happy reading!

Hyan

Ryan Workman, Editor Communications Director rworkman@centralpachamber.com

### <u>IYB Deadlines</u>

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.* 

> July Digital Issue News & Ads due by June 13

August Digital Issue News & Ads due by July 18

Fall Print Issue\* (released late September) Ads & Flyers due by September 12

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

## The President's Club

Thank you, 2025 Members! (Committed as of publishing.)

Asbury Riverwoods **CSIU** The Coup Agency **Decal Dynasty Eight Days a Week Studios Evergreen Wealth Solutions** First Commonwealth Bank **Fulton Bank** Heritage Springs Memory Care **Hosterman Creative** Hot Frog Media iHeart Media Intrada Technologies Jersey Shore State Bank **Keystone Advertising** Lawton Insurance Agency

LIVIC Civil **MC Federal Credit Union Meixell-Diehl Insurance** Mifflinburg Bank & Trust Company **Milton Savings Bank** North Central Sight Services North Shore Railroad Company Payroc Pennsylvania American Water **PenTeleData Purdy Insurance Agency Real IT Care Riverfront Financial Services** Roto-Rooter / Sorg Inc. Service 1st Federal Credit Union Service Electric Cablevision

Stahl Sheaffer Engineering The Standard Journal Sunbury Broadcasting Corp. Susquehanna Fire Protection Co. Susquehanna Valley Limousine Swift Kennedy & Associates Sync Solutions T-Ross Brothers Construction United Plate Glass UPMC The UPS Store The Wealth Factory WellSpan Evangelical Community Hospital

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.

## From conversation to connection



Originally printed in The Standard Journal

BY SABRINA BARNER June 2, 2025

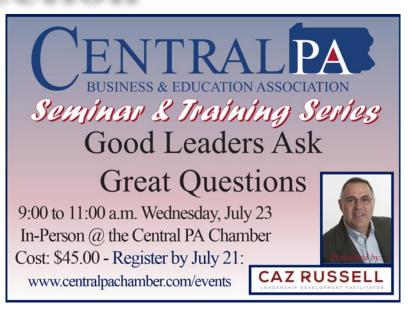
MILTON — The art of communication isn't really about eloquence or using big words, according to Caz Russell. He will be diving into the real meaning of effective, respectful communication during his upcoming seminar and training series, "The Art of Communication."

Slated for 9 to 11 a.m. Wednesday, June 11, Russell's seminar will be held at the Central PA Chamber of Commerce, located at 30 Lawton Lane, Milton. Registration for the event closes June 9.

Russell started what he calls his "second career" about 10 years ago after retiring from 37 years of work in the electric industry.

"I wanted to be a leadership speaker, which means helping others and myself to learn leadership principles to be successful in life. I sought out leadership gurus to learn from," Russell said.





He started reading books on leadership principles, listening to podcasts, and watching YouTube videos, and he eventually came across the John Maxwell Leadership Academy.

Now as a John Maxwell certified coach, teacher, trainer and speaker, Russell offers various workshops on leadership, communication, decision making, error prevention, and creating a new safety culture. To Russell, leadership is the umbrella, and under that, people learn how to be good team players and how to effectively communicate.

"Leadership is a choice. Do we live our lives, or do we lead our lives? We can determine where we end up instead of living with the circumstances thrown at us," Russell said.

He also believes leadership is about relationships, and in any healthy relationship, communication is key.

"Communication is about how we connect with people, how we capture their attention, and keep their attention. My goal in life is to help others increase their communication skills," said Russell.

During his upcoming workshop, Russell will explore different aspects of good communication, which go well beyond words.

"What is my posture like, my attitude? Do I ask questions? It's not about me just giving communication, but how do I receive communication?" he noted.

Russell's workshops vary in length and can be tailored to address the needs of the group.

("Caz Russell" continues on page 16)

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#### **IT'S YOUR BUSINESS**



## Recent Raising the Board Graduates:



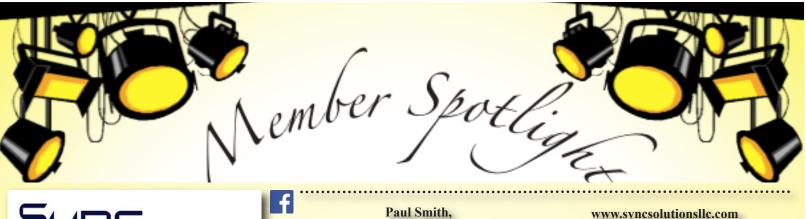
Thirteen new participants graduated from the Central PA Chamber's "Raising the Board" training program on Wednesday, May 21. Members of non-profit boards from across the region were representated at the day-long training, including Stacey Rearick of 4 Paws Sake, who stated she would "take the class again, just to learn from the experience."





Attendees were treated to a catered lunch, generously provided by McAlister's Deli and leave with their class materials, contact information, and other resources for future reference and continued learning.

Sign-up for our next class in October: www.centralpachamber.com/events



Sunc Solutions: Paul Smith, Owner 570-768-8507 paul@syncsolutionsllc.com

How long has your business existed? Ten years.

#### What makes your business unique in your industry (i.e. a service people wouldn't think you provide)?

We provide high-definitionsupcommunication technology to thebuscorporate environment.MicrosoftandZoom have had wideweladoption and are essential for dailyorga

Kevin Hodrick, Broker/Owner 570-321-7000 hello@bhhshodrickrealty.net

How long has your business existed? Beginning in the 1950's, the Hodrick name has been synonymous with guiding people through one of life's most significant decisions – buying or selling a home. Our name might have changed throughout the years, but our passion has not. We joined with Berkshire Hathaway HomeServices in 2014 and now operate 6 offices throughout 11 PA Counties.



How long has your business existed? 10 Years July 1, 2025

What makes your business unique in your industry (i.e. a service people

meetings. We design, build and support Techology Meeting Spaces.

### Why are you a member of the Central PA Chamber of Commerce?

I believe in making connections and supporting the region by supporting our businesses. I am a director on the board and am proud to be a part of such a well-intentioned and thoughtful organization.

www.bhhshodrickrealty.net 2470 Old Turnpike Road Suite 5 Lewisburg, PA . 6

What makes your business unique in your industry (i.e. a service people wouldn't think you provide)?

Our 4 pillars are trust, integrity, stability and longevity. Our Forever Agent pledge is a commitment to stay connected long after the deal is done. We want to be the resource you turn to, not just today, but for years and milestones ahead. Whether you need advice on the market trends, home improvements, or simply want to discuss the evolving needs of your

> Stacy Charles, Owner 570-584-0110 whgraphics@windstream.net

wouldn't think you provide)? We pride ourselves on supplying our clients with high quality design, materials and installation for their vehicle graphics, wraps, signs, banners, decals and much more.

. . . . . . . . . . . . . . . . . . .

What benefit/opportunity from your Chamber membership do you utilize or want to utilize?

48 A Street

Northumberland, PA

I enjoy making connections. The chamber is a great place for that!

### BERKSHIRE HATHAWAY HOMESERVICES HODRICK REALT

family, we will be here, rooted in the community and dedicated to your success.

### Want to appear in the Member Spotlight? E-mail Jessica Beaver: jbeaver@centralpachamber.com

www.whitehorsegraphicspa.com 1000 Bartlow Road Muncy, PA

#### What benefit/opportunity from your Chamber membership do you utilize or want to utilize?

We'll be having an open house/ribbon cutting in July. I would like to have other members see what we a about.

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Lycoming County **UNITED WAY** 

## What's Happenin

CASA

SUSQUEHANNA VALLEY CASA



Saturday, September 27 Lewisburg Area Recreational Park St. Mary Street and N. 15th Streets, Lewisburg, PA

9:30am Kids Fun Run, 10am Superhero 5k (chip timed), Kidzone activities, live superhero appearance, great prizes for runners, walkers, and best costumes (adults and kids), super awards, refreshments, and more!

All kids need heroes. Abused kids need superheroes. Be a superhero, register now falconracetiming.com. Discount and guaranteed shirt with registration and payment by September 12th! Learn more at susquehannavalleycasa.com.

All Proceeds benefit Susquehanna Valley CASA – Voices for Children. Advocating for abused and neglected children in Lycoming, Northumberland, Snyder, and Union Counties: to aid in ensuring every child thrives in a safe, nurturing, loving, and permanent home.



Kindergarten - 5th Grade **MUST** have completed Kindergarten

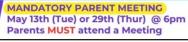
Mon-Fri 7:30am - 6pm \$200/week \$50 per day \$40 half day

Activities Include:

- Arts & Crafts

AM & PM SNACK PROVIDED BY DACC - CAMPER BRINGS LUNCH

**Registration : danvilleacc.com** 570-275-3001



**Registration Fee** 

125

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non-refundable

**Special Features:** 

### TUESDAYS AT 10:00 AM & 2:00 PM













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Learn techniques including PVC and ductwork installation, detecting and fixing duct leaks, bo home energy efficiency with proper sealing and more





July 1st, 2nd, 3rd, 7th, 8th, 9th and 10th There will be 2 course time options to select from: Daytime course: 12:00-3:00

Evening Course: 4:00-7:00

FREE TO PARTICIPANTS () 815 Market Street, New Berlin 17855

June 2025

CENTER

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

ww.imcpa.com/events



Date	Event	Location	Time	Cost	
6/18/2025	Fundamentals of Maintenance Management	IMC 1127 W. 4th St., Williamsport, PA	9:00 to 11:00 a.m.	Free	
6/19/2025	CMMC in the Cloud	Webinar	2:00 to 3:00 p.m.	Free	
6/26/2025	ARC Flash Safety Training	IMC 1127 W. 4th St., Williamsport, PA	8:00 a.m. to 12:00 p.m.	\$189.00	w

## **New Members**

K & T Excavating Inc. 1041 Strawbridge Road Northumberland, PA 17857 Phone: 570-486-9095

Grading, Hydroseeding, Aggregate Sales, Mulch Sales, Biochar, Land Clearing, Residential Stormwater, Commerical Snow Removal, Salt Brine Wholesale.

Kyle Bettleyon, Owner 570-486-9095 kbettleyon@gmail.com

Lezzer Lumber - Pennsdale 194 Chad Road Muncy, PA 17756 Phone: 570-546-8026 Fax: 570-546-6087

Lezzer Lumber is a building materials company in business since 1927. Lezzer also has a truss & floor truss manufacturing division and a Commercial Door facility in Williamsport.

Scott Seneca, Outside Sales 570-546-8026 scottseneca@lezzer.com

Pinnacle Energy Solutions LLC 146 East Independence Street Shamokin, PA 17872 Phone: 610-698-4915

Energy Consulting = Management & Procurement Energy Education. Build Energy Buying Consortium.

Edward Manning, CEO / Owner 610-698-4915 edward@energypinnacle.com

## Go Green!



The Food Guy Catering Company 1540 Elliott Street Williamsport, PA 17701 Phone: 570-971-8710

Catering Company

Benjamin Marzo, Co-Owner 570-971-8710 benmarzo@yahoo.com

Northway Industries Inc. 434 Paxtonville Road Middleburg, PA 17842 Phone: 570-837-1564

Contract manufacturer serving the woodworking industry.

Elwyn Peachey, President / CEO 570-837-1564 epeachey@northwayind.com

Benjamin T. Moyer Furniture 35 South Fourth Street Sunbury, PA 17801 Phone: 570-286-4751

We have quality furnishings for every room in your home. Please visit our 22,000 sq. ft. showroom and see why we have been so successful over the years. Delivery is available through out Pennsylvania and beyond. We are also a supplier of commercial and contract grade furniture for your business or organization. We are also on the PA state furniture contract so any PA state agency can purchase from us.

David Moyer, President/Owner 570-286-4751 benmoyers@evenlink.com

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

## New Members / Membership Renewals

Balance Within Fitness 1037 Foust Hill Road Hughesville, PA 17737 Phone: 516-941-6821

Life Coach - Nutritionist - Yoga Teacher - Team Building -Personal Trainer - Conflict Resolution Holistic Practitioner -Personality Assessments - Consultant - Emotional Wellness Coaching - Group Programs/Classes - Intervention and Resource Referral Support - Educational Presentations -Holistic Sessions

Jiselle Macari, Owner 516-941-6821 balancewithinfitness@gmail.com

Mobile Desk Express 728 Auchmuty Road Pennsdale, PA 17756-7192 Phone: 570-245-1305 Fax: 877-940-3704

Notary Public, Process Server with Harris Investigations, Coming soon- title and tag service. As well as mobile fingerprinting Also, associated with Oliver's Backpacks- a nonprofit that gives backpacks to kids in need and so much more.

Melissa Wertman-Doyle, Owner 570-245-1305 melissa@mobiledeskexpress.com (As of May 30, 2025)

Pfeiffer-Naginey Insurance Susquehanna Valley Auto Glass Shirley Nelson Brough Hiller Architectural Group Computer Science Resources, Inc d/b/a CSR Enterprise Networks WGRC Malee Law Firm, P.C. Thermal Product Solutions LLC (TPS) Sheks Sealcoating & Paving **Restored Identity** IT Data Consultants, Inc. Mostly Mutts, Inc. The Young Industries, Inc. M&T Bank - Lewisburg M&T Bank - Milton M&T Bank - Montoursville GetHRready Keystone Power Washers Keystone Advertising Specialties Congressman Dan Meuser SUNCOM Industries, Inc. John Shipman Insurance InnoTek Computer Consulting The Graphic Hive Abe's Custom Woodworking Fogles Landscaping Supply LLC Ronald Mackley





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#### "Ah Ha" Moments!

Recently I read an article titled "When You're Juggling All the Things" and it really got my thinking about YOU our members and the benefits YOU have available to YOU by way of your membership with the Central PA Chamber.



Jessica teaches a great seminar "What is the Central PA Chamber" at least each quarter annually and is willing to do it independently of the public seminar dates too if that works better for those interested in attending.

Those who have attended have had several "ah ha" moments and were excited to have several new solutions to various needs.

At any given time, leaders of businesses and non-profit organizations are juggling meetings, welcoming new staff/volunteers, mid-year planning, eviewing goals, reworking budgets, reviewing policies, handling scheduling issues, writing strategic plans, planning employee luncheons, networking with current and prospective clients/donors and so much more left unsaid.

Sometimes it may feel as if you are constantly putting out fires (not literally of course) and in a state of constant triage.

The article I read referred to an analogy of juggling balls in the air. Simply put the author said, "some of the balls we juggle are plastic, and some are glass." She said that some things, no matter how busy you are, can't be dropped. They are glass balls. She also explained no matter how organized you are unexpected things pop into your already full calendar, and you then pause something you enjoy and cancel personal plans to work longer hours; but she wanted to give herself and the readers permission slip to take a moment and look at what they're juggling. What's glass and what's plastic? What can bounce in the background while you hold what must be held carefully?

My thought was she must not belong to the Central PA Chamber of Commerce as they are incredibly great at offering assistance in finding solutions for those items that you surely don't want to let bounce in the background as YOU have membership benefits to do that right!!

How good are your juggling skills anyways? Are you dropping the plastic balls and what about those glass ones?

Have you reached out to YOUR Chamber team to see what solutions they maybe able to help you find to your juggling mishaps so that YOU don't have to work longer hours and miss out on those things that YOU enjoy?

When is the last time YOU viewed YOUR Chamber website and membership benefits and opportunities guide? So much available for YOU to make use of. Don't try to keep juggling, let us help. www.centralpachamber.com

tea Jay

Tea Jay Aikey President & CEO tjaikey@centralpachamber.com

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





Facility Usage

Our Space is Your Space

Our Space

Ross Roon

Smith Room



We're excited to let you know that the Central PA Chamber is kicking off our strategic planning process and we'd love your input to help guide our next steps and ensure we continue growing in ways that support you even better.

To help us with the important work, we've partnered with <u>Commonweal Consulting Group</u> and <u>StratSimple</u>, who will be leading the process and helping us gather meaningful feedback from our community.

On June 2<sup>nd</sup>, you'll receive an email from <u>info@stratsimplc.com</u> (sender name: *StratSimple Surveys*) with the subject line: "Central PA Chamber Survey Invitation."

Your responses will be kept **completely anonymous and confidential**, and the insights you share will directly influence our future programs, services, and initiatives.

As a small thank you, everyone who completes the survey will be entered into a **PRIZE** drawing.

Please keep an eye out for the survey email starting June  $2^{nd}$ , and just in case it lands there, don't forget to **check your spam or junk folder**. If you don't receive it, no worries just reach out and we'll send you the link directly.

Thanks for being such an important part of the Central PA Chamber community. We truly value your perspective and support!

Make it a great day!

## Members Recognized

#### Fulton Bank Invests \$3,000 to Support Mission to Attract Investment in Central PA

## **Fulton Bank**

#### MILTON - Fulton Bank made a

commitment to invest \$3,000 in Focus Central Pennsylvania for 2025 to support their mission to attract investment that cultivates economic growth in Central Pennsylvania! This mission work drives smart regional economic growth by marketing the region to attract quality investment projects that cultivate economic growth. Recognizing the mission investment in the photo is Leslie Temple, SVP Market Leader/Business Development for Fulton Bank and Lauren Bryson, Executive Director of Focus Central PA.

"Fulton Bank is honored to invest and support efforts that contribute to creating economic growth and opportunity for the communities we serve. We are proud to partner with Focus Central PA to support its vital mission to attract investment to Central PA." said Leslie Temple, Fulton Bank's Senior Vice President Market Leader/Business Development.



HRG, Bentley Systems to Implement Digital Twin Software for Water Systems throughout the Mid-Atlantic U.S.



### Melissa Rohland joins HRG as the firm's liaison to Bentley and other software companies

Herbert, Rowland & Grubic, Inc. (HRG) has partnered with global infrastructure engineering software company, Bentley Systems, Incorporated, to implement Bentley's OpenFlows WaterSight across the mid-Atlantic region in the U.S. HRG will help utilities configure a digital twin of their water systems that can be used to optimize operations and make better long-term capital planning decisions. A proof-of-concept project is currently underway between HRG, Bentley, and Freeland Municipal Authority in Luzerne County, PA.

The Bentley software brings SCADA, GIS, hydraulic modeling, and operations data into a connected environment to get a comprehensive view of how the water system is performing, assess the risk of asset failure, and test design assumptions. A properly configured digital twin can help utilities reduce non-revenue water, improve energy efficiency, ensure water quality, and enhance customer service.

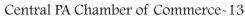
By working with HRG and Bentley Systems, utilities benefit from HRG's comprehensive knowledge of water system design and operation coupled with Bentley's four decades of software expertise in the design, build, and operation of major infrastructure projects.

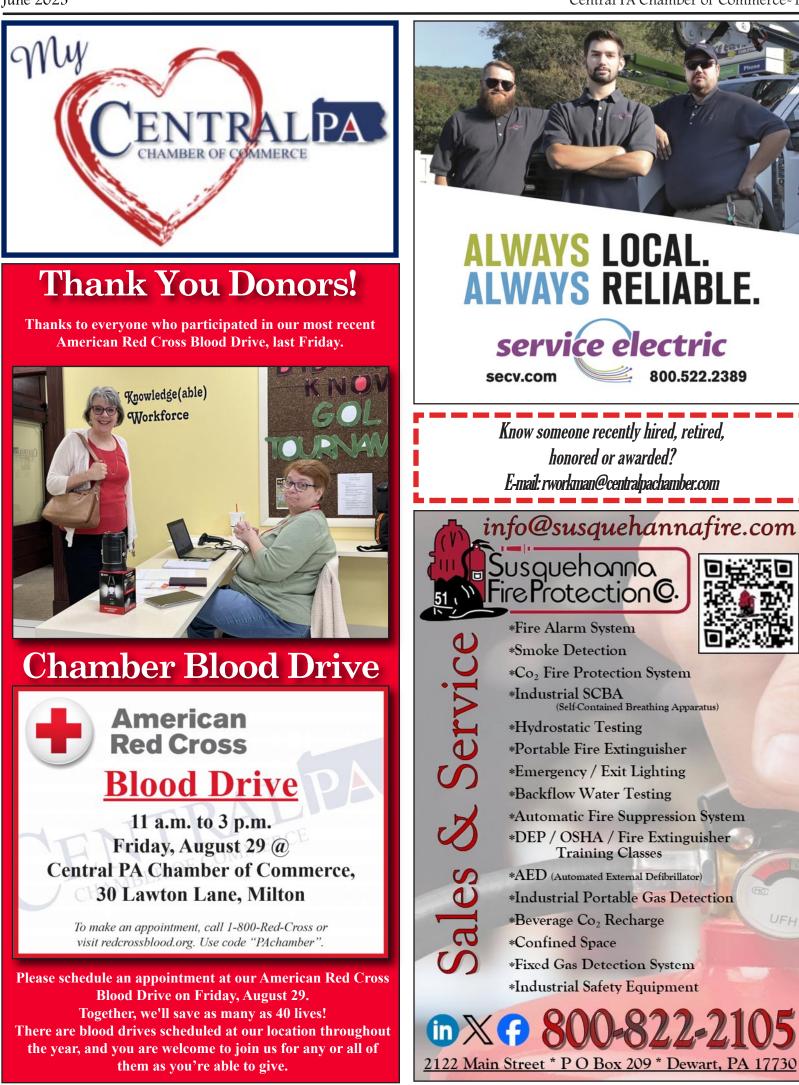
HRG's Chief Innovation & Technology Officer Mike Smetana said, "Our mission is to help communities make smart decisions about infrastructure that increase efficiency, sustainability, and quality of life, and technology plays a vital role in making those decisions. We want to help our clients integrate technology into their processes for long-term success, and Bentley is an ideal partner, thanks to their comprehensive suite of software solutions for the design, construction, and management of infrastructure. While this initial alliance is focused on water systems, the potential exists for similar partnerships to serve other clients and industries, as well."

In addition, Melissa Rohland joined HRG as director of Strategic Programs, where she will serve as a liaison between HRG's internal project delivery teams and software providers like Bentley. Rohland began her career as a civil engineer designing water systems and transitioned into digital solutions for the design and construction industry with 12 years of experience in digital construction and project management. Before joining HRG, Roland was the senior director of operations at Topcon Positioning Systems, helping clients implement the best processes and technology to optimize construction operations. She holds both a B.S. in Civil Engineering and an MBA from Lehigh University. She is a licensed Professional Engineer in Pennsylvania and holds multiple technology-oriented certifications including Disciplined Agile Scrum Master (DASM) and Project Management Professional (PMP).



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





## What's Happening ctd.



### Come Celebrate with Us!

RIBBON CUTTING WED JULY 16TH BAM-4:30PM OPEN HOUSE AT JULY 19TH 9AM-4:30PM

Basket Raffles · Meet the Team · Hors d'Oeuvres

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## **Guest Column**

### Smart Skin-Sun Care: Tips for Preventing and Detecting Skin Cancer

With over 5 million cases diagnosed each year in the United States alone, understanding how to prevent and detect skin cancer early is paramount. May is Skin Cancer Awareness Month, which provides all of us with the reminders we need as we jump into summer.

Sun Protection: This is the cornerstone of skin cancer prevention. This includes wearing broad-spectrum sunscreen with an SPF of 30 or higher and wearing protective clothing, such as wide-brimmed hats and sunglasses. Remember to reapply every two hours, especially after swimming.

Regular Skin Checks: Regular self-examinations and professional skin screenings are crucial for detecting skin cancer early. Dr. Haque recommends performing monthly self-checks to monitor for any changes in moles, spots, or lesions. Additionally, scheduling annual skin exams with a dermatology specialist can help detect any suspicious growths early on.

Know Your ABCDEs: Understanding the ABCDEs of melanoma can aid in identifying potentially cancerous moles. Watch for asymmetry, irregular borders, variations in color, diameters larger than a pencil eraser, and evolving moles. Any changes should prompt a visit to a dermatologist for further evaluation.

Avoid Tanning Beds: Dr. Haque strongly advises against the use of tanning beds, as they emit harmful UV radiation that increases the risk of skin cancer. Opting for sunless tanning products or bronzing lotions as safer alternatives can help achieve a sun-kissed glow without the risk.

Stay Hydrated: Keeping the skin well-hydrated is essential for maintaining its health and resilience. Drink plenty of water and use moisturizers to prevent dryness, especially in areas prone to sun exposure.

("Skin Care" continues on page 17)

Area Agriculture Teacher C ompletes State Mission to Heighten Awareness of Forest Health

Danville resident Van Wagner has achieved something unprecedented.



The agricultural science teacher, arborist, forester and folk artist

## Members Recognized ctd.

recently completed a mission to climb the highest tree on the highest mountain in each of the Commonwealth's 67 counties to bring awareness to our state's working forests—forestlands that are sustainably managed to provide a renewable supply of materials for wood products.

What started out as a personal challenge in January 2023 transformed into a mission that elevated forest education throughout the state. His journey began in Montour County when he climbed the tallest tree at the highest point on Montour Ridge—a mountain where he was born and raised and currently resides with his wife, Tamara. Following the climb, it occurred to him that no one had likely ever done this before.

"From there I thought about what a great challenge it would be to do the same thing in every county in Pennsylvania," says Wagner. "I wanted my efforts to put the focus on Pennsylvania's trees and forests."

And that it did. His mission captured the attention of hundreds of media outlets including the Philadelphia Inquirer.

"Our forests are treasures that need to be celebrated," says Wagner, "But they also need to be managed. All Pennsylvanians play a role in this conversation about how best to manage our forests."

As the only state in the nation named for its forest, Pennsylvania is the number one producer and exporter of hardwoods. The state's forest products industry represents the largest sector of agriculture as it has a \$39 billion economic impact on the Commonwealth's economy. The industry also employs over 60,000 Pennsylvanians.

Despite the sector's profound impact, sometimes the industry receives a bad rap. "For some, the concept of working forests is difficult to understand," says Stephanie Phillips-Taggart, executive director of Keystone Wood Products Association, a non-profit hardwood utilization group. "Often times people view harvesting in ill light, but when it is done sustainably, it actually increases forest health."

She explained that the industry has advanced since the clear-cut days of the 1900's.

"So much has changed, but one thing remains the same. Trees do not live forever. One of two things happen—a tree can be harvested, or it can be left to die and decay in the woods, which releases stored carbon back into the air," says Phillips-Taggart. "If a tree is harvested and transformed into a beautiful wood product, the product stores the carbon for its life."

According to Phillips-Taggart, harvesting trees decreases competition for soil nutrients and opens up the forest canopy, which offers smaller trees more sunlight. This allows younger trees—which are more efficient at sequestering carbon—an opportunity to thrive.

"Forests with diverse age classes are better able to withstand disease and pest outbreaks," she added. "Increased forest health improves carbon sequestration and storage—ultimately helping our environment."

According to experts, wood products also use lower amounts of energy to produce. "Working forests are a win," says Phillips-Taggart. "When a tree is harvested every part of it is used."

She noted that sawdust can serve as animal bedding or to produce heating pellets. Slash—treetops-- act as natural fencing to deter deer from browsing on seedlings. Small logs can be used for pulp for paper and packaging. Low- and high-grade lumber can be transformed into durable and healthy wood products.

Marc Lewis, co-owner of Dwight Lewis Lumber Products, Hillsgrove, PA believes Wagner's efforts help share this message. "Van's journey helped bring awareness to the benefits of working forests," says Lewis who accompanied Van on numerous climbs along with his dog Sylva. "His journey has been amazing to watch. I admire his dedication to the forest products industry."

Wagner's journey was not an easy one. He braved rough terrain, subzero temperatures, heatwaves, high winds and even moments that made his heart stop. He recounted a laughable encounter with a briar bush. "I climbed on a commercial property that was loud due to well activity. Upon entering the area, I had been warned about the resident rattlesnakes," explained Wagner. "As I started my climb, I bent down into a briar bush, but my first thought was that it was a rattlesnake."

Each location created memories for the 48-year-old. The highlight may have been his climb at Blue Knob State Park, when the Department of Agriculture Secretary Russell Redding strapped on climbing gear to join Wagner in his efforts to elevate the forest products industry."It was an honor. Secretary Redding did fantastic," says Wagner, "Climbing takes a lot of strength and he breezed through the climb."

To make these moments possible, Wagner first meticulously plotted the state's highest points and gained permission to climb lands owned by a variety of entities—including landowners."Many of the trees were on private lands," says Wagner. "Can you believe not one landowner denied me access? That speaks volumes for Pennsylvanians."

Wagner's family, including his wife and their sons Luke and Calvin supported him along the way. In addition to Lewis, Wagner's college friend, Bryan Pearson also joined him on a number of climbs.

His last climb fittingly ended at Mt. Davis, the highest point in the state. He was joined by Lewis, Pearson, the Department of Conservation and Natural Resources (DCNR) State Forester, Seth Cassell and DCNR Assistant State Forester, Matt Keefer and Phillips-Taggart, among others. His journey concluded in a Big Toothed Aspen tree—a tie between the Eastern Hemlock and the Black Gum tree. He dedicated the climb to a man who escaped enslavement in the south and made a living from the surrounding forest by making tar in the 1800's. "His name is lost to history, but his story will always be remembered," says Wagner. Wagner's journey will too be remembered as an important part of forest history.

Wagner concluded, "It is my hope that my climbing efforts have inspired people to get involved with forestry in our state.

Wagner was recently named the solo artist from the PA Central Pennsylvania Music Hall of Fame and the 2025 Penn State University's Ecosystem Management's Outstanding Alumni.

#### 16-Central PA Chamber of Commerce

## What's Happening ctd.





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### Caz Russell (ctd.)

"I call myself a facilitator," Russell said. "People like to share what they've learned, and my workshops are very interactive. I look forward to learning from those in attendance, from all walks of life, and every kind of industry."

Also an author, Russell has penned and published two books: "Nuggets: What Training My Dogs Has Taught Me About Life and Leadership" and "Tails I Only Tell My Dogs." The books combine his passion for leadership and teaching with his beloved pets.

For the June 11 seminar, Russell hopes all who attend will leave with new communication tools in their tool belts.

"I give my guarantee to provide the very best information that I can. I take ownership of this class, this workshop, and you have my word," Russell said.

To register, visit: https://centralpachamber.com/events/seminar-training-theart-of-communication/.

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## **Guest Column ctd.**

### Skin Care (ctd.)

You are not protected in your car: While the windows in your car are effective at blocking UVB radiation, which causes sunburns and skin cancer, they are not very effective at blocking UVA radiation, which also contributes to skin cancer as well as photo aging (e.g., wrinkles, leathery skin). Therefore, you should wear sunscreen if you are in the car (as well as trains and planes), particularly on your face and the back of your hands.

UV radiation scatters: Surfaces reflect UV radiation, so you are still exposed in the shade. For example, fresh snow can reflect 80% of UV radiation, dry beach sand 15%, and seafoam 25%. The best way to protect yourself while outside is to reapply sunscreen every two hours. Another great option is to wear ultraviolet protection factor (UPF) 50+ clothing, which blocks 98% of UV radiation. UPF clothing is widely available and is made from tightly woven synthetic fibers, such as polyester or nylon. Natural fibers, such as cotton or linen, are too loosely woven to be good protection from UV radiation.

By incorporating these expert tips into your skincare routine, you can take proactive steps towards reducing your risk of skin cancer and maintaining healthy, radiant skin. Remember, prevention and early detection are key in the fight against skin cancer, so prioritize sun protection and regular skin checks for optimal skin health.

Dr. Adel Haque is a Board-Certified Dermatologist and Board-Certified Mohs Surgeon serving the community out of the Lewisburg and Macungie offices of Dermatology Partners, a leading privatelyowned patient-centered dermatology practice. Appointments with Dr. Haque can be scheduled by visiting www.dermpartners.com or calling: 1-888-895-3376.



*Register for upcoming Central PA Chamber Events @ www.centralpachamber.com/events* 

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## Jessica's Jottings

#### You Have the Right to Refer and Be Referred!

Did you know the Central PA Chamber of Commerce sends hundreds of referrals to our members every year? Do you know what to do with those referrals once you receive them?

A bigger question may be, do you know where those referrals are being sent? Let me help you understand these questions and more!

In 2024 the Central PA Chamber sent out nearly 750 referrals to our members! So far in 2025 we have 400 referrals to our members! The Central PA Chamber has a unique referral system. We use our Membership Directory to send these referrals and only refer Chamber members.

How this system works is simple. Once we receive a need for a referral, we go to the membership directory on the website. We select the category that the person or business is looking for. Every member that is in that category that provides the service needed receives the referral. That's right, we refer every member business that fits that category need!

Once we send that referral out, it is up to the member business to make the connection and secure the sale!

This brings us to the next crucial step in what do with a referral. The system we use is an email-based system. The person within your organization that receives these referrals is the person you have set up as your primary contact for your Central PA Chamber of Commerce membership. They will receive the email with the contact information for the person/business needing the referral.

If you are not sure who your Primary Contact is be sure to reach out to the staff at the Chamber or simply go to your Directory listing on the website and see who is listed. If you need to make any changes to this, please contact me!

A couple things to remember, we track the referrals made. If at anytime you want to know details on a referral we sent you, all you have to do is ask! Also, anyone can make referrals via the website, it is not just the Chamber staff that have access to this. Remember that when you have family or friends that are looking for a service or product you can always send them to the Chamber website!

I look forward to sending you referrals this year and beyond and helping you explore all the benefits of your Chamber membership!



Jessica Beaver Finance & Membership Director jbeaver@centralpachamber.com

*Join us at an upcoming event! Visit: centralpachamber.com/events* 



June 2025

Central PA Chamber of Commerce-19

## **Gearing Up for Golf Tournament**



Spend a day at Bucknell Golf Club with the Central PA Business & Education Association! Our largest fundraiser of the year will be held on Friday, June 27 with a 1 p.m. shotgun start. Lunch will be held before tee off, beginning at 11 a.m.

Registration Includes: green fees, goodie bag, on-course beverages/snacks, lunch and awards for contest winners.

Immediately before the tournament, as many as 1,000 specially numbered golf balls will be dropped onto the practice green near the clubhouse.



The first three golf balls (in order) to hole out – or be the closest – to the designated hole are the winners! First place receives 25% of the pot/2nd place – 10%/3rd place – 5%.

The cost to take part in the Golf Ball Drop! is \$10 per golf ball, which are specially numbered for the event. You may register here, or see a Central PA Chamber staff member or designated volunteer for tickets.

You do not need to play in the golf tournament or be present to win. Winners will be notified after the contest, and arrangements will be made for check presentations. Visit: www.centralpachamber.com/events for full details.





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