

It's Your Business

www.centralpachamber.com

Volume 10, Issue 12 - December 2025



Chamber Seasons Greetings!



2025 Annual Meeting
&
Impact Awards,

pg. 14



Board of Directors

Genie Bausinger - Chair Milton Regional Sewer Authority	Sheri Marshall - 2nd Vice Chair Edward Jones
Alison Hall - 1st Vice Chair Re/Max Bridges	Ashley Parrish - Treasurer First Commonwealth Bank
Terry Burke Bucknell University	Michael Medley Mike Medley - Woodmen Life
Rachael Herb Service 1st Federal Credit Union	Michael Porter Pennsylvania College of Technology
Noelle Long SEDA Council of Governments	Peter Swift Camp Susque
Ron Mackley Community Member	Tina Welch Welch Performance Consulting
Lauren McDonald The Wealth Factory	James Baldwin - Solicitor Baldwin & Baldwin

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

Seasons greetings from the
Central PA Chamber!

I hope you had a restful, enjoyable Thanksgiving! It was nice to pause for a long weekend, reflect on how impactful the past year has been, and give thanks for the prosperity and fruits of our labor.



2025, the Central PA Chamber's 120th Anniversary year, has set the bar very high and as usual, your Chamber team is diligently pursuing every opportunity and planning very well ahead to deliver for you in 2026.

Where possible, all 2026 events are already on our online events calendar for you to register and add to your calendar. Jessica and Tea Jay have confirmed sponsors, venues, speakers, and instructors to host most of these events. Opportunities are still available if you wish to take advantage of the benefits provided for assisting us to make these events available for your fellow members.

Being a Central PA Chamber member provides a platform for your business or organization to market and advertise to fellow members. In addition to the Membership Directory, referrals, and a bevy of benefits that come with the price of your membership, we offer very affordable and effective advertising through the Chamber's popular website, social media, email campaigns, and publications. Right now, is the perfect opportunity to get in touch with me to brainstorm the best strategy to market your products and services, attract donors and volunteers, or promote your event.

Continued on next page.

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
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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.

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.

Winter Print Issue*
(released early 2025)

Ads & Flyers
due by Dec. 8

January Digital Issue
News & Ads
due by Dec. 12

February Digital Issue
News & Ads
due by Jan. 16

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

IYB Quarterly

QUARTERLY ADS

- IYBQ PRINT MAGAZINE
 - \$100/quarter page
 - \$150/half page
 - \$200/full page

Appear in the print publication of the Central PA Chamber; distributed to hundreds at events and locations across the region.



2026 Marketing & Advertising Opportunities

CENTRAL PA

CHAMBER OF COMMERCE

IT'S YOUR BUSINESS



WEEKLY ADS

- SPONSORED EMAILS

◦ \$200/email

Sent to 3,000+ Chamber contacts!



Constant Contact

- META "BOOSTED" ADS

◦ \$150/ad

AI & geographically targeted.

MONTHLY ADS

- IYB DIGITAL MAGAZINE

- \$100/quarter page
- \$150/half page
- \$200/full page

Clickable ads that appear in digital newsletter.

Sent to 3,000+ contacts, shared on social media, & website every month.

- WEBSITE HOMEPAGE ◦ \$200/month

The FIRST thing seen on the Central PA Chamber's website.

Visited nearly 7,000x per month.

- WEBSITE EVENTS CALENDAR ◦ \$50/month

Appear at the top of Chamber website's most popular page.



ANNUAL ADS

- 2026 MEMBER BENEFITS & OPPS. GUIDE

- \$100/inside quarter page
- \$150/inside half page
- \$200/inside full page
- \$250/back cover page

Digital and print publication distributed to all new and prospective Chamber members throughout the year.

Reserve your 2026 ad spaces NOW to receive DISCOUNTS!

Starting November 11, 2025 you can receive **20% off** ALL WEBSITE ads (homepage & events calendar) reserved before January 1, 2026. You can also receive 20% off all additional ads when you reserve 4 or more ad spaces before January 1, 2026.

CONTACT RYAN TO ADVERTISE: rworkman@centralpachamber.com / 570-742-7341

Note, ONLY President's Club members can reserve 2026 ad spaces before November 11, 2025.

CONTACT JESSICA TO JOIN: jbeaver@centralpachamber.com / 570-742-7341

How can we help market
YOUR BUSINESS?



Seasons greetings...continued!

Consider reserving ad spaces now, while your selection is best and you still have the opportunity to take advantage of available discounts! I'd love to assist you make 2026 your most successful yet!

New for 2026, to assist members with their marketing needs, we've added a new Seminar & Training Series event, "Marketing 2 Members & Beyond!" If this sounds useful for you, there will be two opportunities to register for the seminar—first in March and again in August. I understand sales and marketing can be tough, so come with your war stories and questions. No topic will be off limits!

If I don't see you before we leave for our Christmas break, Merry Christmas, Happy Holidays, and Happy New Year!

Happy reading,

Ryan Workman, Editor
Communications Director

rworkman@centralpachamber.com

Contact Ryan for an advertising quote!
Call 570-742-7341

CENTRAL PA

BUSINESS & EDUCATION ASSOCIATION

Seminar & Training Series

Marketing 2 Members & Beyond!

11:00 a.m. to 12:00 p.m. Tuesday, March 10

In-Person @ the Central PA Chamber

30 Lawton Lane, Milton

Members - \$10; Non-members - \$20

Register by March 9 @ centralpachamber.com/events

Presented by: **CENTRAL PA**
CHAMBER OF COMMERCE
Helping Our Region Grow for 120 Years

1905 - 2025
CENTRAL PA
CHAMBER OF COMMERCE
Helping Our Region Grow for 120 Years

New Benefits & Opportunities Guide

1905 - 2025
CENTRAL PA
CHAMBER OF COMMERCE
Helping Our Region Grow for 120 Years



Contact
Ryan to
Advertise in
THIS publication!
[rworkman@
centralpachamber.com](mailto:rworkman@centralpachamber.com)

Membership Benefits & Opportunities Guide 2026

30 Lawton Lane
Milton, PA 17847
570-742-7341

www.centralpachamber.com





Amy Messersmith

Owner

570-323-4854

glframeshoppe@yahoo.com

www.glframeshoppe.com

201 Basin Street Suite 15

Williamsport, PA 17701

How long has your business existed?

Gold Leaf has been in business for 13 years!

What makes your organization unique in your industry?

At the Gold Leaf, we have several attributes that make us unique! Our owner, Amy, has been in the custom picture framing industry for over 32 years and has gained a lot of knowledge & experience while framing all

sorts of items such as a full-sized men's car racing suit to a shadow box including the steering wheel from a WWII airplane! In addition, we place an emphasis on quality of materials that will best preserve your framing for a lifetime all while remaining competitive in pricing to the big chain stores. We also offer professional restoration services for wood frames, paintings on canvas, and paper documents & artwork.

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

We were invited to attend a Chamber event by a friend and were very impressed with the welcoming atmosphere. We are looking to market our business and spread the word about what we do, who we are, and where we are! We are hoping to grow our customer base through networking with the Chamber and its members.

Jordan Snook

CEO

570-884-8086

info@vendettacd.io

www.vendettacd.io

430 Iron Bridge Road

Middleburg, PA 17842



How long has your business existed?

Since 2021.

What makes your business unique in your industry?

We are a Cyber Security first Incident Response and Managed Service Provider. With our frontline knowledge responding to

Cyber Attacks all over the world, we can protect business and industry with stronger security posture.

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

We want to network and connect with local leaders and assist them with best in class

Cyber Security Protections and IT Support tasks.

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

The Breakfast Meetups!



Tina Welch

Founder & Principal Consultant

814-574-7082

tina.welch@wpchr.com

www.wpchr.com

16 Kile Drive

Bloomsburg, PA 17815

How long has your business existed?

11 years!

What makes your business unique in your industry?

Our custom approach focuses on culture and business goals. We see ourselves as an external team member for your business!

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

The Central PA Chamber is always looking out for opportunities to grant WPC exposure and to promote our business. Their support and advocacy are beyond what is expected from a typical chamber.

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

So many! From networking, to advertising, to sponsorship, to benefits offered (i.e. insurance and facility usage).

Contact Ryan to Appear in a 2026 Member Spotlight Feature:

rworkman@centralpachamber.com



What's Happening

Donald Heiter Community Center

OPEN HOUSE

Thursday, December 11th |
11:00 AM – 1:00 PM



To welcome business partners, area government leaders, nonprofit collaborators, faith leaders, and community members who share our commitment to building a stronger, more connected Lewisburg.

What to Expect:


- Light refreshments and conversation in a welcoming atmosphere
- A guided look at our programs, facilities, and upcoming initiatives
- Opportunities to connect with fellow business and nonprofit leaders
- Ways to explore partnership opportunities that benefit both your organization and our community

Kindly bring a non-perishable, not expired, food item (canned fruit, vegetables, and baking mixes are most needed) to add to our stunning new community food pantry.

Please **RSVP by December 6, 2025** to confirm your attendance.

The Williamsport Music Club
Presents:
87th Annual Service
of
Christmas Music
by
Candlelight
“Americana”

Sunday, December 7, 2025 4:00 PM
Pine Street United Methodist Church
441 Pine Street



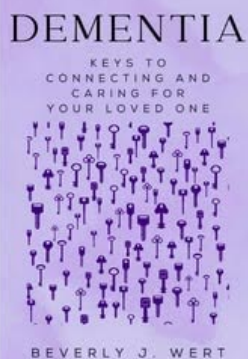

541 Broadway
Milton, PA 17847
(570) 742-7111
miltonpalibrary.org

Featured Author: Beverly J. Wert

LOCAL AUTHOR TALK, Q&A,
BOOK SIGNING

COPIES WILL BE AVAILABLE FOR PURCHASE AND ONE COPY IS AVAILABLE AT
THE LIBRARY FOR CHECKOUT (GENEROUSLY DONATED BY THE AUTHOR)

December 13th
at 11:30 AM



Beverly J. Wert has dedicated twenty years to serving and caring for the needs of seniors living with dementia and assisting them to accomplish the things that matter to them. *Dementia* provides suggestions to help situations go smoothly and create a calmer atmosphere in the home setting.



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

For More Information
Contact Lilly Wirt
Program Director
Lwirt@gsymca.org

Winter Stroke Development Schedule

- **For swimmers ages 6 and up**
(must already be able to swim the length of the pool independently)
- Introduction to the basics of Freestyle, Backstroke, Breaststroke, and diving while building swimming endurance.
- **Saturdays, 11-11:30am**
- **\$40/members, \$60/non-members.**

****Must register for each session individually**



- **December Session (12/6 – 12/27)**
- **January Session (1/10 – 1/31)**
- **February Session (2/7 – 2/28)**

MILTON YMCA | 12 Bound Ave | Milton, PA 17847 | 570.742.7321

LUNCH AND LEARN

WRAP UP THE YEAR STRONG
EVERY TUESDAY @ NOON IN DECEMBER



ARTIFICIAL INTELLIGENCE WITH DR. KARL KAPP

Dec 2 ~ ChatGPT for Your Business

Dec 9 ~ Build Your First Business Chatbot in 60 Minutes

Dec 16 ~ Design Business Images with ChatGPT

Dec 23 ~ Build Winning Presentations & Proposals with MS Copilot

Register Online



570-484-3128

workforce@commonwealthu.edu

https://workforce.commonwealthu.edu

**HANDS-ON
ZOOM SESSIONS**

\$75
per session



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



We welcome you to visit The Link

Friday, December 12th, 9:30am – 2:00pm

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

Bringing

**Pennsylvania
CareerLink™**
to YOU!

PA CareerLink® is an equal opportunity employer/program. Auxiliary aids and services available upon request to individuals with disabilities. Program funded with federal dollars. For more information, visit: <https://advancecentralpa.org/about-us/public-notices/>



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 | TTY: 711



**Advance
Central PA**
Linking People & Business

DECEMBER 2025						
SUN	MON	TUES	WED	THURS	FRI	SAT
ADMISSION MEMBERS...\$6 STUDENTS, SENIORS & VETERANS...\$8 ADULTS...\$9	Bucknell Screening FREE to Public THE CLOCK 1:45PM	Bucknell Screening 7PM FREE to Public LINGUA FRANCA	1pm Mid-day MATINEE (OPEN CAPI) HOLIDAY AFFAIR Bucknell Screening Free to Public MENUS-PLAISIRS (13-14-15)	BLUE MOON 7PM	HOME ALONE Sponsored by BROOKSIDE HOMES	THE POLAR EXPRESS Sponsored by LEWISBURG DOWNTOWN PARTNERSHIP 2PM
elf 2PM	Bucknell Screening FREE to Public GERTRUD 1:45PM Bucknell Stand Up Comedy 7PM	Bucknell Screening 7PM FREE to Public STUDENT SHOWCASE	1pm Mid-day MATINEE (OPEN CAPI) BLUE MOON	BLUE MOON 7PM	MEMBERS ONLY Holiday Party 6:00pm The Bishops Wife 7PM	RUDOLPH 13 Yuletide Without Santa Claus 2PM Sponsored by ELITE AUTO GLASS PLUS BOGONIA 5PM BYOB (OPEN CAPTION)
HOME ALONE Sponsored by THE WILSON FAMILY 2PM	CLOSED for Private Event	CLOSED for Private Event	1pm Mid-day MATINEE (OPEN CAPI) BOGONIA	BOGONIA 7PM	CHRISTMAS Sponsored by UPMC 7PM BYOB	Santa Visits! 12-2PM & 6-7PM Cory Coopers Christmas Doors Open 2PM & 6PM Free-Fry Snowman Santa Claws Films at 3PM & 7PM Sponsored by UPMC
IT'S A WONDERFUL LIFE Sponsored by COLDWELL BANKER PENN ONE REAL ESTATE 5PM	CLOSED for Private Event	CLOSED	CLOSED Christmas Eve	CLOSED Christmas Day	when HARRY SALLY 6:00pm 7PM BYOB	DELIRIUM SERIES: THE TIME MACHINE 7PM BYOB
SOUND OF MUSIC 4PM	CLOSED for Private Event	CLOSED	CLOSED New Year's Eve	CAMPUS THEATRE EST. 1991		

December 2025						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
NOTE: We will NOT be accepting book donations in January or February. Look for new dates starting March 2026!	1 DECEMBER BOOK SALE BEGINS! All month long. fill a bag for \$5	2 Mobile Maker Camp: Laser Cutting, Holiday Ornaments* 4:00 PM	3 Storytime with Miss Nancy 11:30 AM (Ages 2 and up) ELC Class* 4:30-6:00 PM	4	5 Baby Playdate 9:30 AM (Ages 0-24 months) A Christmas Carol* 7:00 PM Book Donations accepted 9:00 AM-4:00 PM	6 School Supply Giveaway 9:30 AM-12:30 PM A Christmas Carol* 7:00 PM Book Donations accepted 9:00 AM-4:00 PM
7 Library Closed	8 Learn to Crochet: The Very Basics 4:00 PM Zoom Citizenship Class* 4:00 PM	9 Travel with Corlee: Christmas Traditions Around the World 4:30 PM (Grades 1-4)	10 Special Storytime: Winter Wonderland 11:30 AM (Ages 2 and up) ELC Class* 4:30-6:00 PM	11	12 The Link 9:30 AM-2:00 PM Baby Playdate 9:30 AM (Ages 0-24 months)	13 Featured Author: Beverly J. Wert Q&A and Book Signing 11:30 AM
14 Library Closed	15 Teen Club 4:00 PM (Ages 12-18) Zoom Citizenship Class* 4:00 PM	16 Book Bingo 4:30 PM (Ages 5 and up)	17 Spice Club Begins: Culinary Seed Storytime with Miss Nancy 11:30 AM (Ages 2 and up) Library Closes at 2:00 PM Christmas Eve 4:30-6:00 PM	18 Board Meeting (Open to the public) 6:00 PM	19 Baby Playdate 9:30 AM (Ages 0-24 months)	20 Gingerbread House Party* 10:00 AM-12:00 PM (All ages) Christmas Centerpiece Fundraiser* 4:00 PM
21 Library Closed	22 Magical Reindeer Food Craft 4:30-5:30 PM (Ages 3 and up)	23 Storytime with Miss Nancy 11:30 AM (Ages 2 and up) Library Closes at 2:00 PM Christmas Eve 4:30-6:00 PM	24 Storytime with Miss Nancy 11:30 AM (Ages 2 and up) Library Closes at 2:00 PM New Year's Eve	25 Library Closed Christmas Day	26 NO Baby Playdate this week	27
28 Library Closed	29	30 Happy New Year Celebration 4:30-5:30 PM (Ages 4 and up)	31	Curb Side Activity Winter Bingo December 10-31	Librarians on the Loose! We'll be handing out kids' books at the Holiday on Broadway! December 30th from 6:30-7:30 PM	Take and Creates Available every Wednesday at Children's Library Kidz Corner

* Event requires registration

[Dates subject to change]

Date	Event	Location	Time	Cost
12/12/2025	How to Give Effective Performance Reviews	Williamsport	9:00 am to 12:00 pm	\$189.00
12/18/2025	Strategic Succession Planning for Supervisors	Webinar	11:00 am to 12:00 pm	FREE
1/22/2026	Create a Winning Safety Culture	Williamsport	9:00 am to 12:00 pm	\$189.00

INNOVATIVE MANUFACTURERS' CENTER

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

www.imcpa.com/events

New Members

Community Options

1117 Old Berwick Road

Bloomsburg, PA 17815

Phone: 570-259-7258

"Community Options believes in the dignity of every person, and in the freedom of all people to experience the highest degree of self-determination. Embracing this philosophy, Community Options works with individuals with significant disabilities through residential services, day programs, social enterprises that employ individuals with disabilities, high school transition programs, and specialized programs for respite and medically fragile adults. As a national agency, Community Options seeks to promote the inclusion of people with disabilities in the community through person centered and natural supports, and collaboration with community partners to increase accessibility to services. Community Options does not administer any large congregate programs, recognizing that people with the most severe disabilities need environments, equipment, clinical and staff support that are tailored to their very specific needs. In its history, the agency has developed a reputation for quality, cost effective administration that encourages individual choice and flexibility."

Jaime Lyons, Executive Director

570-259-7258

Jaime.Lyons@comop.org

American Remodeling Enterprises Inc. Central PA Office

1 Susquehanna Valley Mall Drive C10

Selinsgrove, PA 17870

Phone: 570-215-3421

"Since 1982, American Remodeling Enterprises has proudly served homeowners and businesses across Selinsgrove, Pennsylvania, and beyond. We offer quality roofing solutions, including asphalt shingles, metal, rubber, and stone-coated steel, backed by industry-leading warranties. We also provide windows, siding, bath conversions, and cabinet refacing. Contact us today for your free estimate!"

Jason Larsen, Owner

888-739-7339

info@americanremodeling.net

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

Beverly Wert

2125 White Deer Pike

New Columbia, PA 17856

Phone: 570-809-1368

"Author of 'Dementia: Keys to Connecting and Caring for Your Loved One' In 'Dementia: Keys to Connecting and Caring for Your Loved One,' Beverly J. Wert offers a heart-felt guide to understanding dementia and unlocking the keys to deeper connection with those you love. Drawing from her twenty years of personal caregiving experience and practical strategies, this book provides caregivers, families, and friends with the tools they need to navigate the challenges while holding on to what matters most—connection and love. You'll discover: Simple, proven approaches to communication that foster trust and comfort. Practical tips for managing daily care with patience and dignity. Ways to create meaningful moments, even as memory fades. Guidance for caring not only for your loved one, but also for yourself. Whether you are just beginning this journey or have been a caregiver for years, 'Dementia: Keys to Connecting and Caring for Your Loved One' is a compassionate companion that reminds you, you are not alone, and every moment of love still matters."

Beverly Wert, Author

570-809-1368

bevwert68@gmail.com

A1 Lock & Key Security Systems

1712 West Market Street

Lewisburg, PA 17837

Phone: 570-524-5625

"Alarm Systems • Card Systems • Camera Systems • Lock & Safe • Sales & Service"

Jason Hawley, Manager

570-524-5625

info@susquehannafire.com

Go Green!



New Members / Membership Renewals

Frosty Valley Resort
1301 Bloom Road
Danville, PA 17821
Phone: 570-275-4000

"Frosty Valley hosts all type of events from meetings to weddings and everything in between! We have an on-site restaurant The Iron Fork and 20 cottages available for on-site accommodations. Frosty also features an 18 hole golf course."

Jimmy Webb, Director of Marketing
570-327-0111
jwebb@thelibertygroup.net

Muirfield Energy Inc
425 Metro Place North Suite 505
Dublin, OH 43017
Phone: 614-336-8877

"Muirfield Energy is an energy management company with over 100 years of combined experience in both the regulated and deregulated energy markets. Muirfield Energy is an independent and unbiased energy advocate serving commercial and industrial customers nationwide. We specialize in energy procurement for electricity and natural gas supply. Our consultative approach ensures our customers are placed with the right supplier to meet their unique business needs. We guide businesses in reaching their objectives of decreasing energy costs, improving energy efficiency and meeting sustainability goals. Take control of your energy future today!"

Howard Levine, Senior Energy Consultant
hlevine@muirfieldenergy.com

West Branch Cleaning Co
Phone: 570-452-4237

"West Branch Cleaning Co. provides professional and reliable cleaning services in Union, Snyder and Northumberland Counties, specializing in business contracts, office cleaning, commercial and residential post construction cleaning, move-in/move-out cleaning services. We focus on dependable, detail-oriented service tailored to each client's needs."

Elisabeth Rand, Owner
570-452-4237
westbranchcleaningco@gmail.com

RENEWALS

(As of November 26, 2025)

XW Construction
 Bryden & Kessell Family Dentistry
 Penn State Extension - Northumberland County
 Beiters Inc
 C3Workplace
 Sunset Staffing LLC
 AdOne Advertising and Design
 Haven to Home Canine Rescue Inc.
 Snappy's - Allenwood
 Lewisburg Sunrise Rotary Club
 Axeman Brewery
 Axeman Tavern
 Equity Roofing
 Lawton Insurance Agency - Lewisburg
 Lawton Insurance Agency - Mifflinburg
 Buffalo Valley Wealth Plus
 Eat Share, Inc.
 Kaufman Funeral Home & Cremation Services, Inc.
 Mc Nerney, Page, Vanderlin & Hall
 First Commonwealth Bank - Lewisburg
 First Commonwealth Bank - Danville
 First Commonwealth Bank - Milton
 SEDA-COG Joint Rail Authority
 Weaver's Tire Service Inc.
 Dermatology Partners
 Lewisburg Farmers Market

CENTRAL PA
 CHAMBER OF COMMERCE

membership is
\$150.00

for the 1st year when you are a member of an organization in our partnership program!

To learn more, visit www.centralpachamber.com or call 570-742-7341.

Participating organizations:
 Bucknell University SBC; Cavation Center; Danville Business Alliance; Innovative Manufacturers' Center;
 Lewisburg Downtown Partnership; Mifflinburg Heritage & Revitalization; Sunbury Revitalization, Inc.; Susquehanna River Valley Visitors Bureau; TIME (The Improved Milton Experience); Welcome Wagon

Multiple Chamber Membership Discount
 First-year members of similar organizations are eligible

Logos for participating organizations: IMC, SBC, TURN TO DANVILLE DOWNTOWN, LEWISBURG, SUSQUEHANNA RIVER VALLEY, SUNBURY'S REVITALIZATION, INC., MILTON, WBA WILLIAMSPORT BUSINESS ASSOCIATION.

Time with Tea Jay

Should CEOs be on social media?

According to a recent report from H/Advisors Abernathy, 70% of CEOs are active on social media. Translation: CEOs should absolutely be on social media unless they want to be left behind by their peers. CEOs should use social media to build their personal brand by sharing authentic insights and company wins, while engaging with others on professional platforms like LinkedIn. It's crucial to avoid oversharing, posting emotionally charged content, or only promoting the company, and to maintain a consistent, professional tone that reflects well on the organization.

- It's essential for building trust, strengthening relationships, and making the brand resilient. Good leadership is visible – customers and employees want to see and hear from the people making decisions.

A nonprofit CEO's personal social media is a powerful tool for building trust and strengthening the organization's brand through a visible, human connection. To be effective, it should be authentic and aligned with the nonprofit's mission, blending professional announcements with personal insights, stories, and commentary on relevant topics. Content can include sharing organizational achievements, celebration of staff successes, and discussing industry news, all while maintaining a clear personal brand and visual identity.

- Build trust: A visible and authentic leader helps build trust with the public, donors, and employees.
- Strengthens relationships: It helps to create strong, human connections with followers and stakeholders.
- Increases organizational resilience: When the leader is a recognizable and trusted public figure, it can make the organization more resilient to challenges.

Do's:

- Build a personal brand: Use your personal profile to share authentic stories, company wins, and industry insights.
- Engage with your audience: Respond to comments and messages promptly to show you are active and interested.
- Share company content: Show pride in your company by sharing its posts but add your own commentary to provide a personal perspective.
- Be human: Share your human side, such as a favorite quote or your perspective on an event, to connect with your audience.
- Post consistently: Develop a content schedule and post regularly to stay relevant and build a following.
- Engage with others: Comment on and like other posts to show you're active and interested in your industry and community.
- Tell your story: Use social media to control your company's narrative by sharing your journey and vision.

Don'ts

- Don't overshare: Avoid revealing excessive personal information that could detract from your professional image or compromise privacy.
- Don't post emotionally charged content: Stay away from politically, religiously, or emotionally charged statements that can alienate others.
- Don't speak negatively: Avoid complaining, whining, or speaking poorly about people, products, or competitors.
- Don't be unprofessional: Never use curse words or other unprofessional language, including innuendos.
- Don't rely solely on the company profile: Your personal brand is powerful; leverage your own profile in addition to the company's page.

A key principle for CEOs on social media

- Be authentic: Share personal stories and professional milestones to show the human side of the business. Authenticity builds deeper connections with stakeholders.

Tea Jay

Tea Jay Aikey
President & CEO

tjaikey@centralpachamber.com



WHY US?



Facility Usage

Our Space is Your Space!

To make your reservation, call: 570-742-7341
E-mail jbeaver@centralpachamber.com

Available 24/7 on a first-come-first-served basis.

Smith Room

Ross Room

Guest Column

Why 2025 is a Strategic Year for Charitable Giving



The recently passed One Big Beautiful Bill Act spans nearly 900 pages and introduces sweeping changes to U.S. tax law. While many of its charitable giving provisions won't take effect until 2026, the upcoming changes make 2025 a pivotal year for donors. Acting now may help you maximize the benefits of current tax rules before new limits and reductions begin.

Many of the Act's charitable provisions—including new limits for itemizers and a reinstated deduction for non-itemizers—are effective beginning in 2026. Meanwhile, other measures, such as the temporary increase in the state and local tax (SALT) deduction cap to \$40,000, begin in 2025. That timing makes this year a strategic window to plan your giving before the rules change.

Here's what you need to know:

- For non-itemizers: A charitable deduction has been reinstated for 2026, allowing individuals who take the standard deduction to claim up to \$1,000 in cash gifts to qualified charities (\$2,000 for married couples filing jointly).
 - For itemizers: Deductions remain more flexible in 2025 than they will be in 2026. Starting next year, itemizers will see deductions reduced by 0.5% of adjusted gross income (AGI) and capped at 35% for those in the highest tax bracket, compared to the full 37% today.
 - For corporations: Businesses may deduct up to 10% of taxable income for qualified charitable contributions in 2025. In 2026, a 1% floor will be introduced, requiring more significant gifts to qualify.
- Given these differences, 2025 presents an important planning window. Savvy philanthropists and families may want to consider:
- Accelerating contributions originally planned for later years into 2025.
 - Bunching several years of giving into a single tax year to maximize deductions.
 - Using a donor-advised fund (DAF) to capture a larger deduction now while giving to charities over time.
 - Strategically timing cash donations, since some non-itemizers may benefit more from deferring certain gifts until 2026.

The bottom line is that while many taxpayers are focused on what happens in 2026, the real opportunity is here and now. By acting in 2025, you can lock in today's more favorable rules, align your generosity with your financial strategy, and ensure your giving has the greatest possible impact.

Ready to make the most of your 2025 charitable giving? Contact Aspire Wealth Group today at AspireWealthGrp.com or call 570-505-1289 to start the conversation.

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While we are familiar with the tax provisions of the issues presented herein, as Financial Advisors of RJFS, we are not qualified to render advice on tax or legal matters. You should discuss tax or legal matters with the appropriate professional.

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Members Recognized

Dermatology Partners Appoints Andrew Kay Executive Vice President of Growth, Former VP Will Lead Strategic Plan to Accelerate Expansion Throughout Mid-Atlantic

LEWISBURG - Dermatology Partners, the region's fastest-growing privately owned and physician-led dermatology practice, has promoted Andrew Kay to Executive Vice President of Growth.

In this expanded leadership role, Kay will direct both internal and external growth initiatives, including operational efficiencies, strategic partnerships, and acquisitions. In addition, he will lead the regional practice managers and Dermatology Partners' Training Department to advance the organization's strategic goals, while continuing to oversee all marketing efforts and physician and advanced practice provider recruitment.

Since joining Dermatology Partners, Kay has served as Vice President of Growth and Development. In that role, he has spearheaded several transformative growth initiatives, including:

Acquisition of nine longstanding, highly regarded, independent practices led by renowned practitioners Dr. Anthony Benedetto in Drexel Hill, Pennsylvania, Dr. Allen Mineroff in Lansdale, Pennsylvania, and Dr. Irving Wolfe in Owings Mills, Maryland. This has been accomplished with seamless transitions for both clinicians and patients.

Boosted Dermatology Partners' geographic footprint. Under his guidance, the dermatology group has added nine de novo offices and expanded into Delaware and Maryland. These nine new clinics are in: Plymouth Meeting, Roxborough, Doylestown, Chambersburg, and Kutztown, Pennsylvania; Sparks and Westminster, Maryland; and Hockessin, Delaware.

Addition of 60 providers, including 31 medical doctors and three dermatopathologists.

"Andrew's strategic vision and ability to facilitate growth initiatives have been central to our trajectory as the fastest-growing independent dermatology group in the Mid-Atlantic region," says Andrew Frankel, Chief Operating Officer at Dermatology Partners. "Under his guidance, Dermatology Partners continues to scale geographically without private equity influence while maintaining high standards of clinical excellence and patient satisfaction."

Kay has extensive knowledge and experience in the areas of corporate growth, operational process, development and management of large teams, and quality improvement.

Continues Frankel, "This new role is a natural next step for Andrew, and we are thrilled to recognize his work with this promotion."

Kay's appointment to EVP comes on the heels of a series of expansion announcements. Most recently, Dermatology Partners appointed Joseph Stultz as Director of Training and promoted



Andrew Vail to Senior Director of Clinical Development. The practice has recently opened new clinics in Chambersburg, Kutztown, and Doylestown, PA.

Prior to joining Dermatology Partners in 2021, Kay served as the Global Director of Contracts and Compliance for the International SOS where he managed the TRICARE Overseas Program. He has also held positions with the United States Department of Defense.

Kay graduated from Drexel University with a Master of Business Administration (MBA) in entrepreneurship and marketing. He also earned a bachelor's degree in marketing and legal studies from Drexel University's LeBow College of Business.

Foundation Grants Help Local Organizations Meet Urgent Community Needs

BERWICK - Community Giving Foundation remains committed to monitoring and understanding current community needs through our strong relationships with local nonprofit partners. Nonprofit leaders have shared the recent increase in demand for essential food and utility assistance across our region. Area community action agencies are working together to increase resources and services, sharing, "These are not just basic needs; they are critical to the health, safety, and well-being of our community."

As a community foundation, Community Giving Foundation embraces our responsibility to strengthen these organizations and services through flexible funding—meeting current needs today and unknown needs in the future. The Foundation has allocated \$50,000 in critical grants from the Regional Impact Fund to help respond to immediate needs. Initially, AGAPE Love from Above to Our Community, Central Susquehanna Opportunities, and Union-Snyder Community Action Agency will each receive \$10,000 in funding. The Foundation impact team and regional board will continue to work with organizations meeting current needs to disperse the additional funding.

Kara Seesholtz, Foundation president and CEO, shared: "This moment reflects the importance and power of flexible philanthropic resources. We are grateful for the generous donors who have contributed to the Regional Impact Fund over the years, allowing us to respond quickly and effectively when our communities need it most."

In addition to this regional, flexible funding, Community Giving Foundation: Berwick has allocated \$20,000 from the Berwick Community Response Fund to meet additional needs in the Berwick service area as they arise. Foundation staff are connecting with organizations to identify opportunities.

The Foundation has created a resource webpage highlighting organizations providing multi-county services for the region. For more information and opportunities to give, visit csgiving.org/community-resources.





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30 Lawton Lane, Milton**

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**Please schedule an appointment at our American Red Cross
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“Licensed Psychologist, Dr. Michael Diller, was the Central PA Chamber of Commerce Annual Meeting and Awards Ceremony keynote speaker. Diller is the Wellbeing Program Administrator, for WellSpan Health, part of a dyad leadership team, responsible for the system-wide Wellbeing strategy..

Photos by Hosterman Creative.



Record Setting Annual Meeting

LEWISBURG – More than 230 people attended the Central Pa. Chamber of Commerce’s meeting Thursday at the Silver Moon Banquet Hall in Kelly Township.

The keynote speaker this year was Dr. Michael Diller, a clinical psychologist with Wellspan Behavioral Health, now known as Wellspan Wilhaven. His topic was Thriving Together, and the power of human connection.

“What I hope attendees will take away from my speech is how human connections intertwine and intersect with hope,” Diller said. “Finding hope and giving hope to others.”

Diller tied all that into leadership, and not just in leadership roles but in leading lives and how people connect with others and lift them up.

Recognizing that many people in the room had small business connections.

“How you connect with people at any level, be it a small business or a large corporation, matters,” Diller said. “How you treat one another, how you let people know you are walking with them matters — wherever you find yourself in life, how big or small your business may be.”

Connections are important not only in work life, but also in community and family life, Diller said.

Diller discussed hope in various ways, offering an invitation for everyone

to connect and provide hope, suggesting that, whatever the situation, things can improve.

Stress levels are high these days, Diller said.

“The two biggest drivers of stress and anxiety are unpredictability, uncontrollability and ambiguity; when you don’t know what will happen next,” Diller said. “There is a lot of this around. So, we have to learn how to navigate and deal with stressors. Why wouldn’t we connect and ensure that we walk through stressful times together? This would give us the chance to find and embrace hope.”

Moments after Diller’s speech, Chamber CEO/President Tea Jay Aikey announced three Chamber Impact Award winners.

“We chose them based on the impact they make on their industry, on the county, and on the region,” she said.

The winners were the Milton Area School District, for its Career Technical Education program; Rose Williams of the Getting Ahead Foundation; and attorney Terry Baldwin.

The preceding article by Rick Dandes, first appeared in *The Daily Item*, Thursday, October 23, 2025

“How you connect with people at any level, be it a small business or a large corporation, matters.”

- Dr. Michael Diller

The 2025 Impact Award Winners

Jackie Robinson said, "A life is not important except in the impact it has on other lives."

When selecting an Impact Award Winner, the following is considered:

- Did they have an impact on the Chamber?
- Did they have an impact on Individuals?
- Did they have an impact on the Community?
- Did they have an impact on the Region?

The following are portions of the 2025 Impact Awards Ceremony Reveal Speeches:

Milton Area School District Career & Technical Education Program

Where can employers find future talent? Luckily, there are programs in the region that are addressing this question. I would like to use this first Impact Award speech to highlight one of these programs.

This program is not just aimed at education in several fields, but also to develop good citizens. This includes introducing skills including resume building, elevator pitches, and interview skills. Participants are also giving back to the community and learning how to fundraise their programs.

This program offers the opportunity to compete in local, state and national competitions, showcasing future employment skills. Many have received top placements! Thus, confirming that the amazing teachers they have are setting them up for success and a thriving future.

The Central PA Chamber is proud to be a small part in this program. Chamber members have also participated and toured their classrooms. Many of you in attendance today are partners with this program.

I do not have enough time today to highlight all the activities and achievements this program has accomplished. It makes me hopeful for our region's future to see students getting involved in this program and I cannot wait to see the celebration photos when they hear about this latest award they have earned!

I would like to ask Amanda Smith to please come to the stage and accept the first Impact Award on behalf of the Milton Area School District CTE Program!





Rose Williams, Getting Ahead Foundation

It is a privilege to have the opportunity to introduce you to the recipient of the next Impact Award. I first met this individual at a Breakfast Briefing. Spoiler alert: for those who have not yet attended one of these monthly networking events, we ask attendees to deliver an elevator pitch to introduce yourself and your business or organization to the group.

Four years later, and this person's introduction still occupies my memory as pitch perfect. It grabbed the room's attention with provocative facts about poverty in our region and gave everyone a tangible call to action to assist the nonprofit organization she passionately leads.

A major component of the Chamber's Raising the Board training for non-profit board members is "Servant Leadership." We discuss what it is, how to identify it in others, and challenge each other to live up to its calling. This Impact Award winner has long exemplified servant leadership, but the mere fact she participated in Raising the Board training, demonstrates an essential quality of the servant leader, humility. She is humble enough to seek new ideas and gain knowledge to positively impact her organization.

Through personal, financial, nutritional, and workplace programs the Getting Ahead Foundation has helped countless participants in 47 US States and seven countries. Its founder has empowered individuals to make their way out of poverty and into a positive, fulfilling life. For this and countless reasons, I am thrilled to name Rose Williams the next Central PA Chamber Impact Award winner!

Congratulations, Rose!





Terry Baldwin, Baldwin & Baldwin, LLC

Success is about what you give back.

This Impact Award winner has been giving back to the local community and the Central PA Chamber since 1978.

Having practiced their trade since 1973, this individual demonstrates these core traits:

- Effective and Clear Communication
- Analytical and Research Skills
- Strategic Thinking
- Problem Solving
- Integrity and Ethics
- Empathy
- Organization
- Fair Judgement

We don't get to choose what happens to us; but we can choose how we respond. Having this individual to assist you is definitely a great way to respond to what you and your business or organization encounter.

The clients of this individual can certainly have confidence that they will receive impeccable service to the highest standard while being made to feel represented at an affordable rate.

This individual is known by many and is considered a legend at the Central PA Chamber. Over the years the Chamber team has endearingly internally referred to this person as Uncle Terry.

It is my honor to present the third and final 2025 Impact Award to Attorney Terry Baldwin.



2025 Annual Meeting & Awards Ceremony Sponsors:

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Jessica's Jottings

You've Made an Impact & You Can Again

Are you looking to make a bigger impact in 2026? If so, the Central PA Chamber of Commerce has a great opportunity for you!



The President's Club is an opportunity for Chamber members to give above and beyond their annual membership dues to provide our members and the communities we serve with more benefits and outreach for their growing needs!

Additional benefits President's Club members receive include name/logo displayed at all major events, in the monthly magazine, at the Chamber office, Member Benefits and Opportunities Guide, and on the Chamber website. Discounted rates for marketing and advertising with the Chamber. Complimentary seats at each of the Legislative Events and VIP seating at the Annual Meeting. Plus, a private luncheon held at a different location each year for all President's Club members.

With the support of our 2025 President's Club members, we were able to keep our membership rates, sponsorships, and event prices at the same or low costs. Upgrade our facility to provide our members with a space to utilize for their meetings, training, and more. We have also finalized our Strategic Plan in 2025 that will lead the Chamber for the next several years and help us accomplish our goals. We already have new ideas and opportunities ready to roll out for 2026 that will impact on our membership in the best way!

To be part of the future of the Chamber and the businesses/organizations we serve, reach out to the Chamber staff to join the President's Club!

January 31st, 2026, is the official closing date to become a President's Club member next year. To learn more and see our current list of President's Club members, visit <https://centralpachamber.com/membership/presidents-club/>.

Thank you for your support of the Central PA Chamber of Commerce and I look forward to working with you in 2026. Be sure to have a very Merry Christmas and a Happy New Year!

Jessica Beaver
Finance & Membership Director
jbeaver@centralpachamber.com

CENTRAL PA
CHAMBER OF COMMERCE

Did You Know? The President's Club:

- An exclusive sponsorship program created to prominently recognize members who contribute to the Chamber over and above their annual membership investment.
- This commitment has allowed the Chamber to increase its level of service to all our members, offering more value for each membership.
- President's Club members are eligible for exclusive discounts and events, as well as priority reservations for select events.
- Membership in The President's Club is offered annually, but you must join by Jan. 31 to receive full benefits.

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Thank you, 2025
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The President's Club is an exclusive sponsorship program created to prominently recognize Chamber members who contribute over and above their annual membership investment. This allows the Chamber to increase its level of service to all members. President's Club members are eligible for exclusive discounts and events, as well as priority reservations and seating for select events.

Visit: centralpachamber.com/membership/presidents-club/ for more details.
Contact Tea Jay Aikey: 570-742-7341 to inquire about membership for 2026.

Contact Tea Jay to learn more
& join The President's Club!
Call 570-742-7341



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Call 570-742-7341, e-mail tjaikey@centralpachamber.com
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Annual Meeting By the Numbers...

*As of publication time

234

Attendees

36

Sponsors & Contributors

384

Cookies Served

3

Impact Award Winners

Join us at these upcoming events!

Breakfast Briefing

7:30 to 9 a.m. Friday, Jan. 16

@ Central PA Chamber of Commerce

30 Lawton Lane, Milton

Members - FREE; Non-members - \$7

Register by Jan. 9 @ centralpachamber.com/events

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INSIDE

JOBS TOUR

10 a.m. Wednesday, Jan. 28

@ Berks Technical Institute

7495 Westbranch Hwy.

Lewisburg, PA

FEATURING:



Berks Technical Institute

Members - FREE; Non-Members - \$10.00

Inside Jobs offers members a chance to tour facilities of fellow businesses & organizations.

Find tour details and register by Jan. 21, 2026 @ www.centralpachamber.com/events.

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(Speaker TBA)

7:30 to 9 a.m. Friday, Feb. 20

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www.centralpachamber.com/events

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Seminar & Training Series Marketing 2 Members & Beyond!

11:00 a.m. to 12:00 p.m. Tuesday, March 10

In-Person @ the Central PA Chamber

30 Lawton Lane, Milton

Members - \$10; Non-members - \$20

Register by March 9 @ centralpachamber.com/events

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