

CONNECTIONS

The Newsletter of the West Shore Chamber of Commerce

Business & Industry Night Tickets Now Available

The Chamber's 61st Annual Business & Industry Night - Octoberfest 2011, being held on October 6 from 3:00 - 7:00 p.m. at the Radisson Hotel Harrisburg in Camp Hill is a trade show with a twist. Unlike conventional trade shows, this themed expo is designed to showcase exhibiting member's products and services in an atmosphere filled with fall fun.

Business & Industry Night draws hundreds of business professionals and highlights area businesses. Attendees enjoy high quality hors d'oeuvres, entertainment, prizes and giveaways while building business relationships with nearly 900 attendees. Tickets are now available for a discounted rate of \$20 per person if reserved by October 5 and can be purchased for \$25 at the door the evening of the event. For more information or to order your tickets, visit the Events Calendar at www.wschamber.org.



Chamber Vice Chair of Administration Gary Scicchitano presents Larry Roberts with a congratulatory certificate recognizing his years of service to the West Shore EMS at his retirement party on June 30.

Sponsored by:



LA Weight Loss celebrated its Grand Opening on Hartzdale Drive in Camp Hill on August 10.

Nationally Acclaimed Economist to Share Insights with Chamber Members



Join sponsor Metro Bank and the West Shore Chamber of Commerce for a six-month economic review of 2011 and forecast for 2012 at the Economic Forecast Luncheon on Tuesday, September 13, at Park Inn by Radisson Harrisburg West, 5401 Carlisle Pike, Mechanicsburg from 11:30 a.m. - 1:00 p.m.

Nationally acclaimed economic expert Joel L. Naroff, Ph.D., is President of Naroff Economic Advisors. Naroff advises companies across the country on a broad range of domestic and international economic issues.

Each year, Economic Forecast Luncheon guests rave about Naroff's lively, witty and insightful commentary. He is known for his unique ability to clearly present complex economic analysis in very understandable terms. Guests also appreciate Naroff's practical explanation of economic trends and how they influence business and government, regionally and nationally.

In 2008, Naroff was awarded the Lawrence Klein Award for Blue Chip forecasting excellence, one of the oldest and most prestigious forecasting honors. That same year, he was named the Bloomberg Business News top economic forecaster. In 2007, he received the National Association of Business Economists Outlook Award as the top economic forecaster. And in 2006, he was MSNBC's top forecaster.

Cost to attend is \$30/member and \$40/non-member. Reservations are available for tables of eight. Space is limited - please reserve early.

Sept. 8

5th Annual Cumberland County Mega Mixer

Sept. 13

Economic Forecast Luncheon

Sept. 27

Networking Mixer

West Shore
Chamber of Commerce

Inspiring Business

Committee Spotlight: Governmental Affairs Committee

The Governmental Affairs Committee acts as the eyes and ears of the Chamber's membership on legislative issues of interest to the business community. The Committee reviews policy positions on legislative issues relating to the interests and concerns of our members and makes recommendations on positions to the Chamber's Board of Directors. The Committee also promotes good government throughout our region and hosts discussion groups and speakers to further provide insight on the happenings in our federal, state and local governments.

Elected officials and their representatives are frequent attendees of this Committee's meetings, providing committee members with background and insight into bills and issues, this provides a forum for members to pose questions, offer feedback and express their opinions, which our elected officials need to best represent our collective interests.

Recent discussions included the federal budget, transportation funding, Marcellus Shale fees, voter identification, the Fair Share Act, unemployment compensation, legal reforms and the Castle Doctrine.

Chaired by Marilyn Zywiec, with Vice Chair Tammy Shearer, the Governmental Affairs Committee meets the fourth Thursday of the month at 7:45 a.m. For more information or to participate in the Governmental Affairs Committee, contact Kathleen Mangan at 761-0702 or Kathleen@wschamber.org.

Have You Updated Your Business Information?

Please help the Chamber to correctly promote your business by logging into www.wschamber.org and reviewing your company's information. This information will be used in both the Print and Online Membership Directories. When verifying your information, please make sure you check your phone and fax numbers, mailing address, main email address, website, and main contact information. Please note that we never give out email address information. We only use it to send email reminders from the Chamber to individuals who chose to receive them. Included in the email reminders is information about upcoming networking events, current business issues, and any information we feel is important to our members.

Please limit your business description to 20 words or less. Also, please note that due to our recent database conversion, there may be employees listed that are no longer with your company. For more information, contact Donna Zywiec at donna@wschamber.org or 761-0702.

PANO Discounts Membership for West Shore Chamber Members

Chamber partner, the Pennsylvania Association of Nonprofit Organization's (PANO), is offering Chamber members a 10% discount on membership. PANO, a statewide membership organization, serves and advances the charitable nonprofit sector through leadership, advocacy, programs and services in order to improve the quality of life in Pennsylvania. PANO is committed to bolstering public confidence and support for the nonprofit sector.

All members of the Chamber in both the public, private and nonprofit sectors can benefit from PANO membership. Nonprofit PANO members receive access to Standards for Excellence Ethics, best practice resources for nonprofits, information about the sector and more. Businesses that join PANO have access to discounted advertising and exhibiting rates and technical assistance, in addition to discounted products, services and training.

To join PANO, visit <http://www.pano.org> and click on the Membership Application. When you send in your application, simply deduct 10% and type "West Shore Chamber Discount." Consider supporting our community's nonprofit organizations and become a member of PANO today.

Chamber Seeks Testimonials

Has the West Shore Chamber inspired you in your business? Were you or your business positively impacted by an event, marketing opportunity or sponsorship through the Chamber?

We want to know how you make your Chamber membership work for you! Members who provide a testimonial have the opportunity to have their testimonial, name and company appear in a Chamber communication. This is a great opportunity to receive free advertising and show your support of the Chamber. Send your story to Mary Clayton at mary@wschamber.org, call 761-0702, or post your testimonial on the Chamber's Facebook page today.

got landing pages?

konhausmarketing.com

731-9456

POWERLUNCH '11 Capital Region

Professionals from a variety of industries will find valuable information and effective networking opportunities at POWERLUNCH '11 for the Capital Region. The event, presented by BusinessWoman magazine will take place on Thursday, September 29, from 10 a.m. to 2 p.m. at Liberty Forge, 3804 Lisburn Road, Mechanicsburg.

Attendees can speak with select exhibitors offering products and services to improve their your personal and professional lives. Networking will continue over a delicious lunch buffet, where you can sign up for a speed networking session to maximize the minutes spent making new business connections.

POWER LUNCH '11 —CAPITAL REGION—

Featured seminar speaker Marilyn Walker, president and CEO of synergize!, will present "Gender Differences: Reality or Myth?". This is a must-see presentation for anyone wanting to understand the real differences between women and men and how to overcome them to work effectively (and live peacefully!) together.

A new feature for this year's POWERLUNCH '11 Capital Region is the Soulful Indulgence Suite, an area enhanced by tranquil music and a soothing atmosphere. Guests will enjoy free wine sampling and some much-deserved pampering, such as a relaxing chair massage.

Attendees will also be eligible for grand prizes sponsored by BetterLiving of Central PA. Transportation sponsor Unique Limousine, will transport you from your car to the event. Additional sponsors include media sponsor 101 The Rose and marketing sponsors West Shore Chamber of Commerce and Harrisburg Chamber of Commerce & CREDC.

Save 40 percent with Chamber promo code "cbr11" when you register online for POWERLUNCH '11 Capital Region at www.businesswomanpa.com/powerlunch.

Shooter Training & Firearm Education Day

Members will gather for a day loaded with fun, networking, and firearm education on October 17 at the Chamber's Shooter Training & Firearm Education Day. This event will be held at the West Shore Sportsman's Association and is sponsored by Wells Fargo Advisors. It is designed to bring members together to network in a less traditional setting while learning (or perfecting) an activity that is different, fun and exciting.

Attendees will have a one-of-a-kind opportunity to learn more about firearm safety and receive hands-on shooter training in a safe and comfortable setting.

All equipment, including firearms, ammunition, safety gear and professional firearm safety education is included in the \$50 registration fee. Also included is a networking lunch catered by Sir D's Catering and a special gift from the Women in Business Roundtable Committee. If you would like to attend the networking lunch only, the cost is \$25 per person. Shooter registration is limited to the first 50 members.

Thanks to the seasoned volunteers from the West Shore Sportsmen's Association. These volunteers will instruct attendees on firearm safety and provide tips and guided practice during the day. Thanks also to supporting sponsors BusinessWoman Magazine, integra Print & Image and Sir D's Catering. Additional supporting sponsorships are available. Contact Leigh-Ann Reitze at 761-0702 for more information.

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 by the first Friday of every month.

Army Heritage Center Foundation's Board of Directors announces that Mr. H. Ross Perot will accept the Foundation's *Boots on the Ground Award* at its 4th Annual Membership Dinner on September 30. For more information call 258-1102 or email info@armyheritage.org.

F&M Trust announces the following: William E. Snell, Jr., President and Chief Executive Officer of F&M Trust, has reached the 40-year milestone in his banking career; a pledge of \$50,000 to the Shippensburg Emergency Services Building Capital Campaign to support the new facility on the corner of Orange Street and Walnut Bottom Road; and Shaun M. Young as financial services officer and community officer manager for the Norland Avenue Community Office in Chambersburg.

Allenberry Resort Inn & Playhouse announces *Buddy - The Buddy Holly Story*, playing August 24 - October 2. For information or reservations, call 258-3211.

Carlisle Expo Center announces the following: **abc27** Midstate Home Makeover Expo, September 16 - 18; and Fall Carlisle Auction, September 29 - October 1. For more information, www.carlisleevents.com.

Sass Salon & Day Spa is offering Awaphui Wild ginger treatments to restore the damage that summertime can have on hair. Regularly \$25. September special, \$15.

McKonly & Asbury, LLP announces the promotions of the following team members, effective July 1: Danielle Ginter, CPA, MAcc - Manager; Sarah Polcovich, CPA - Supervisor; Jamie Malachowski - Senior Accountant; and Josh Deitch - Senior Accountant.

Pyramid Construction Services, Inc., has begun construction of the new Holy Spirit Carlisle Center, located at Forge Road in South Middleton Township.

Boyer & Ritter CPAs and Consultants

announces the following new hires: Joseph Q. Appolonia, accountant in the Camp Hill office; Kimberly K. Marple staff accountant in the State College office; and Jeremy J. staff accountant in the Camp Hill office.

Cumberland Valley Visitors Bureau

announces the South Mountain Outdoors 2011 which will feature a Labor Day Weekend full of events, throughout the entire South Mountain Region of South Central Pennsylvania, September 3 - 5. For more info, call Kristen Oakley 240-7195 or kristen@visitcumberlandvalley.com.

Orrstown Bank announces the promotion of Robert J. Russoli, CRPS to Senior Vice President, Chief Trust Officer.

Herbert, Rowland & Grubic, Inc.

announces Jamie Keener, AICP as Director of Land Development, Federal & Planning Services.

Belco Community Credit Union

participated in the **United Way's Stuff the Bus** event on July 11 and donated pens, backpacks and calculator rulers to help fill the collection boxes.

Latus Commercial Realty

announces that Susan Woska represented the seller in the transaction of 34.9 acres of vacant land in Muncy Township, Lycoming County.

Traditions of America at Silver Spring

has been recognized as one of the "50 Best Master-Planned Communities in the United States" by *Where to Retire Magazine*.

Sacunas Interactive

has named Rod King as Director of Interactive Services for the agency's new web and digital media marketing company.

RETTEW

announces new hires: Kelly M. Jones, PE, and Jennifer M. Marriott; James R. Aiken II, PLS, EIT; and Michael R. Ogden, PE.

Brown Schultz Sheridan & Fritz

announces the following new hires: Susan T. Yohn, PHR as the Human Resource Manager; and Deborah Ocker as an Administrative Assistant.

New Members

The following new members were approved by the Chamber's Board of Directors at its July meeting.

Cadre Information Security

Michael Anderson
1178 Heron Court
Mechanicsburg, PA 17050
433-0802
Information Services
www.cadre.net

Capital Region Partnership for Career Development

Mr. Mark Henderson
55 Miller Street
Enola, PA 17025
732-8400
Nonprofit
<http://pcd.caiu.org>

Fairfield Inn & Suites

Brooke Stefanovich
185 Beacon Hill Boulevard
New Cumberland, PA 17070
Phone: 717-774-0100
Hotels/Motels
www.marriott.com/harnc

Flinchy's

Mr. Matthew Flinchbaugh
1833 Hummel Avenue
Camp Hill, PA 17011
761-9000
Restaurants
www.flinchys.com

Jack Gaughen Realtor ERA Business Development and Relocation Services

Beth Ann Huntington
3915 Market Street

Camp Hill, PA 17011
612-5096
Real Estate
www.jgr.com

Martin Communications, Inc.

Tom Martin
318 Fifth Street
New Cumberland, PA 17070
712.0980
Advertising Public Relations
www.martincommunicationsinc.co

Polished Salon & Spa

Stacie M. Sheely
829 State Street, Suite 3007
Lemoyne, PA 17043
975-9036
Salons
www.polishedspa.com

Studio D

Danelle L. Cook
204 S. Front Street
Wormleysburg, PA 17043
372-2491
Salons
www.studiosalonpa.com

WPS Solutions Inc.

Mr. Emmett Killeen
106 S. St. Johns Drive
Camp Hill, PA 17011
877-4722
Image Management
www.wpsolutions.com

Women in Business Roundtable Committee to End Year with Two Great Events

October 2011 will hold the final two events of the year brought to you by the Women in Business Roundtable Committee.

October 17 is set for the Shooter Training & Firearm Education Day at the West Shore Sportsmen's Association. Attendees will spend a morning or afternoon having group and one-on-one firearm instruction and hands-on guidance during all shooting activities. This event is sponsored by Wells Fargo Advisors with supporting sponsorship from Integra Print & Image, BusinessWoman Magazine and Sir D's Catering.




October 25 is Wine Tasting & Culinary Pairing at Event Central, where attendees will learn more about a variety of wines, how to pair them with entrees and how to incorporate wine into everyday cooking. Look for more information in next month's newsletter. This event is sponsored by Frampton Kimmel Group with event partners Event Central and Sir D's Catering.

For more information on the Women in Business Roundtable Committee or their events, contact Leigh-Ann Reitze at 761-0702.

Directory Will Provide Advertisers with Year-Long Promotion

Do you want to advertise in a publication that reaches 1,500 qualified potential customers? Look no further! The Chamber's 2012 Membership Directory production is in full swing, and there are still advertising spots available in this popular consumer resource with a year-long shelf life. This dual-purposed book is packed with useful information about our community and members.

Here are just some of the ways your business will benefit from an ad placement in the Business Directory:

-  **Unmatched Distribution:** Reaches the entire Chamber membership, in addition to local businesses and consumers - the very people in need of your products and services.
-  **Reasonable Rates:** One of the most cost-efficient ways to reach your target audience with prices starting at \$99 plus a 10% discount on all opportunities until September 23.
-  **Prestige:** Identifies your business as a supporter and respected member of the West Shore Chamber of Commerce.

The 2012 Membership Directory is a great place to showcase your products and services. Contact Mary Clayton at 761-0702 or mary@wschamber.org for more information on available advertising opportunities.

5 Tips for Successfully Exiting Your Business - Part 4

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

Tip #4: Develop a Plan

Now that you know what you want and you know your options, you should create a good strategy to move forward. This action plan of what to accomplish should address gaps between what you want and your options, in an effort to meet your exit goals.

One of the main contributors to a business sale or merger falling through or only partially succeeding, is a lack of planning by the seller(s). It is estimated that most business owners spend ten times more time planning to start a business than they do for the eventual exit from their businesses. For sure, the largest monetization event (business sale) of a business owner's life deserves far more focus and attention.

Estate plans and succession plans are *not* exit plans. When asked to define what an exit plan means to them, business owners often say having an estate plan or a management succession plan. These are only two components of a comprehensive exit plan. A comprehensive exit plan is the blueprint to guide a business owner through the exit (sale) of a business and into a happy and prosperous retirement.

Last, create a plan that gives you time to exit and transition properly. Sometimes it takes time to prepare the successors for ownership, from both a leadership and financial standpoint. Short planning horizons often result in reduced profits at sale.

This article is part 4 in a 5 part series. For more information on succession planning, stay tuned to the October edition of Connections Newsletter.



**Window Unit TOO Loud?
Trade It In!**

Learn More... DuctlessCooling.com/trade-in

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

Gunn Mowery LLC announces Steven Merrill as Director of Finance.

Messiah Village was recently one of eleven organizations nationally to win a \$10,000 grant from Massachusetts Mutual Life Insurance Company.

The Foundation for Enhancing Communities announces the following: The Greater Harrisburg Foundation's third grant opportunity for 2011; The Harold & Thelma Lenker Fund's third grant opportunity for 2011; grant opportunities for nonprofit agencies in Juniata & Mifflin Counties; Whitaker Foundation Regional Program Striving to Increase Success in Math & Science; and Martin M. Sacks Memorial Fund is now accepting grant applications. For more info, call 236-5040 ext. 19 or visit www.tfec.org.

Graphcom, Inc. now offers custom fabric printing. Call 800-669-1664 for more info on how to add a uniquely creative and personal touch to your upcoming event.

Harrisburg Area Riverboat Society, Inc. announces all you can eat crabs and a cash bar during a sunset cruise aboard the Pride of the Susquehanna during the Crackin' Crabs cruise. For more info, www.HarrisburgRiverboat.com.

The Wireless Authority can improve wireless coverage inside your office or remote location - all carriers. For a free site survey, call 635-7300.

The Rotary Club of West Shore recently adopted the Dictionary Project, which supplies local third grade students with free dictionaries.

Central Penn College is now enrolling for the fall term, which begins October 10. For more information about Central Penn contact Beth Romanski, Business Outreach Admissions Counselor, at 728-2409 or bethromanski@centralpenn.edu.

Program Provides Funding Opportunities and Tax Relief

Members searching for business funding opportunities that may include tax relief programs, low interest loans, capital venture opportunities and grants, can access this information through the Chamber's IDOX Advisor Program.

For example, the Educational Improvement Tax Credit is just one financial program that Pennsylvania businesses can use to benefit the quality of life in the community and receive tax advantages. This program can be used by tax-paying businesses to support scholarship programs, educational improvement organizations and pre-kindergarten scholarship organizations.

The Customized Job Training Program is another opportunity that can be found in the IDOX database. This program provides financial assistance to support higher level and advanced job training projects in Pennsylvania.

Funding searches are available to members for \$60 each – a small investment that could yield thousands of dollars or more in financial benefit. Contact Tammy McCrae at 761-0702 or tammy@wschamber.org to schedule your funding search.

Chamber Enters Into Partnership to Enhance Website

The Chamber staff was recently introduced to a new wave of digital media solutions that will enable our organization and local businesses to highlight many assets and attributes in new ways. We will participate in a three-year promotional campaign in partnership with CGI Communications (CGI). The campaign will include the production of a West Shore Chamber of Commerce Online Video Program highlighting Chamber news and events, as well as highlighting aspects of our community. It will show all the great things the West Shore has to offer. These videos will be accessible for viewing via the Chamber's website – www.wschamber.org. In addition, CGI will provide the Chamber with a wide-range of digital marketing products that will include promotional videos, SmartCast® and avatars, further enhancing the Chamber's ability to communicate in remarkable new ways.

CGI will be contacting local businesses to offer them the opportunity to take advantage of various digital media technologies. This will enable area businesses to utilize these to achieve added exposure and increased communication with their clients. You may wish to consider the program, as it provides an exciting new opportunity to showcase our members, your Chamber, and your community.

UPCOMING EVENTS

Members can register to attend Chamber events through the online events calendar at www.wschamber.org.

- ▶ **9/8 - 5th Annual Cumberland County Mega Mixer**, 5:30- 7:00 p.m., Allenberry Resort Inn & Playhouse, 1559 Boiling Springs Road, Boiling Springs - Join members of the four Cumberland County Chambers of Commerce and Cumberland County Economic Development for one of the largest mixers of the year. There is no cost to attend.
- ▶ **9/13 - Economic Forecast Luncheon**, 11:30 a.m. - 1:00 p.m., Park Inn Harrisburg West, 5401 Carlisle Pike, Mechanicsburg - Join the Chamber and sponsor Metro Bank for a six-month economic review of 2011 and forecast for 2012, given by nationally acclaimed economic expert Joel L. Naroff, Ph.D., President of Naroff Economic Advisors. The cost to attend is \$30/member and \$40/non-member. Tables of eight may be reserved for \$240.
- ▶ **9/27 - September Networking Mixer**, 5:00 - 7:00 p.m., F&M Trust, 3907 Market Street, Camp Hill - Join sponsor F&M Trust in celebrating the first year of its Camp Hill office with some fall cheer including beer, wine and hors d'oeuvres. This networking mixer is a great opportunity to meet and connect with local business professionals while building relationships with new, prospective and current Chamber members. There is no cost to attend.

CHAMBER SHORTS

■ In an effort to help connect new members with existing members, the **Chamber is seeking to offer no cost member-to-new-member opportunities**. This opportunity will allow new members to instantly begin doing business with fellow members. Your offer and contact information will be placed in a list of member-to-new-member offerings which will be included in each new member's "Welcome to the Chamber" packet. If you have a product or service that you would like to offer new members, please send your logo, a 20-word description of the offer and your contact information to Mary Clayton at mary@wschamber.org.

■ **Follow us on Facebook!** The Chamber's Facebook is your source for business news online. If you have an upcoming event, sale or promotion, remember to post it to the Chamber's Wall for fellow members and fans to see! Visit www.facebook.com/wschamber to post your online business news today.

■ **The Online Chamber Membership Plaque is now available.** This new 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 today.

Member Renewals

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

60+ years

Highland Gardens

50 - 59 years

R.T. Grim Company

40 - 49 years

Shenk Athletic Equipment Company

20 - 29 years

Property Management Inc.

10 - 19 years

Allied Roofing & Sheetmetal
Belco Community Credit Union
Business Gift Solutions
Sovereign Bank
The Apartment Store
West Shore Sportsmen's Association

5 - 9 years

Andrews & Patel Associates
COR Construction Services
Express Employment Professionals
Pyramid Construction Services Inc.

1 - 4 years

American Diabetes Association
BR Solutions LLC a division of Bybel
Rutledge LLP
Capital Area Pregnancy Centers / Life Choices Clinic
Houck Printing Company
Power Forward Tutoring LLC
Special Olympics Pennsylvania Area M
Target
Ultimate Car Wash & Lube LLC

Celebrate Five Years of Mega Mixing

Join members of the four Cumberland County Chambers of Commerce and Cumberland County Economic Development for one of the largest mixers of the year - The 5th Annual Mega Mixer - on Thursday, September 8 from 5:30 to 7:30 p.m.

Members of West Shore, Carlisle, Mechanicsburg and Shippensburg Chambers of Commerce will gather at Allenberry Resort Inn & Playhouse for an evening of networking, great food and complimentary beverages.

The event Major Sponsor is Members 1st Federal Credit Union. Supporting Sponsors include Associated Bag Company, Buchanan Ingersoll & Rooney, Carlisle Regional Medical Center, digital Planet, Inc., F&M Trust, Highmark Blue Shield, Metro Bank, Orrstown Bank, PA Chamber & PCI, The Phillips Group and Shippensburg University. Event Partners include Appalachian Brewing Company, Classic Drycleaners and Laundromats, integra Print & Image, Market Cross Pub, Mt. Holly Beverage and Unique Limousine.

New Member Benefit - Try It Local

Try It Local, a new marketing program offered by the West Shore Chamber of Commerce, is a convenient marketing tool that can get the word out about your business to thousands of central Pennsylvania consumers with no cost to your business. This flash deal program, unlike its national competitors, will pay you 70% of the deal's revenue!

So, how can your business Try It Local?

- Choose your deal (between 40%- 80% discount).
- Visit www.tryitlocal.com/centralpa to sign up.
- We market, promote, and announce your deal.
- You receive a check for 68% of the deal's sales and enjoy the opportunity to build your customer base!

For more information or to sign up your deal, visit www.tryitlocal.com/centralpa or call Tammy McCrae at 761-0702 today.

Connections Newsletter Provides Marketing Opportunity

As you are reading this article, you are one of the 1,000 business professionals benefiting from this newsletter - eight pages packed with business news, advocacy, networking events and member activities that keep our Chamber members connected. Each month the Chamber mails a copy of Connections to the entire membership and also distributes copies to area newcomers, residents, and businesses that can benefit from the invaluable information Connections contains. This newsletter you are reading has the power to reach consumers spanning multiple demographics: age; gender; income; education; and profession.

Connections newsletter has marketing opportunities available exclusively for members through advertising space and sponsorships. Budget-friendly advertising allows you to purchase a single ad space for under \$125. Ad sizes are: single 2.5" x 2.5"; double 5" x 2.5" or 2.5" x 5"; and quadruple 5" x 5". Advertising costs vary with size and discounts are available for frequent advertisers. If you are looking for an exclusive option with higher visibility, consider the Connections Newsletter sponsorship that displays your business' name on the front page and includes your flyer in the centerfold. The Newsletter Sponsorship investment is \$600 a month. With more than 97% readership, Connections newsletter advertising and sponsorships are a great way to brand your business and promote sales, new services and products. For more information or to reserve your sponsorship today, call Mary Clayton at 761-0702 or mary@wschamber.org.

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NEWSLETTER

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Connections is published monthly by the West Shore Chamber of Commerce, 4211 Trindle Road, Camp Hill, PA 17011. The Chamber reserves the right to edit and evaluate all materials submitted for publication.

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Recognition Earned Quality Defined Results Delivered



Earned For Heart Attack Care

Designated as a
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With You For Life

hsh.org

Holy Spirit Health System has always been committed to providing the highest quality care. These four awards for clinical excellence, for our orthopedics program and for heart surgeries and heart attack care, speak for themselves.