



June 2020



Senior Vice Commander of VFW Post 6319 Mike Blank (left) and Commander of American Legion Post 373 Larry Pittman (right) display the first Greencastle's Hometown Hero banners.

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Greetings!

Dear Members,

You'll notice a change with this month's newsletter. No, it's not the content -- that's pretty much the same: member news, legislative updates & feature articles. No, it's not the layout -- we haven't changed much there either. But you will notice something is missing: the signature of Georgina Cranston.

After five years of wholehearted service at the Chamber, Georgina has moved from her position as executive director to her new role at the Shippensburg Small Business Development Center. Having worked with her daily, I can assuredly say that she brought enthusiasm, creativity, and commitment to her work. Beyond that, we laughed a LOT! She will be missed by all but will surely bring the same energy to her new role.

The Chamber remains committed to helping our members thrive. Please reach out to me, Valerie, or a member of our Board if we can help you toward this end.

In honor of Georgina who has a fondness for pithy quotes, and applicable to today's cultural climate:

“The secret of change is to focus all of your energy not on fighting the old,
but on building the new” -- Socrates --

Welcome to our Newest Member!



The bean & biscuit

18 E. Baltimore, Greencastle

717-643-1580

Open for Carry-out

Mon - Thurs 7AM- 3:30PM

Fri 7AM - 7PM

Sat 8AM - 2:30PM



Thank You Renewing Members!

Alternative Choices

Fayetteville Contractors, Inc.

Greencastle Area Youth Foundation

Greencastle Foursquare Church

Greencastle Lions Club

Industrial Pallet

Jerome R. King Playground Association, Inc.

Kauffman Ruritan Club & Community Center

Mikie's Ice Cream & Green Cow Gifts

Violets & More

Upcoming Events

June 20, July 18, August 15 & September 19

Farmers*Artisans*Handcrafters*Food Vendors

June	July	August	September
Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

**3RD SATURDAYS
IN THE SQUARE**

 Now accepting vendors * 717.597.4610 *

Tentatively - July 10 & 11

A final decision will be made by June 15.

2020
53rd Annual
Sidewalk Days
July 10 & 11
Greencastle, PA

Currently
Accepting
Vendor
Applications

for information contact
the G-A Chamber of Commerce
info@greencastlechamber.org
717-597-4610

October 9, 2020

Call the Chamber to register: 717-597-4610

**32nd Annual
GOLF
TOURNAMENT**

**New
Date
10.9.20**



Tournament Sponsored by
CFP&M
INSURANCE AGENCY

COVID-19 REOPENING PHASES

YELLOW PHASE

- TELEWORK MUST CONTINUE WHERE FEASIBLE
- BUSINESSES WITH IN-PERSON OPERATIONS MUST FOLLOW SAFETY ORDERS
- CHILD CARE OPEN WITH WORKER + BUILDING SAFETY ORDERS
- RESTRICTIONS IN PLACE FOR PRISON + CONGREGATE CARE
- SCHOOLS CLOSED FOR IN-PERSON INSTRUCTION
- STAY AT HOME RESTRICTIONS LIFTED IN FAVOR OF AGGRESSIVE MITIGATION
- LARGE GATHERINGS PROHIBITED
- IN-PERSON RETAIL ALLOWED CURBSIDE/DELIVERY PREFERRED
- INDOOR RECREATION, HEALTH AND WELLNESS FACILITIES (SUCH AS GYMS, SPAS), AND ALL ENTERTAINMENT (SUCH AS CASINOS, THEATERS) REMAIN CLOSED
- RESTAURANTS/BARS LIMITED TO CARRY-OUT + DELIVERY

Outdoor dining will be open in yellow counties starting June 5.

Indoor dining will be open in green counties.



Guidance for
BUSINESSES SERVING ALCOHOL
Indoor seating
Outdoor seating
Social distancing

Dine-in service in outdoor seating areas to open June 5, 2020 for counties in the yellow phase. For more information about guidance for the restaurant industry, click [HERE](#).

For the Commonwealth's Phased Reopening Guidelines, click [HERE](#).

Members in the News

Personnel Changes at G-ASD



The Greencastle-Antrim School Board has announced its intention to hire Dr. Lura Hanks as the new district superintendent. Hanks will replace Dr. Kendra Trail, who joined the district in May 2017 and is leaving to become assistant executive director of Lincoln Intermediate Unit No. 12. Hanks currently works in the Washington County Public Schools system in Maryland as the district supervisor of English language arts and social studies. Find the Herald-Mail Media article [HERE](#).

After 32 years in education, including 22 years in G-A administration, Dr. Robert Crider will retire June 30 as the Greencastle-Antrim School District's chief educational officer. Crider got his start in education in 1988, teaching for the Lincoln Intermediate Units. He joined the G-ASD in 1998 as elementary principal, followed by middle school principal, director of secondary education, then director of educational opportunities. He has been chief educational officer for the past five years. Full press release [HERE](#).



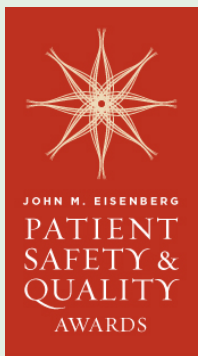
Gift to Class of 2020 from Keystone RV

Keystone RV raised a total of \$1,900 to help the Greencastle-Antrim Senior High students with their graduation. The Class of 2020 will be able to use this money however they see fit to celebrate their graduation. Congratulations! Facebook announcement [HERE](#).



WellSpan Health Earns Eisenberg Award

WellSpan Health has earned the 2019 John M. Eisenberg Patient Safety & Quality Award from The Joint Commission and the National Quality Forum. This award honors the team's efforts to prevent deaths from sepsis, a condition when the body's response to an infection injures its own tissues and organs. Full announcement [HERE](#).



Herbert, Rowland & Grubic, Inc. (HRG) Moves Up 29 Spots on ENR's Top 500 Design Firms List

Herbert, Rowland & Grubic, Inc. (HRG) is now listed at number 406 in a national ranking of the top revenue-producing design firms published this month by Engineering News-Record magazine. The firm increased its ranking significantly thanks to strong sales and sound financial management. Full press release [HERE](#).



Members in the News

Quigley Earns Alumni of the Year



Congratulations go to Angi Quigley who was named the Leadership Franklin County 2019 Alumni of the Year. Angi works at SEK, CPAs & Advisors in the firm's Accounting, Consulting & Tax Services Department. She provides tax services, financial statement preparation, bookkeeping, and Sage 50® consulting services for engagements ranging from small, family-owned businesses to multi-state corporate manufacturers, distributors, retailers, and healthcare providers. "The true price of leadership is the willingness to place the needs of others above your own." ~Simon Sinek

Borough Receives MS4 Waiver

The Borough of Greencastle has been given a five-year reprieve from the Pennsylvania Department of Environmental Protection mandate to reduce stormwater runoff, namely the Municipal Separate Storm Sewer System program—commonly known as MS4. The approved waiver is valid through May 12, 2025. Find the full article [HERE](#).



MS4 MUNICIPAL SEPARATE STORM SEWER SYSTEM

Aquilina Assumes New Role at WellSpan Health



WellSpan Health has named Anthony Aquilina, D.O., as executive vice president and chief physician executive. He will join WellSpan in July. He will serve as WellSpan's senior physician leader, aligning and engaging providers in strategic priorities, including quality and experience. Aquilina will also act as president of WellSpan Medical Group and clinical executive of all service lines. Full press release [HERE](#).

FCADC's President Responds to Doomsday Article

In response to an article published by *Public Opinion* which quoted a nationwide index from *24/7 Wall Street*, Franklin County Area Development Corporation President, Mike Ross countered the claim that the Chambersburg-Waynesboro metropolitan area could become one of the hardest-hit economies nationwide according to the 24/7 index. Ross relates in his blog that, "... never once was I contacted by 24/7 Wall Street," despite his 43 years as an economic developer for 43 years, the last 34 with the FCADC. For Ross' more promising outlook of the county's economic welfare, click [HERE](#).

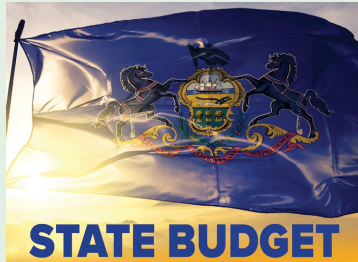


Legislative Updates



You can follow Rep. Schemel on Facebook
Rep. Schemel can be reached at:
1402 East Main Street
Waynesboro, PA 17268
(717) 749-7384

Partial-year Budget Signed by Governor



Rep. Schemel states that the partial-year budget fails "... to address other state funding obligations for the entire fiscal year," and, "has only pushed to November the difficult choices which it will undoubtedly be required to make. I have significant concerns that the legislature will be forced into a position of either failing to meet pension obligations or raising taxes. Actually, both are very real possibilities. For these reasons, I voted against the budget." Find Rep. Schemel's full response [HERE](#).

HR 836 Passes House



"Gov. Tom Wolf's Emergency Declaration enabled him to wield sweeping government power. That authority is important when dealing with an emerging crisis, but it is difficult to believe that the legislators who passed the emergency powers legislation in 1978 contemplated it being used by a governor to rule by absolute fiat for a period which now exceeds three months. As a check on executive power, the House has passed [House Resolution 836](#) (Rep. Diamond), legislation which effectively makes all business activity "life sustaining" under the governor's existing order. This would permit all activities to immediately open provided they follow CDC safety guidelines. This resolution is reasonable and necessary, and I supported it. It now moves on to the Senate for approval.



You can follow Sen. Ward on Facebook
or write to Senate Box 203030
Harrisburg, PA 17120-3030
Phone: 717-787-5490
Fax: 717-783-5192

September, 2020 calendar

Su	M	Tu	W	Th	F	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

The governor has renewed the 90-day disaster declaration he originally signed on March 6 following the announcement of the first two presumptive positive cases of COVID-19 in the commonwealth. The declaration was set to expire on June 4. Sen. Ward noted that this was done, "... without approval of the General Assembly. Now more than ever we need to restore checks and balances in the commonwealth. We need to vote to end this emergency declaration." See Sen. Ward's comments [HERE](#).



PA Chamber



Gene Barr
President

Helping PA Businesses Re-open

As the Statewide Voice of Business™, the PA Chamber is committed to leading Pennsylvania's economic resurgence as the Commonwealth overcomes the unprecedented COVID-19 health crisis.

The PA Chamber provides these helpful resources:



Prepare Your Workplace



Welcome Back Employees
and Customers



Your Voice Matters

Public Policy Recommendations

As the Commonwealth works to emerge from the COVID-19 pandemic, the PA Chamber is urging lawmakers on both sides of the aisle to pursue public policies that jump start the economy and provide relief for Pennsylvania's job creators, by supporting:



Restart. Reform. Rebuild.

- ECONOMIC RECOVERY – TAXES
- INFRASTRUCTURE
- HEALTHCARE
- GOVERNMENT EFFICIENCY
- ENERGY AND ENVIRONMENTAL
- EMPLOYER PROTECTIONS
- WORKFORCE AND EDUCATION

PA Chamber of Business and Industry President and CEO Gene Barr issued the following statement after the House's adoption of **H.R. 836**, which would vacate a portion of Gov. Tom Wolf's emergency declaration regarding the COVID-19 pandemic as it relates to business closures in Pennsylvania: "From the time that the first case of COVID-19 was reported in Pennsylvania in early March, employers have been doing all they can to ensure the safety of their employees and customers," stated Barr. He added his confidence in health expert's understanding of the virus while noting evidence of an increasing mental health crisis. Barr's support for the bill can be read [HERE](#).



US Chamber of Commerce

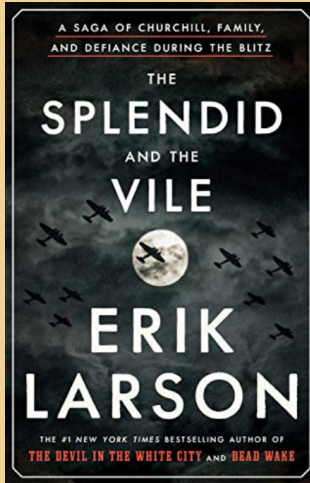
Path Forward Initiative

As America's businesses look to reopen safely and keep employees and customers healthy and informed, employers are facing countless new questions and unprecedented new challenges.

As part of the U.S. Chamber's *Path Forward* initiative their Digital Resources Center provides the latest state guidelines, sector-specific guidance, small business advice, and other tools and resources to help employers and employees return to work safely and successfully. These tools and resources are regularly updated as new information becomes available. In addition the *Path Forward* podcast is presented every Thursday from 3:00 p.m. to 4:00 p.m. (EST) Listen live or to previous broadcasts [HERE](#).



Book of the Month



“Still, it is a time of sadness, fear, grief and uncertainty for so many, and I find myself comforted by reading about other supremely challenging times in human history, and about resilience, and hope.

For this, there is no better book right now than *The Splendid and the Vile: A Saga of Churchill, Family, and Defiance During the Blitz* by Erik Larson.”—

Mackenzie Dawson, New York Post

The author of *The Devil in the White City* and *Dead Wake* delivers an intimate chronicle of Winston Churchill and London during the Blitz—an inspiring portrait of courage and leadership in a time of unprecedented crisis. (From Amazon)

In *The Splendid and the Vile*, Erik Larson shows, in cinematic detail, how Churchill taught the British people “the art of being fearless.” It is a story of political brinkmanship, but it’s also an intimate domestic drama, set against the backdrop of Churchill’s prime-ministerial country home, Chequers; his wartime retreat, Ditchley, where he and his entourage went when the moon is brightest and the bombing threat is highest; and of course 10 Downing Street in London.

Drawing on diaries, original archival documents, and once-secret intelligence reports—some released only recently—Larson provides a new lens on London’s darkest year through the day-to-day experience of Churchill and his family: his wife, Clementine; their youngest daughter, Mary, who chafes against her parents’ wartime protectiveness; their son, Randolph, and his beautiful, unhappy wife, Pamela; Pamela’s illicit lover, a dashing American emissary; and the advisers in Churchill’s “Secret Circle,” to whom he turns in the hardest moments.

The Splendid and the Vile takes readers out of today’s political dysfunction and back to a time of true leadership, when, in the face of unrelenting horror, Churchill’s eloquence, courage, and perseverance bound a country, and a family, together.

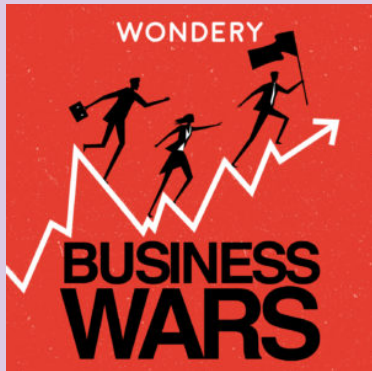


Erik Larson is the author of five national bestsellers:

- *Dead Wake*
- *In the Garden of Beasts*
- *Thunderstruck*
- *The Devil in the White City*, and
- *Isaac's Storm*, which have collectively sold more than nine million copies. His books have been published in nearly twenty countries.



Podcast of the Month



Hosted by David Brown

Business Wars gives you the unauthorized, real story of what drives these companies and their leaders, inventors, investors and executives to new heights — or to ruin. It critically examines "business rivalries" between two organizations (or between two brands) and tries to derive a conclusion concerning the success or failure in the form of a single episode or a series of episodes.

Click [HERE](#) to find the list of recent episodes including:

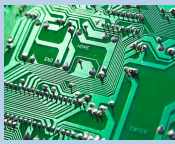
Coca-Cola vs Pepsi



McDonald's vs Burger King

Starbucks vs Dunkin' Donuts





Tech NEWS

Does your company share a monthly e-newsletter? If you're tasked with the job of creating it here are some helpful tips.



7 Features Every Great Newsletter Should Have

Newsletters are one of the most effective email marketing techniques for engaging an audience and increasing brand awareness. A well-fashioned email newsletter can accomplish many marketing goals while keeping your company on the top of customers and potential customers' minds. Great newsletters should all have these seven key features that will increase their quality and, in turn, increase subscribers.

1. **Forward to a Friend:** This function is essential, either as a button or a text box. It's an easy way to grow your customer base. It also gets your readers thinking about who else could benefit from your valuable content.
2. **CTA: Or Call to Action** This call to action is the main purpose of your newsletter. Make sure you include clear contact information and/or an easy path toward your website or the landing page of your choice.
3. **Remind Subscribers:** Sometimes people sign up for newsletters and forget why or how. Make sure you include this data in the footer, which keeps your content from being marked as SPAM or from being unsubscribed.
4. **Social Media:** If your business is on social media (it should be by now!), include clear links to these platforms. It will allow your follower count to grow and your content is more likely to be shared.
5. **View in Browser:** Offer readers the option to view your newsletter in a browser. It's not uncommon for people to use older email clients or have images turned off on messages. While it may not be a widely used feature, it will allow you to capture some stragglers.
6. **Preview Text:** This is the text that is displayed by email clients before opening a message. We recommend that you add a short sentence in an unobtrusive color that summarizes the content of your newsletter.
7. **Navigation:** Include a navigation bar in your newsletter and make it look similar to your website's, along with the most important pages or the features you'd like your readers to visit. This increases the chances of them visiting--and staying on--your website.

Article Credit:



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Health Corner

Sometimes in life you may have something wrong with your eyes that you should not delay having evaluated. How do you know when to seek medical attention?



What constitutes an eye emergency or urgency?

An eye injury can be a reason for an urgent optometric visit. Some eye injuries can cause a corneal abrasion which causes a lot of pain and you would want to have that treated to alleviate the pain as soon as possible. Blunt eye injuries can possibly cause problems in the eye, too. Any significant eye injury should be evaluated by an eye care professional to make sure that there is not damage to the front of the eye, like an abrasion, or damage to the back of the eye, for instance a retinal tear or detachment.

Sometimes if you are working in the garage or in the yard, or even if you really aren't doing anything that seems "risky", something can fly into your eye. This is referred to as a foreign body.

When this occurs, the eye feels very scratchy and irritated. This is another reason that an urgent office visit would be necessary. Eye care professionals can examine the eye under a special microscope to see if there is something in the eye and remove it if necessary. It is not recommended to try to take out a foreign body from your own eye. (I have had my patients tell me that they tried to get a foreign body out of their eye themselves using different methods!)

If you would happen to get a chemical in the eye, that is also a reason to call the eye doctor immediately. If any chemical splashes in the eye it is recommended to flush the eye with water, eye wash, or saline for 15-30 minutes to be sure that the chemical is rinsed out of the eye. After rinsing the eye it is recommended to call your eye doctor to have the eye evaluated. The optometrist will be able to tell if the pH of the eye is back to its normal state and if the chemical caused a burn on the eye.

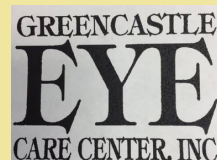
If you have a red eye or a pink eye that is also a good reason to call the optometrist. Often a red or pink eye is associated with a condition called conjunctivitis which may be very contagious. Other times a red or pink eye can be due to a more serious condition that can only be detected under the microscope, so a visit to the optometrist is very important.

Eye pain is another reason to call your optometrist. Mild eye pain may not be considered an actual emergency, but some eye conditions such as certain types of glaucoma can cause sudden, severe eye pain that warrants an emergency visit to the optometrist.

Finally, if you see flashing lights or spots in your vision or if you see something that looks like a curtain is coming down over part of your vision you should not put off calling your optometrist. These symptoms can be indicative of a retinal tear or detachment, which if present should be detected and treated as soon as possible to preserve vision.

If you ever find that you have any of the above eye problems, I hope you now realize that you should not delay seeking evaluation and needed treatment. At Greencastle Eye Care Center, we always have a doctor on call who is available to see urgent or emergency patients. We would be happy to see you for an eye emergency or any of your other eye related needs.

Sandra Fink-Freeman, O.D.
Charlie Parsons, O.D.
Greencastle Eye Care Center, Inc.
50 Eastern Avenue, Suite 107
Greencastle, PA 17225
717-597-7708





Board of Directors

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