

Chamber / Tourism News

Fulton County – Seeing is Believing!



November / December 2004

Membership Meeting

November 17th, 2004 at the Fulton County National Bank
Theatre Building, (5:15 P.M. Start Time)

The meeting time for this month will be at 5:15 p.m. Please make note of this!! The caterer for this month will be Dott Village Store. The menu will consist of glazed ham, scalloped potatoes, rolls, salad and pies for dessert. The cost for this membership meeting will be \$6.00.

Greetings From Your President

Greetings fellow Chamber/Tourism members;

With this newsletter you will find nominees to assume new 3-year terms for outgoing Board members, Sandy Richards, Todd Alexander, and Deb Cutchall. I would like to take this opportunity to thank these individuals for their time and commitment to our organization; their contributions to our efforts will be missed. Joni Park whose term expired this year has agreed to finish the remaining one-year term of Roby Gipe.

With winter fast approaching it seems appropriate to inform you regarding our meeting agenda in the event of bad weather. *If at any time, the Chamber Tourism office has something scheduled on a day or evening and any one of our county schools are closed due to weather, the event will also be cancelled.*

November's speaker will be Matt Giordano, representing MRI Services at the Fulton County Medical Center – updating us on the services they offer. Don't miss it!

This month marks the beginning of a busy season – Veteran's Day, Thanksgiving, Black Friday, hunting, shopping, baking, visiting, and on and on. Let's all take a moment to remember our Veterans and our enlisted men and women, for their sacrifices so we may be free in this great country, and give thanks for all that we have been given and receive. Thanksgiving and holiday wishes go out to each of you and may you and your families be blessed.

December 15th membership meeting will be an open house. Look for more information coming soon.

Reminder: November 17th membership meeting is 5:15 pm at the Fulton Theater. We hope to see you there.

Brenda Gordon
President, 2004



Ballet for Chamber/Tourism Board Members year 2005

The Chamber/Tourism Board consists of 15 members, with five each serving a 3 year term, five serving a 2 year term, and five serving a 1 year term. As each year expires, the remaining five on each term move to the next lower term, and the 1-year term members expire, leaving five 3-year terms to be filled.

One-year members whose terms expire at the end of 2004 are, Deb Cutchall, Todd Alexander, Sandy Richards, Brenda Gordon, and Joni Parks. Nominees to fill the five 3 year terms beginning in 2005 are:

	FOR	AGAINST
Brenda Gordon	_____	_____
Kendra McQuade	_____	_____
Sherri Sixeas	_____	_____
Mark Washabaugh	_____	_____
Stacey Peck	_____	_____

Write in: _____

If you are in AGREEMENT/FOR these nominations – DO NOTHING.

If you do NOT AGREE/AGAINST one or all of the nominees – Print off your ballot and mail to us or respond via email BEFORE NOVEMBER 25th, 2004.

This is a proposal the Chamber/Tourism office received and is passing on to you as a point of interest. If you are interested, please contact Mike directly. Thank you.

From: Mike Kelly [mkelly@paontheweb.com]

Subject: Proposal for the Chamber

Dear Ladies and Gentlemen of the Fulton County Chamber,

I'm writing to all of you, as we have not had much success writing to any one individual in a Chamber. I know we are all busy but this won't take long. **You can stop reading after the next paragraph.** You can simply copy and paste the paragraphs below to send to your Chamber members with websites. You can even send it to those who don't have a website as now they may be encouraged to get one.

www.PAontheweb.com lists all websites for free by location and category in Pennsylvania. Without going into a long-winded explanation I simply suggest you visit our site and add all the Fulton County Chamber sites at minimum. Many of you have friends that are not competitors outside the Chamber. It would be a good-hearted gesture to let those businesses and organizations outside the Fulton Chamber know we exist and will list them for free too. If we don't have a category that suits you simply send an email to info@PAontheweb.com and ask for it. When we get enough requests we will add the category. This is all you need to read. This is all you need to do. **Below this line I will explain more about us if you want to read it. Thanks for your time.**

Why did we open PAontheweb.com?

We opened in response to local business owners asking us how their website would be found among the millions listed with large search engines. As a local business owner you are competing for attention among the millions of websites on the World Wide Web. We have a saying, "Why advertise your website in China when your business serves Pennsylvania"? Better yet, why compete with websites anywhere outside your service area?

How do you make money?

There are many ways. We have our share of requests for website creation and advertising to support us. We are soon offering reseller programs to other web design companies that want to join us. We bundle website hosting and higher listings at the same price some pay for website hosting alone. We provide banner ads that don't move around or jump in your face for certain businesses. Don't take those Town Sponsor listing prices seriously. We will be taking bids at a future time. Many in small towns go for much less than the listed price. As time goes on and towns fill up we may open them up for bid every year depending on the number of sites in a town.

Do you have Pop Ups and flashy ads?

No, absolutely not! We will never put pop up ads on PAontheweb.com. We will never use in your face flashy ads. We do not install tracking cookies or spyware on your computer either. We target our ads by town and category or website wide. We use nicely designed graphics for our banner ads that do not pop up, jiggle on the screen or annoy anyone. Our research has shown that this lowers your popularity and visitor retention. We didn't need to do that research either. We knew it annoyed us so we don't use it. We also believe that spy ware is an invasion of your privacy and totally unnecessary. There are legitimate uses of cookies by some websites however; we see no need for them EVER. We may install a unique new feature that lets us know what city in the U.S. you are visiting us from. That way we can help guide you to where you might want to go on our site. This feature does not know anything about you and does not install anything on your machine. It simply reads the I.P. address your internet provider is using and lets us know what town in the country you are looking at us from.

Do you design websites and host?

Yes, we have our own hosting servers, designers and technicians. However, we are in negotiations with www.PA.net for our hosting options in the future. We have a verbal agreement but are waiting on the final written agreement from PA.net. We want to work with Pennsylvania businesses, not against them. We anticipate thousands of requests for hosting and other services. Therefore, we have decided to work this out with a large Pennsylvania company that can handle the volume. We will be charging the same price that PA.net charges the public at large when this agreement goes into effect. There is no reason to go direct to PA.net as they cannot and will not be providing the service on the advertising and listing end that we do.

Do you list competing website directories?

First, we have no real competitors. There is a visitor's network that exists in Pennsylvania that charges \$60 per year for what we give away free. If that is competition then we win. Yes, they are listed with us, Free! We serve local residents of Pennsylvania as well as visitors to our state. We are currently the only website doing this in Pennsylvania on a statewide basis to our knowledge. We also list small local services like Chambers of Commerce and area specific directories like www.HappyValley.com in the State College area. Nobody is on top of everything local like the people that live there. These directories often provide more information on an area than we do. We list websites; they list local events, news, weather etc. We are working on making agreements with these services to list their member websites with us so our data stays up to date. We're not in direct competition with these services.

Do you compete with local web design companies?

Yes and no. We list all web designers free of charge on PAontheweb. PAontheweb will take your contract for website design, hosting and listings. We can offer sites from \$150 & up depending on what you want. We do encourage you to work with local web designers. However, if they have not joined our reseller program for hosting and listings you may want to choose one who has. Before you start work with a web design company you should ask them to contact us first for our bundled package options on hosting, listings and advertising. There is no sense paying double to get your website hosted and found. In that way we all cooperate to bring you the best bang for your buck. We do not like to upset our fellow web designers by taking their clients when their clients hear about our bundled offers and want to switch.

Don't the large search engines have a local directory listing service like yours?

Yes and No. Google, others and DMOZ have local area directories. However, we have more than they have in every category. In most cases we have 3 times the websites they list. We also use human beings to verify location. The large search engines have more errors on location and category since they use programs or just take your word for it. DMOZ does use human beings in their service however there have been many complaints about DMOZ. Read Web Pro News to see related articles. As of September 2004 we have over 400 places of worship listed alone. We couldn't find many categories on the big guy's directory service. PAontheweb has over 600 realtors (other guy a little over 200), over 400 travel and tourism websites (other guy a little over 90) the list goes on and on. I've known about them for a long time and never used them because they are too limited. Again, they are trying to serve a worldwide market, we are serving Pennsylvania only.

How will I know your site is working for me?

In every case, free or paid, you get an email sent to you when your site is visited from PAontheweb. You can easily stop this feature by clicking the link in the email. The "stop these notifications" feature really works. There are new strict laws about unsolicited emails. We hate our own unsolicited email and would never do that to you. Your information is always confidential with us. Free listings do not return the same results as paid listings. If you get a few visitors from your free listing you'll get more from a paid listing.

My business is in a small town but I serve a large area. How will I be found if I'm honest about my business location?

We have added a radius search in our Advanced Search area. This allows you to be found anywhere from 5 to 50 miles from the search area. Your descriptive words should also include the areas you service. Most people use our search feature since you can search a radius or even within a town or category. Some very rural businesses were getting good results before we added the radius search feature. We're sure it will improve more now.

I noticed you don't have a Home button. Why not?

We don't have a Home button because you don't need one. Simply click our top logo on any page to go Home. You can go to anywhere from anywhere on every page. This makes a Home button completely unnecessary. Select a town or category from the drop down lists on the left side of every page. Visitors using 56K modems really appreciate this feature as it saves time.

What are the Top 10 Links?

These are the top 10 websites visited in each town or category. They change for every town or category you click and for every search that you do. We do not modify these in any way. They are the most clicked websites that the visitors click.

Thanks for your time and feel free to send questions.

Mike Kelly

Owner/Marketing Director

4523 London Ave

Elizabethtown PA 17022

717.215.0238

“Chamber / Tourism Happenings”

“Chamber Open House” **Wednesday, December 15th, 2004**

Instead of the regular Chamber Membership Meeting in December the Chamber is going to have an “Open House”. It will be at the Fulton County Theatre Building and will be from 5:00 – 7:00 p.m.

Invitations will be sent out shortly asking for total people attending from your organization.

The “Open House” is free, but there will be a donation box to help with expenses.

The “Open House” will be catered by The Loaded Belly Deli and will feature items like:

- crab stuffed mushrooms;
- scallops wrapped with bacon;
- assorted wrap tray;
- vegetable tray;
- fruit tray;
- dessert and drinks.

Be sure to come and have merry making with fellow friends, family and business men and women. There will be a great time had by all!

Save the Date

Dec. 15th . . . Chamber Open House

Chamber of Commerce & Tourism Board Members

Todd Alexander – Edward Jones Investments

Deb Cutchall – Cutchall’s Amoco

2004 Chamber of Commerce & Tourism Officers

President Brenda Gordon
Vice President Julia E. Dovey
Treasurer Clyde Bookheimer
Past President Bobby Snyder
Director of Events & Marketing . . . Theresa Bricker

Loy Garber – JLG Industries
Cheryl Morton – Morton’s Attic
Joni Park – Park’s Texaco
Gerri Ramsey – Community Bankers Insurance
Sandy Richards – Richard’s Variety Interiors
Darrin Smith – Howard L. Sipes Funeral Home
Ellis Yingling – Fulton County Commissioner
Roby Gipe – Thomas Ford Dealership
Howard Thomlinson – Mellott Wood Preserving
Kathy Fester – Greenleaf Gifts & Things & Fester’s
Country Mart

Remember:

THE TIME FOR OUR MEMBERSHIP MEETING HAS CHANGED TO 5:15 P.M. AND IS ON WED. NOV. 17th.