

# CONNECTIONS

The Newsletter of the West Shore Chamber of Commerce

## Build Business at Business & Industry Night - Octoberfest 2011

Hundreds of Chamber members and community professionals are preparing to grow their business by attending the best business-to-business networking event of the year: Business & Industry Night - Octoberfest 2011! This one-of-a-kind trade show will take place from 3:00 to 7:00 p.m. on October 6 at the Radisson Hotel Harrisburg in Camp Hill. You can still purchase tickets for \$20 in advance or \$25 at the door. Don't miss the largest and most talked about Chamber event of the year. Order tickets online at [www.wschamber.org](http://www.wschamber.org) or email [events@wschamber.org](mailto:events@wschamber.org) for more information.

Mountz Jewelers will add to the evening's festivities by having Miss Pennsylvania, Juliann Sheldon, as its guest. At 6:30 p.m., Miss Sheldon will draw the winning ticket for the grand prize donated by Mountz - a Honora 36" Blue Moon cultured pearl necklace with a retail value of \$290. All event attendees are invited to turn in their door prize entry at the Chamber booth, located in the rear of the Keystone Room, for a chance to win this stunning prize.

Exhibitors are preparing their booths to celebrate this year's Octoberfest theme. Three exhibitor awards will be presented at the end of the event in the following categories: Best in Show, voted on by attendees; Best Use of Theme, voted on by a panel of judges appointed by the Business & Industry Night Committee; and secret shoppers will select an exhibitor for the Best Sales Approach award. Make sure to turn in your vote for Best in Show at the Chamber's booth.

This bountiful business celebration is sponsored by AmeriChoice Federal Credit Union, Capital BlueCross, Central Penn Business Journal, Wells Fargo Advisors, WHP 580 and WHP CBS21.



Mountz Jewelers presents a door prize gift to Mark Smith of Joseph A. Banks at the August 30 mixer at their Trindle Road location.



Patient First celebrated the grand opening of their newest location on South Sporting Hill Road in Camp Hill on August 30.

**Oct. 6**  
Business & Industry Night

**Oct. 12**  
Networking Mixer

**Oct. 17**  
Shooter Training & Firearm Education Day

**Oct. 21**  
Act 32 Informational Seminar

**West Shore**  
Chamber of Commerce

Inspiring Business

## Chamber Launches New Health Insurance Program

The West Shore Chamber of Commerce is pleased to announce its new health insurance benefits program. Chamber Advantage - Health Insurance provides one-stop shopping for all of your health insurance benefits needs.

Through Chamber Advantage - Health Insurance, a trusted Wells Fargo Insurance Advisor will provide customized advice about group health, prescription, dental and vision benefits available to your business.

In addition to assisting with your annual benefits decisions, Chamber Advantage - Health Insurance also includes:

- **CyberSure**<sup>®</sup> - an award-winning 24/7 on-line employee benefits and HR service center that helps reduce the time you spend handling insurance matters.
- **Health Advocate** - a call-in center that helps customers find the right doctor, negotiate insurance coverage and manage other medical system issues.

*Health Insurance continued on page 2*

## Committee Spotlight: Public Relations & Marketing Committee

The Public Relations & Marketing Committee develops and implements the Chamber's Marketing Plan based on members' needs, while enhancing the image of the Chamber and its members. The Committee is comprised of volunteers from a variety of businesses who are interested in public relations and marketing topics. Each meeting offers open discussion on many of the Chamber's public relations and marketing efforts, as well as a forum where members can ask questions, offer feedback and express their opinions on the best ways for the Chamber to enhance and expand its members' recognition. Recent discussions included social media, position statements, media relations, and *Connections* newsletter.

Chaired by Bob Manbeck, with Vice-Chair Rhonda Hebbard, the Public Relations & Marketing Committee meets the third Wednesday of each month at noon. Those interested in impacting the way the Chamber communicates with both members and the general public are urged to join this committee. For more information about, or to participate in the Public Relations & Marketing Committee, contact Mary Clayton at 761-0702 or [mary@wschamber.org](mailto:mary@wschamber.org).

## West Shore Foundation Selects Junior Leadership Class

Twenty-eight students from seven area high schools have been selected to participate in the West Shore Chamber of Commerce Foundation's second Junior Leadership Central PA class, which will take place during this school year. The program provides five day-long sessions of leadership training, team building and community service for high school juniors.

The students selected are

- **Big Spring High School:** Tyler Black, Ryan Foulz, Kayley Luszik, Colby Ott, Shaina Sollenberger
- **Camp Hill High School:** Matthew Leach
- **Cedar Cliff High School:** Sarah Folk, Nicholas Papoutsis, Hanna Scanlon, Mikhala Stevens, Christopher Walker
- **Cumberland Perry Area Vocational Technical School:** Addie Cassel, Kelly Evans
- **Cumberland Valley High School:** Kaley Filipovich, Vidya Lala, Garrett Long, Evie Milburn, Erin Thompson
- **East Pennsboro High School:** Shefali Amin, Nikolaus Lewis, Chandhi Patel, Scott Wright
- **Mechanicsburg High School:** Won Choi, Joanne Drawbaugh, Emily Fisher, Cara Hans, Madeline Hoch, Michael Logar

The program is provided tuition-free to the students and is supported by the West Shore Chamber of Commerce Foundation. The Foundation's cost per student is \$300. If you would be interested in supporting this important educational initiative by making a tax-deductible donation, please contact Tammy McCrae at 761-0702 or [tammy@wschamber.org](mailto:tammy@wschamber.org). Thank you to current Junior Leadership Central PA sponsors AmeriChoice Federal Credit Union, PSECU and Rotary Club of West Shore.

### *Health Insurance continued from page 1*

- **Semi-Annual Health and Welfare Benefits Clinics** - Wells Fargo Insurance Services, in conjunction with Chamber Advantage, will host free semi-annual health and welfare clinics.
- **Monthly Employee Benefit Legislative Updates and Alerts** - The Wells Fargo Compliance Team monitors legislative changes related to employee benefits down to the state level and distributes them through Legislative Updates via email.
- **Monthly Benefits Issues E-Newsletter** - An electronic employee benefit news publication that is delivered directly to your email inbox on the fourth Tuesday of each month.
- **Wells Fargo At Work®** - This program provides employees with exclusive financial benefits that can save time and money and increase their financial knowledge.
- **2011 Employer Benefit Survey Results** - Each participating member group will receive the Survey Report CD free of charge.
- **Motivano SmartSavings™ Employee Discount Marketplace** - SmartSavings™ is one of the nation's largest online employee discount marketplaces, providing your member group employees with access to exclusive discounts from over 300 national brands and thousands of merchants.

For information on how your business may benefit from this new Chamber offering, contact Paula Klinger at 506-3032 or [paula.klinger@wellsfargo.com](mailto:paula.klinger@wellsfargo.com).

got marketing?  
need help?

[konhausmarketing.com](http://konhausmarketing.com)  
731-9456

## Chamber Announces Keynote Speakers for November Conference

Area professionals are invited to a professional development conference that offers insights from some of the most respected experts in the area. Taking Care of Business: A Professional Development Conference will take place on November 10 at the West Shore Elks Lodge and features two noted experts on leadership: Lucia Murphy, Ph.D., and Representative Scott Perry will be sharing leadership insights. This conference is made possible through the sponsorship support of United Concordia Dental, and media support from Central Penn Business Journal and Comcast Spotlight.

Lucia Murphy, Ph.D., affectionately known as Dr. Murph by friends and colleagues, is the author of "LeaderSpeak: 7 Conversations that Create Sustainable Success." She is recognized as an accomplished speaker who incorporates her intelligent wit and enthusiasm into her presentations. She is fluent in English and Spanish and has appeared on both television and in radio broadcasts.

Dr. Murphy has developed her expertise from over 20 years of corporate and academic experience. On the corporate side, she has made significant contributions to marketing, strategy and human performance technology for Fortune 100 companies, including Xerox, Frito-Lay and Campbell Soup. In academe, she has taught, published and developed important thought leadership pieces for Penn State University and the University of Arkansas.

In addition to his responsibilities as a State Representative, Perry is a Colonel in the Army National Guard. He served as the Commander of the 2-104th General Support Aviation Battalion which was called to service in Iraq in January 2009. The deployment ended in January 2010 after a successful mission, and returned to the base at Fort Indiantown Gap, where he commands the base's leadership training program.

The Taking Care of Business Conference will feature a morning keynote presentation from Perry, two sets of breakout sessions featuring a variety of business topics and a lunch keynote from Dr. Murphy. The cost to attend the conference is \$50 for Chamber members and \$75 for prospective members. For more information, visit [www.wschamber.org/conference.shtml](http://www.wschamber.org/conference.shtml).

## Register Today for Shooter Training & Firearm Education Day

The Chamber's Women in Business Roundtable will celebrate five years of promoting firearm safety and fun at the Shooter Training & Firearm Education Day on October 17 at the West Shore Sportsmen's Association. This event began as a trap shooting event and has now evolved to meet the ever-growing interest in target shooting and firearm safety education. We've responded to participants' surveys, adjusted the activities, and changed the name to reflect the varied activities of the day.

Participants will learn valuable firearm safety information through interactive education and hands-on shooter training. Shooters will have continual one-on-one instruction and guidance from West Shore Sportsmen's Association volunteers. Participants will fire .22 rimfire rifles; .22 pistols; and 9mm handguns with traditional and reactive targets. All equipment, including firearms, ammunition, safety gear, professional firearm safety education and a hot lunch is included in the \$50 registration fee. A private class like this at a local range would cost \$150 - \$250, so this is an exceptional value for Chamber Members. Shooter registration is limited to the first 50 people. If you would like to attend the networking lunch only, the cost is \$25 per person.

Please note: We will be shooting only the firearms that the Sportsmen's Association is providing, so we kindly request that participants not bring their own firearms. Thank you to Event Sponsor Wells Fargo Advisors and supporting sponsors Archer Pest Control, Camera Box, integra Print & Image, BusinessWoman Magazine and Sir D's Catering. Visit [www.wschamber.org](http://www.wschamber.org) to register today. Please indicate morning or afternoon shooting preference.

The **bolded** businesses in **Business News** are Chamber members. If you would like to submit business news, send your 20-word announcement to [businessnews@wschamber.org](mailto:businessnews@wschamber.org) by the first Friday of every month.

**The Hispanic Chamber of Commerce of Central Pennsylvania** announces Sarah Corella Wingert, MPA as its first Executive Director effective August 1.

**RETTEW** announces new hires Timothy P. Beattie; Jeremy R. Mertz, PE; LaRue S. VanZile, PE, PLS; and Clarence W. Wysocki, PE.

**Campbell Commercial Real Estate, Inc.** announces the following transactions by Art Campbell: retail lease at 1 Lemoyne Square Plaza, Lemoyne; three office leases at 1993 Hummel Avenue, Campbell; lease of space at 4450 Paxton Street, Harrisburg; lease of office space at 1011 Mumma Road, Wormleysburg; lease of the 30,000 SF building located at 5610 Derry Street, Harrisburg.

**The Army Heritage Center Foundation** announces the following: BG (R) Jim Herbert and COL (R) Bob Black were honored at its 4<sup>th</sup> Annual Membership Dinner on September 30 as *Living Legends* for their service; BAE Systems has donated \$100,000 to support the Foundation's efforts to build the second phase of the Foundation-funded Visitor and Education Center at the U.S. Army Heritage and Education Center.

**The National Civil War Museum** announces that Governor Tom Corbett will be keynote speaker at the Museum's Blue & Gray Gala on October 5. Sponsorship and tickets are available. For more information, visit [www.nationalcivilwarmuseum.org](http://www.nationalcivilwarmuseum.org).

**Cumberland Valley Visitors Bureau** announces Best in the Valley. Support your favorite place to shop, eat, sleep and see in Cumberland Valley by voting. Cast your vote in each of the four categories by texting CVSHOP, CVEAT, CVSLEEP or CVSEE to 71297. Submit your nomination and leave comments explaining why you love to go there and what makes them a Best in the Valley candidate. You can also vote for your favorite online!

**Herbert, Rowland & Grubic, Inc.** announces that Edward Ellinger, P.E., will be honored by the *Central Penn Business Journal* as one of the region's Forty Under 40 at a reception and awards program on October 18.

**Rutan Productions** was chosen as a 2011 Bronze Telly winner in the Film/Video category of the 32nd Annual Telly Awards. The winning entry, *When Deadlines are Critical*, was produced on behalf of Mechanicsburg engineering firm, **Modjeski & Masters**

as a video case study. This winning entry was engaging while showing clear and concise benefits of the firm's expertise and innovation. This is Rutan's third Bronze Telly Award. The company has also received a Davey award.

**The Foundation for Enhancing Communities** announces the appointment of Elyse E. Rogers, Attorney at Law, to the Advisory Committee of the Mechanicsburg Area Foundation.

**BELCO Community Credit Union** collected \$780 from the sale of more than 23,000 rubber ducks for the 23<sup>rd</sup> Annual Rubber Duckie race which took place on July 31.

**NAI CIR** announces the following transactions: The **Bill Gladstone** Group handled the 4,100 SF sale at 7800 Linglestown Road, West Hanover Twp.; and represented the seller, in the 8,700 SF building sold at 5110 Lancaster St., Swatara Twp.; handled the sale transaction of 7.67 acres at 1240 Harrisburg Pike, Middlesex Twp.; represented the landlord in the lease transaction at 6250 Carlisle Pike, Hampden Twp.; represented the seller in the 1,824 SF sale at 2845 Walnut St., Penbrook; and represented the landlord in the warehouse lease transaction at 4700 Westport Dr., Lower Allen Twp. with **Ida McMurray** representing the leasor. **Jason Sourbeer** represented the lease of 2,800 SF of office space at 7 Bridges Road and Music Center Dr, Smithfield Twp.; and handled the sale of 2 & 3 Jennifer Court, South Middleton Twp.

**Tristán Associates** is currently accepting donations of goods to put toward the annual raffle for Making Strides Against Breast Cancer. The goal is to raise \$5,000. Join or donate to "Team Tristán" by visiting <http://main.acsevents.org/goto/teamtristan>.

**Patient First** announces the expansion of its urgent and primary care services in PA with the opening of its third Patient First center in Mechanicsburg on August 31. Its additional centers are in Colonial Park and York.

**Orrstown Bank** announces that Timothy Berwager was hired as Vice President, Credit Officer and is based at the North Pointe Operations Center in Chambersburg.

**Thomas, Thomas & Hafer** announces that Thomas L. Isenberg, Jr. has joined as a Partner in the firm's Harrisburg office.

**Pyramid Construction Services, Inc.** announces the hiring of Russell Aciri as a project manager.

**Harrisburg Academy** has been recognized by *Central Penn Parent* magazine readers as the #1 private school in Central Pennsylvania.

## New Members

The following new members were approved by the Chamber's Board of Directors at its September meeting. Thank you to sponsors Chris Frampton, Chick Zoll, Bob Purvis, and Kris Benedict.

### Ameriprise Financial Services Inc.

Mr. Kenneth Rapp  
25 S. 35th Street  
Camp Hill, PA 17011  
525-9481  
Financial Services  
[www.ameripriseadvisors.com/kenneth.l.rapp/pro](http://www.ameripriseadvisors.com/kenneth.l.rapp/pro)

### B2B CFO

Mr. Stephen Taylor  
1260 Windsor Rd  
Mechanicsburg, PA 17050  
364-4577  
Consulting  
[www.b2bcfo.com](http://www.b2bcfo.com)

### Cody Financial

Doris Lindsey  
3805 Market Street  
Camp Hill, PA 17011  
761-6000  
Mortgages  
[www.codyfinancial.com](http://www.codyfinancial.com)

### Ed Metzger LLC

Mr. Ed Metzger  
72 Dewalt Drive  
Mechanicsburg, PA 17050  
884-3608  
Building/Construction

### Eleven Eleven Design, LLC

Mr. Rick Snizik  
1106 Tunbridge Lane  
Mechanicsburg, PA 17050  
732-0946  
Marketing Services  
[www.1111editions.com](http://www.1111editions.com)

### Eleventeen/Verigreen

Mr. David Steffie  
37 Farmington Lane  
Elizabethtown, PA 17022  
951-6335  
Energy Conservation  
[www.verigreenels.com](http://www.verigreenels.com)

### Executive Image Solutions

Matt Lipsett  
840 State Street  
Lemoyne, PA 17043  
441-5969  
Office Equipment/Supplies/Furniture  
[www.eximage.com](http://www.eximage.com)

### Fitzpatrick Cleaning Inc.

Mr. Charles Fitzpatrick  
7 Donald Street  
Mechanicsburg, PA 17050-6819  
697-8501  
Janitorial

### Frontier Communications

Lorie Edgell  
3950 Chambers Hill Road  
Harrisburg, PA 17111-1500  
901-9100  
Telecommunications  
[www.frontier.com](http://www.frontier.com)

### Manpower

Jennifer Boyer  
433 N. Enola Road  
Summerdale Plaza  
Enola, PA 17025  
540-6000  
Employment/Training  
[www.manpower.com](http://www.manpower.com)

### McCann School of Business and Technology

Jeremy Miller  
346 York Road  
Carlisle, PA 17013  
218-3423  
Education  
[www.mccann.edu/campuses/carlisle](http://www.mccann.edu/campuses/carlisle)

### Mits-Myer Electrical Contractor LLC

Mr. Brian Mitsdarfer  
248 Walnut Level Road  
New Cumberland, PA 17070  
774-4831  
Electrical  
[www.Mits-Myer.com](http://www.Mits-Myer.com)

### MoneyLine Lending

Mr. Stephen Gebhardt  
875 Market Street  
Lemoyne, PA 17043  
763-5626  
Mortgages  
[www.moneylinemortgages.com](http://www.moneylinemortgages.com)

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## Window Unit TOO Loud? Trade It In!

Learn More... [DuctlessCooling.com/trade-in](http://DuctlessCooling.com/trade-in)

**SECCO** Home Services **737-8100**  
Mon-Fri 7A-7P & Sat 8A-4P

## Chamber to Host Pennsylvania Act 32 Informational Seminar

Pennsylvania Act 32 of 2008 ("Act 32") consolidates the collection of local income taxes and imposes several new withholding requirements on Pennsylvania employers. In order to prepare for these changes that will affect every business, the Chamber is holding a free seminar on Act 32, presented by Susan Pinto, Executive Director of the West Shore Tax Bureau.

As director, Ms. Pinto has been involved first-hand in the changes and challenges this new law will bring to employees and employers. She is an excellent resource to provide the guidance and instructions needed to meet the requirements of Act 32. Topics to be discussed include: mandated local tax deductions for all employees; tax collections; standardized online reporting; and new tax forms. Prior to the event, please submit any questions you would like addressed prior to the event by emailing Leigh-Ann Reitze at [leigh-ann@wschamber.org](mailto:leigh-ann@wschamber.org).

Thank you to event sponsor Klinlger and Associates, P.C. Seating is limited to 20 attendees for this educational seminar. Reservations are taken on a first-come, first-served basis. To register, visit the events calendar at [www.wschamber.org](http://www.wschamber.org) today.

## Wine Tasting & Culinary Pairing Event

The Women in Business Roundtable Committee will be hosting the 3rd Annual Wine Tasting & Culinary Pairing Event on October 25 at Event Central. Men and women are invited to attend this memorable evening that will feature networking, education, food and wine, and has all the elements of a great mid-week date night or evening with friends.

This fabulous event, sponsored by the Frampton Kimmel Group, will take place at Event Central. For the evening, the facility will be transformed to create an elegant setting suited to this very special occasion. The evening will begin with a wine and cheese networking reception and will be followed by wine tasting and education from Todd Shanks of The Wine Merchant Ltd. Attendees will also enjoy delicious dinner entrees and learn how to incorporate wine into everyday cooking with demonstrations by Don Noss from Sir D's Catering.

The cost to attend this special event is \$30/member and \$40/non-member. Seating is limited, so register for this 'not to be missed' affair by visiting the Events Calendar at [www.wschamber.org](http://www.wschamber.org) today.

## New Members *(Continued from previous page)*

### Owens Barcavage & McInroy, LLC

Mr. Geoffrey McInroy  
2595 Interstate Drive, Ste.101  
Harrisburg, PA 17110  
909-2500  
Attorneys  
[www.centralpaattorneys.com](http://www.centralpaattorneys.com)

### Passion for Mother's Flowers

Ms Laura Lee Lukunich  
452 Powell Drive  
Camp Hill, PA 17011  
761-3380  
Landscape  
[www.passionformothersflowers.com](http://www.passionformothersflowers.com)

### T-Mobile-USA

Mr. Cody Martin  
5411 Carlisle Pike  
Mechanicsburg, PA 17050  
379-2900  
Telecommunications  
[www.t-mobile.com](http://www.t-mobile.com)

### Tremendous Life Books

Ms. Tracey C. Jones  
118 W. Allen Street  
Mechanicsburg, PA 17055-6261  
766-9499  
Printers/Publishers/Graphics  
[www.tremendouslifebooks.com](http://www.tremendouslifebooks.com)

### Voyager Music

Mr. Chris Hicks  
145 Lancaster Avenue  
Enola, PA 17025  
554-2829  
Audio Visual  
[www.voyagermusic.net](http://www.voyagermusic.net)

**The American Diabetes Association** announces a Step Out Prayer Service on October 2, on City Island from 9:30 a.m. to 10:15 a.m. followed by the Step Out Walk for a Cure.

**Fulton Bank** announces Gayle E. Christman as mortgage loan officer.

**Latus Commercial Realty** announces that Laura Martin represented the buyer an 80,000 SF warehouse located at 406 Brandy Lane, Mechanicsburg Borough.

**Luxor Events & Marketing** has become **Hooplas Etc.** offering full-service party and event planning as well as décor. They even offer balloon bouquets for delivery, [www.HooplasEtc.com](http://www.HooplasEtc.com).

**Dream Travel Service, Inc.** announces that Joyce Shellenberger has successfully completed Carnival Cruise Lines' comprehensive new travel agent online training program, "CCI University," earning a Bachelor's of Fun degree as a Carnival sales specialist.

**Harrisburg Area Riverboat Society** is now taking reservations for the Crackin' Crab cruise. This cruise features all you can eat crabs, two sides and a cash bar. Book now at [www.HarrisburgRiverboat.com](http://www.HarrisburgRiverboat.com) or at 234-6500.

**F&M Trust** recently provided financial support to the ARC of Cumberland & Perry Counties.

**Allenberry Resort Inn and Playhouse** announces I Do! I Do!, playing October 5 - 9. For info or reservations, call 258-3211.

**Carlisle Expo Center** announces the following: Eagle Arms Gun Show October 8 - 9; Celebrate The Book, A Central PA Book Festival, October 22; and the 12<sup>th</sup> Annual Cumberland County 50 plus Senior Expo, October 25. For times and admission info, visit [www.carlisleexpo.com](http://www.carlisleexpo.com).

**Sass Salon & Day Spa** welcomes Chamber members to use their 10% discount on services as the holidays approach. To schedule an appointment, call 612-0344.

**Cumberland Fulfillment, LLC** welcomes new customer Ironside International Publishers, Inc., publisher of comprehensive military armaments books and catalogs as they relocate their fulfillment operations from Virginia to central Pennsylvania.

**Leadership Cumberland** announces that Sister Romaine, CEO of **Holy Spirit Hospital and Health Services**, will be the fall 2011 Leaders@Lunch honoree and speaker. This event will be held at the **West Shore Country Club** from 12:00 -1:30 pm on November 1. For more info, or to register call 763-9300.

## 5 Tips for Successfully Exiting Your Business - Part 5

By: Monica Gould, MBA, CMC, President, Strategic Consulting Partners on behalf of the Chamber's Economic Development Committee

### Tip #5 Give it Time! Exiting a Business Takes Longer Than You Think

When planning to be a seller, you may want to be free and clear of your responsibilities associated with the business after the sale. You should recognize that most buyers will require that you remain on with the business post-sale for a period of one to two years in order to ensure a smooth transition and retain key customer relationships. Some business sale or merger transactions involve earn-outs to bridge the valuation gap at time of sale between the seller and buyer. When an earn-out is involved, the seller will want to remain involved to ensure that the performance targets required to receive future earn-out payments are met.

Successful transitions often require the knowledge, expertise and reputation of the exiting owner. New owners, whether they are family members or outsiders, would be well served to welcome the time and commitment of the exiting owners.

A successful exit from your business is within your reach! Give your exit strategy the proper attention and planning time. Be sure to seek the advice of business professionals to ensure you make the right decisions for both your business and your future.

This article concludes our 5 part series. For more information on succession planning, visit [www.wschamber.org](http://www.wschamber.org) to view past editions of *Connections* Newsletter.

## Membership Referral Reports Now Available

Your Chamber membership is hard at work for you. Since March, we have been tracking the number of times someone has searched for your company, viewed your company listing, viewed the map of your company's location, and the number of times your website was clicked through your membership listing. You can view this report at any time by logging into your Member's Only account page.

To view your referral report, visit the home page of the Chamber's website and click on the Member Login icon on the right. Enter the login information for your company. If you do not have this information, please contact Donna Zywiec at [donna@wschamber.org](mailto:donna@wschamber.org). Select the option for "Referral Report (YTD)" to view your report. You can change the date range to any range that you wish to view, then click on the refresh button to update the report. We're certain this new tracking tool will be of great value to you.

## Save the Date: West Shore Chamber Annual Meeting & Luncheon

In celebration of a successful and exciting year in 2011 and in anticipation of the year to come, the West Shore Chamber of Commerce will host our Annual Meeting & Luncheon on December 7 from 11:30 a.m. to 1:30 p.m. at the Radisson Hotel Harrisburg in Camp Hill.

The West Shore Chamber Annual Meeting & Luncheon brings together the leadership and membership of the Chamber to celebrate the accomplishments of the past year and launch new Chamber initiatives. At the luncheon, the Chamber's most prestigious awards are presented, along with a salute to the Board of Directors. The Chamber's outstanding and dedicated committee members and volunteers will also be recognized for their time and efforts in support of the Chamber's mission. For more information, visit [www.wschamber.org](http://www.wschamber.org). Thank you to sponsors Highmark Blue Shield and Konhaus Marketing & Communications.

## Personnel Committee Renamed and Redefined

The Chamber's Board of Directors has developed a revised mission and direction for its Human Resources Committee. This committee will have a new focus that will provide updates on changing HR concerns, will discuss workplace and workforce issues and will develop tools and strategies to assist Chamber members in their human resource duties. The Committee is open to all Chamber members, and targeted to those working in the human resources field and those with HR responsibilities within their organizations.

Members with an interest in participating in this new committee should contact Kathleen Mangan by emailing [Kathleen@wschamber.org](mailto:Kathleen@wschamber.org) or phoning 761-0702. A meeting schedule and leadership for the Committee will be determined following formal organization of the group.

### CHAMBER SHORTS

■ **The Chamber is seeking Member volunteers** interested in participating in an mentoring program for undergraduates. For more information on the program; call Chris Gehr at 761-0702.

■ **Visit the Chamber's Facebook** to see more photos from our most recent events. Start a conversation! Visit [www.facebook.com/wschamber](http://www.facebook.com/wschamber) today.

■ **The Online Chamber Membership Plaque** is available. This plaque is a great way to show your website visitors that you are a friendly, principled, connected and professional member of the West Shore Chamber. If you are interested in receiving the online membership plaque, email Mary Clayton at [mary@wschamber.org](mailto:mary@wschamber.org) today.

■ **The Chamber periodically solicits proposals for goods and services online.** If you are interested in submitting a proposal to the Chamber, visit [www.wschamber.com/rfp.shtml](http://www.wschamber.com/rfp.shtml) for an up-to-date list of requests.

## Member Renewals

Thank you to the following members who continued their support of the business community by recently renewing their annual membership investment.

### 50 - 59 years

Babineau Opticians

### 30 - 39 years

Bishop Paper Company

Central Penn Multi-List

Park Inn by Radisson Harrisburg West

### 20 - 29 years

Capital City Car Wash

Gunn Mowery LLC

PPL Corporation

### 10 - 19 years

BCR Music & Sound

Blossom Shop Florist

C & J Car Care Center

Cornerstone Adminsystems Inc.

Cumberland Valley School District

Department of PA DAV

Glace Associates Inc.

Newbury & Short CPA's PC

Reager and Adler PC

Sign-A-Rama (West)

Smith Custom Framing & Fine Art Gallery

The VitalLink Consulting Agency

### 5 - 9 years

Caffrey Auto Supply Inc.

Conte-Browne Group LLC

Graystone Bank

Joseph T. Simpson Public Library

S3 Inc.

West Shore Surgery Center

### 1 - 4 years

Ameriprise Financial Services Inc.

Midas Auto Service Experts

Pennsylvania Regional Ballet

Schreckengaust Associates

Strategic Consulting Partners

Superior Plus Energy Services formerly

Montour

## Economy Will Continue to See Slow Recovery

We are experiencing the only recovery that we could have expected, according to Economist Joel Naroff, Ph.D., the keynote speaker for the West Shore Chamber of Commerce's Economic Forecast Luncheon held on September 13 sponsored by Metro Bank.

Dr. Naroff explained that in order to understand the recession's sluggish recovery, it is important to understand the causes of the recession, which included an inflated housing market that collapsed and then crippled the financial market.

"How we got here defines the type of recovery so far and the challenges we face," Naroff said, comparing the cycle of recession and recovery to a rocket ship. Traditionally, the housing market has been the first market in the economy to expand and stimulate an economic recovery from a recession. It's like the first phase of a rocket launch that ignites the fuel and boosts the rocket into the atmosphere. "We have recovery, but we didn't get the ignition," he noted.

Dr. Naroff went on to explain that the second phase of economic recovery has traditionally been through the financial sector, followed by the public sector. As the housing market grows, it stimulates the financial sector and this leads to expansion in the public sector. However, in this recession, the financial sector was severely crippled, which led to budget cuts in the public sector. The United States lost 320,000 jobs in state and local governments. That means that the private sector needs to create 320,000 jobs before one additional job is added to the economy.

"We were never going to have a strong recovery. That is a reality," Naroff said. "But the recession is over. It ended in June 2009. The reason most people don't think so is because the recovery has been so sluggish."

He said that the economy has been growing for two years, but has been slow due to the collapse of the housing bubble, the crippling of the financial sector and the difficult, but necessary, government budget cuts. The first four months of this year saw an increase in consumer confidence that led to an increase in spending and a growth in jobs. However, an increase in energy prices that took place over the summer stunted this growth and spending again slowed.

"The reality is that while job growth did slow, the consumers are still spending money," Naroff said.

Naroff's forecast is for an economy that will recover slowly rather than take off like a rocket ship. He predicts that the economy will muddle along for the next three or four years and that even the international threat of sovereign debt will work itself out. Naroff noted that we are in an intermingled global economy and eventually Greece's bankruptcy will affect banks in the United States. However, the European Union will have no choice but to bail out the European banking system, much like there was no choice but to bailout the U.S. financial institutions.

In his parting words, Naroff said that consumer confidence will drive economic recovery faster than government expenditure programs. "Stop screaming at politicians to get more jobs," he said. "If you want to get more jobs, go to the mall."

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# CONNECTIONS

## NEWSLETTER

# CONNECTIONS

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## Community Picnic & Crabfest A Great Success

Crab enthusiasts enjoyed a great day at the Shaded Picnic Groves of the Park Inn for the West Shore Chamber of Commerce Foundation's 1st Annual Community Picnic & Crabfest on August 21. Families enjoyed playing horseshoes, miniature golf and swimming, along with delicious all-you-could-eat blue crabs and picnic foods.

Attendees embraced a passing shower by setting up shop under large picnic tents to continue picking their crabs while the children played in rain. The Foundation would like to again thank sponsors Wells Fargo Insurance, Urology of Central Pennsylvania, United Water Pennsylvania, Don Jacobs Insurance Services Inc., PRworks Inc., Shenk Athletic Equipment Co., and VNA of Central Pennsylvania for their support of this community event.

