



September 2020



INSIDE THIS ISSUE

Greetings & Upcoming Events	2-3
New & Renewing Members	3
Members in the News	4-5
Legislative News	6-7
Leading with Reading	8
Podcast	9
Tech News	10
Health Corner	11
Contact Us	12

Greetings!

Hello Chamber Members -

We have a number of events happening in the next few weeks which you'll want to put on your calendar. Our final **3rd Saturday in the Square** of the season, sponsored by West Penn Power, will be on September 19 from 9 a.m. to 1 p.m. in the square. Plan to do a little early holiday shopping!

The **Annual Meeting of Chamber Members**, sponsored by 1st Ed Credit Union, will be on Thursday, September 24. With COVID precautions in mind, we'll be hosting this event outdoors at the main pavilion at the Antrim Township Park. The event will start at 4:30 p.m. with a little networking and at 5:30 p.m. with the program. Though things will look a little different this year (we'll not be having a full banquet meal or a silent auction), plan to enjoy some fresh air, refreshments and the opportunity to catch up with other members. Seating is limited so as to maintain social distancing so register early. (See the link just below.)

A limited number of seats are also still available for the **Franklin County Legislative Breakfast**, sponsored by Patriot Federal Credit Union, on Thursday, October 22 at the Orchards in Chambersburg. Don't miss the chance to hear from your local representatives! For more information contact the Chambersburg Chamber of Commerce at 717-264-7101.

The **32nd Annual G-ACC Golf Tournament** will tee-off on October 9. Sponsored by Craig, Friedly, Potter & Moore Insurance, the tournament will be held at the Greencastle Golf Club.

I'm looking forward to seeing you soon!

Valerie Meyers

Upcoming Events



[Vendor Application HERE](#)



[Golfer & Sponsor Registration HERE](#)



[Meeting
RSVP
HERE](#)

FRANKLIN COUNTY LEGISLATIVE BREAKFAST

**THURSDAY
OCT. 22**

7-9AM @ THE ORCHARDS
1580 ORCHARD DR., CHAMBERSBURG

REGISTER

\$25 FOR CHAMBER MEMBERS

\$30 FOR NON-MEMBERS

WWW.CHAMBERSBURG.ORG/EVENTS

OR CALL 717-264-7101


Patriot
FEDERAL CREDIT UNION
GRAND SPONSOR

Welcome New Members!



Veterans Multi-Service Center, Inc.



Franklin County Free Press

Thank You Renewing Members!

Advanced Tree Solutions

Bartlett Tree Experts

Brother's Pizza

Bridge Insurance & Financial Services, LLC

CertSys, LLC

ELM Shoes

Express Employment Professionals

Greencastle Flyers

Greencastle Golf Club

Greencastle Lube Center

Home Instead Senior Care

Medic 2

Menno Haven, Inc.

Mercersburg Printing

RE/MAX Realty Agency

Saint Andrew the Apostle Catholic School

Steve Smeltz - State Farm

Tele-Plus Corporation

Members in the News



SEK Warns of Intuit Phishing Email



Chamber member, SEK, CPAs & Advisors relates that there are phishing emails currently being published appearing to be from Intuit/QuickBooks. The emails alert users that their current QuickBooks subscription is soon to expire and then ask the user to click a link that does NOT link to the QuickBooks website. It also lists a 1-800 number to call. Do NOT follow through with the email if you receive it. If in doubt reach out to SEK at www.sek.com or 717.263.3910.

New Online Source Debuts, Powered by NewsTalk 103.7 FM



The Tri-State Alert is a ground-breaking digital news platform created to give you all the local and state news you need to know. Powered by NewsTalk 103.7 FM, it offers an online platform that is free to readers. Check out the Tri-State Alert [HERE](#).



HCC's Practical Nursing Program Ranked Top in State



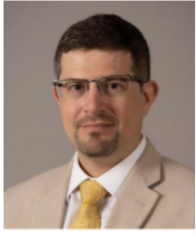
The Practical Nursing Program at Hagerstown Community College has been ranked number one in Maryland by PracticalNursing.org for the fourth consecutive year. HCC has been offering the Practical Nursing Program since 2003. The program is accredited by the Maryland Board of Nursing and the Accreditation Commission for Education in Nursing.

HCC professor named to Maryland Board of Nursing

Robin Hill, assistant professor of practical nursing at Hagerstown Community College, has been appointed as a member of the Maryland Board of Nursing. Hill has been teaching at HCC since 2017. Read more about the Maryland Board of Nursing [HERE](#).



WellSpan Health Expands State-of-the-Art Neurosurgery Program



Dr. Matthew Maserati



Dr. Michael Casey

WellSpan Health recently announced an expansion in surgical options for patients in Franklin County with conditions related to neck and back pain, as well as the addition of two new neurosurgeons, Dr. Matthew Maserati and Dr. Michael Casey, joining the highly-skilled neurosciences team at WellSpan. Read the complete press release [HERE](#).

Rescue Hose Co. to Add Paid Firefighters



For the first time in its 140-year history, Rescue Hose Co. has received funding commitments to add paid firefighters to its staff. Approved by the Greencastle Borough Council and Antrim Township supervisors, this change is scheduled to be in effect by January 1, 2021.

Read the full article [HERE](#).

Jeanette Biesecker Concludes 16 Years at Joy El

Jeanette Biesecker laughs when you ask her to share what she's learned in just over 16 years of ministry at Joy El. "It would be impossible to list it all!" she declares. Yet she quickly begins to list broader categories, such as leadership and personal growth. These are followed by more specific skills, such as video editing, social media, marketing and mentoring. More about Joy El [HERE](#).



WellSpan Health Earns Statewide Award

WellSpan's Behavioral Emergency Response Team (BERT) has earned the 2020 Optimal Operations Award, one of 12 Hospital and Healthsystem Association of Pennsylvania (HAP) Achievement Award winners across Pennsylvania. This is WellSpan's second consecutive HAP award, this time for their innovative effort to prevent workplace violence and improve safety at its hospitals by de-escalating behavioral health emergencies. Read more [HERE](#).



Cooper Joins Rotz & Stonesifer



Zachary Cooper
Tax Associate

Rotz & Stonesifer, P.C. has announced the addition of Zach Cooper to their firm as a tax associate. Zach graduated magna cum laude from Susquehanna University with a bachelor of science in accounting. Prior to joining the firm, Zach served in the military and worked in law enforcement. Zach's duties include individual and business tax preparation, bookkeeping and financial statement preparation. Zach has also been involved in working with the CARES Act and PPP Loan Forgiveness. Read more [HERE](#).



Legislative Updates



A representative of Rep. Schemel is available to help constituents on Tuesdays from 10 a.m. to 3 p.m. at the Antrim Township Office, 10655 Antrim Church Rd., Greencastle.



You can follow Rep. Schemel on Facebook

Rep. Schemel can be reached at:

1402 East Main Street

Waynesboro, PA 17268

(717) 749-7384



Pennsylvania's 500 independent school districts have been empowered by the governor to develop their own plans for school re-opening. This has been a controversial move, with some wanting the governor to mandate universal school opening or closing; however, I commend the governor for permitting local districts to make decisions based on the conditions in each district and the particularities of each district's facilities.



Department of Labor & Industry (L&I) Secretary Jerry Oleksiak announced on August 25th that Pennsylvania will get nearly \$1.5 billion to provide an extra \$300 per week to eligible unemployed workers through the temporary federal Lost Wages Assistance (LWA) program, administered by the Federal Emergency Management Agency (FEMA). Read more about individual qualifications [HERE](#).



In case you missed it, last Friday the Pennsylvania Interscholastic Athletic Association (PIAA) voted to move forward with the fall sports season despite Gov. Tom Wolf's recommendation that all sports be postponed until at least Jan. 1, 2021. I applaud the PIAA for taking a stand and moving forward with the plans they had been working on for months to allow our kids to get back on the playing fields safely.



Rep. Schemel and Sen. Ward held a town hall meeting at the Antrim Township Park, Greencastle on August 25 where they provided an update about the state legislature and Pennsylvania's COVID-19 response. Topics included Gov. Wolf's authority, the budget, decisions regarding returning to school, and the moratorium on evictions and foreclosures. Find the summary [HERE](#) courtesy of the Echo-Pilot.



A representative of Sen. Ward is available to assist local residents every month on the third Tuesday at Greencastle Borough Hall, 60 N. Washington St.



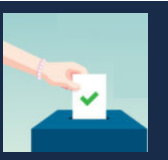
You can follow Sen. Ward on Facebook

or write to Senate Box 203030

Harrisburg, PA 17120-3030

Phone: 717-787-5490

Fax: 717-783-5192



Senate President Pro Tempore Joe Scarnati (R-25) and Senate Majority Leader Jake Corman (R-34), have introduced Senate Bill 10, legislation to expand voter access, implement greater efficiencies within Pennsylvania's voting process and maintain election security. More [HERE](#).



Senator Ward along with Senator Camera Bartolotta (R-46) have introduced legislation to update state tax laws in order to provide critical assistance to small businesses that have been impacted by the COVID-19 pandemic. The proposal is focused on providing tax relief to small employers who experienced losses during the pandemic. The legislation would: allow small businesses to take a net loss against other sources of income; permit small businesses to take Net Operating Losses (NOL) against future years for up to 20 years; and temporarily allow small businesses to "carry back" losses to previous tax years. Learn more [HERE](#).



PA Chamber of Business & Industry



Diverse Coalition Urges Pennsylvania's Congressional Delegation to Enact Temporary Liability Protections

From medical professionals on the front lines, to those maintaining our supply chains, to childcare centers and others helping to sustain our communities, businesses that have made the investment and commitment to follow health guidelines deserve safe harbor protections to operate without the constant threat of undue litigation, according to PA Chamber President and CEO Gene Barr.

“We’re already seeing plaintiffs’ attorneys view this crisis as an opportunity to cash in. Lawmakers must put a check on these pandemic profiteers for Pennsylvania’s economy to have a chance of bouncing back.”

In an effort to secure liability protections for those complying with health and safety guidelines, a broad-based coalition representing industries and employers throughout Pennsylvania sent a letter to Pennsylvania’s Congressional delegation urging support. Find the press release and the letter sent to the delegation [HERE](#).



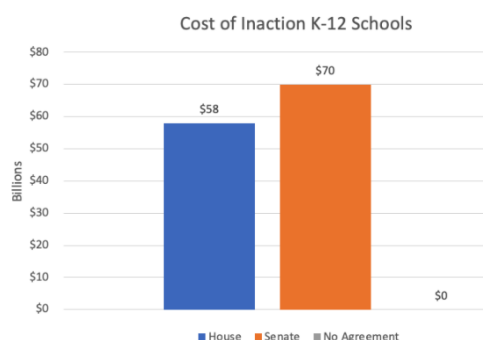
U.S. Chamber of Commerce



Illustration: Eniola Odetunde/Axios

U.S. Chamber of Commerce CEO Thomas Donohue signed a letter, spearheaded by Howard Schultz, chairman emeritus of Starbucks advocating for key principles to help ensure a successful recovery for America’s small businesses that was sent to Congressional leaders. Signatories also include the heads of Salesforce, Alphabet, Facebook, Microsoft, Walmart, McDonald's, Disney, Quibi, IBM, Merck, Marriott and the Business Roundtable. Read the complete letter [HERE](#).

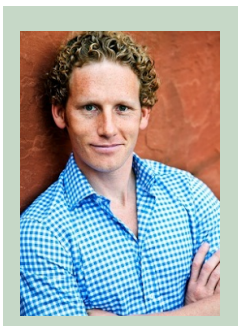
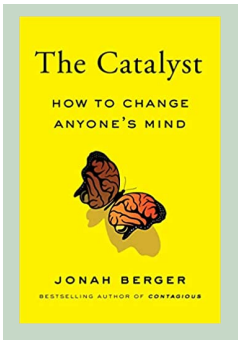
The U.S. Chamber has launched a **“Cost of Inaction” Campaign**, illuminating the burden on Americans as a result of the impasse over additional Coronavirus aid. To launch the campaign, the Chamber is focusing first on the costs associated with safely reopening K-12 schools across the country.



The School Superintendents Association has estimated that it will cost the average school district \$1.8 million or \$485 per student in additional costs for disinfectants, personal protective equipment, and other preparations to reopen for the 2020–2021 school year. The House-passed HEROES Act provides \$58 billion for K-12 education and the Senate-proposed HEALS Act proposed \$70 billion in aid. Yet not a dime of that will reach our local schools if Congress and the administration fail to reach an agreement. Find more info on the campaign [HERE](#).

Book of the Month

Catalyst: How to Change Anyone's Mind



Jonah Berger

"This book is about finding the parking brakes.
Discovering the hidden barriers preventing change.
Identifying the root or core issues that are thwarting action
and learning how to mitigate them."

Everyone has something they want to change. Marketers want to change their customers' minds and leaders want to change organizations. Start-ups want to change industries and nonprofits want to change the world. But change is hard. Often, we persuade and pressure and push, but nothing moves. Could there be a better way? This book takes a different approach. Successful change agents know it's not about pushing harder, or providing more information, it's about being a catalyst.

Catalysts remove roadblocks and reduce the barriers to change. Instead of asking, "How could I change someone's mind?" they ask a different question: "Why haven't they changed already? What's stopping them?" The Catalyst identifies the key barriers to change and how to mitigate them. You'll learn how catalysts change minds in the toughest of situations ...Whether you're trying to change one person, transform an organization, or shift the way an entire industry does business, this book will teach you how to become a catalyst.

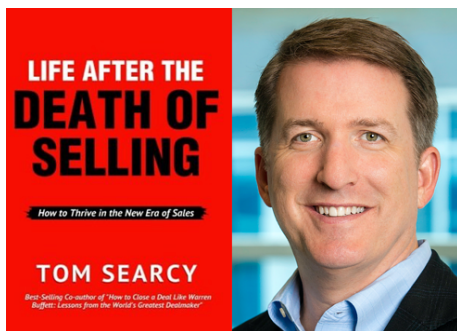
Roadblocks that are the Root of Change Resistance

- **Reactance** -- how warnings become recommendations & the power of tactical empathy
- **Endowment** -- how inaction isn't always as cost-less as it seems
- **Distance** -- why big changes require asking for less, not pushing for more
- **Uncertainty** -- how uncertainty makes people hit the pause button and how catalysts make things easy to try
- **Corroborating Evidence** -- how more evidence [helps] to overcome the translation problem and drive change

Podcast of the Month

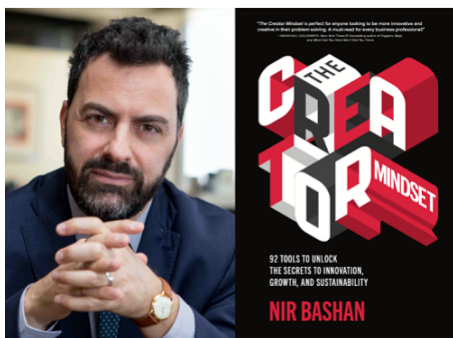


The Marketing Book Podcast -- Host Douglas Burdett interviews bestselling authors to help you keep up with what's working in the quickly changing world of modern marketing and sales.



Life After The Death of Selling: How to Thrive in the New Era of Sales by Tom Searcy and Carajane Moore

Tom Searcy is a nationally recognized author, speaker and expert in large account sales. By the age of 40, Tom had led four corporations, growing them each from revenues of less than \$10 million to greater than \$100 million, and in the last case from startup to greater than \$200 million; each in less than four years.



The Creator Mindset: 92 Tools to Unlock the Secrets to Innovation, Growth, and Sustainability by Nir Bashan

Nir Bashan is a creativity expert. He has taught thousands of leaders and individuals around the world how to harness the power of creativity to improve profitability, increase sales, and ultimately create more meaning in their work.



The Age of Influence: The Power of Influencers to Elevate Your Brand by Neal Schaffer

Neal Schaffer is a leading authority on helping businesses through their digital transformation of sales and marketing through consulting, training, and helping companies of all sizes with social media marketing strategy, influencer marketing and social selling initiative.



Myths of Social Media: Dismiss the Misconceptions and Use Social Media Effectively in Business by Michelle Carvill and Ian MacRae

Michelle Carvill founded the social media marketing agency Carvill Creative in 2002; its clients include the BBC, Nuffield Health and Norbord. She is also the author of *Get Social: Social Media Strategy And Tactics For Leaders*.



The Essential Need for 5G in the COVID World

From TechNewsWorld
By Rob Enderle



"One of the biggest problems [that schools and companies have experienced as they have tried and often failed to pivot to remote work and education] has been connectivity. Our infrastructure just wasn't set up to suddenly shift massive amounts of traffic from companies to homes. Exacerbating this has been cable networks where you have shared capacity because they were built out with the idea that most folks wouldn't be using them at the same time.

"Adding to this problem is the fact we're dealing with aging infrastructure. A lot of the old telephone and cable lines were buried years ago, and those running overhead are vulnerable to weather and catastrophic failures... [and the number] of folks who are being cared for at home by telemedicine to both protect their health and the health of health care providers.

"[5G] doesn't just have more bandwidth -- it handles the bandwidth differently so that it performs well even at the network's edge... Given how we are likely going to be depending on 5G across broad geographic areas, that network performance is critical." Read the full article [HERE](#).

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Performance improvements of **5G**:

- Connect more devices faster than is done now
- Reduce the lag time between devices
- Enable the bulk volume of data transmission from a large number of devices with better responsiveness
- Provide higher bandwidth and lower latency with an infrastructure significantly less bulky than fiber or DSL
- Make working from home more feasible by providing a higher-speed broadband Internet, video conferencing, tele-med services and other technologies

Challenges of **5G**:

- More challenging to implement than 4G -- its adoption will only happen if the chips powering 5G are fully tested.
- Potential for higher security overhead with many businesses already struggling to keep security prioritized as users require flexible connectivity into business networks from home
- Limitations on manufacturing new hardware, spot shortages with the ramp-up in demand of people needing this equipment

Health Corner

Dehydration

Dehydration occurs when you use or lose more fluid than you take in, and your body doesn't have enough water and other fluids to carry out its normal functions. If you don't replace lost fluids, you will get dehydrated.



Anyone may become dehydrated, but the condition is especially dangerous for young children and older adults. Dehydration can occur in any age group if you don't drink enough water during hot weather — especially if you are exercising vigorously. You can usually reverse mild to moderate dehydration by drinking more fluids, but severe dehydration needs immediate medical treatment.

Thirst *isn't* always a reliable early indicator of the body's need for water. Many people, particularly older adults, don't feel thirsty until they're already dehydrated. That's why it's important to increase water intake during hot weather or when you're ill.

Here are some typical warning signs that you might be dehydrated:



- Extreme thirst
- Less frequent urination and dark-colored urine
- Fatigue
- Dizziness
- Confusion

Here are some atypical signs that you might be dehydrated:

- Bad breath - Saliva has antibacterial properties, but dehydration can prevent your body from making enough saliva.
- Dry or flushed skin
- Muscle cramps - When your body loses enough fluid, it's unable to cool itself off adequately, leading to heat illness and potentially causing muscle cramps, which can happen while exercising, particularly in hot weather.
- Fever and chills - You may sweat profusely while your skin is cool to the touch.
- Food cravings, especially for sweets - When you're dehydrated, it can be difficult for organs such as the liver, which uses water, to release glycogen [stored glucose] and other components of your energy stores, so you can actually get cravings for food.
- Headaches - Drinking a full glass of water and continuing to sip fluids during the day is an easy way to ease your pain if, in fact, dehydration is the culprit.



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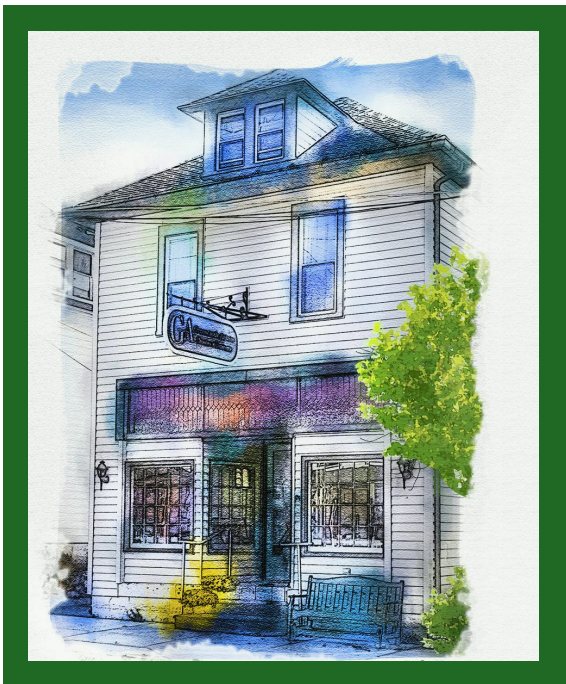
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