

# Chamber / Tourism News

Fulton County – Seeing is Believing!



April / May 2005

## Chamber of Commerce & Tourism Open House / Mixer

April 20<sup>th</sup>, 2005 in The Fulton County Theatre at the Fulton County National Bank.  
Meeting will start at 12:00 P.M. Lunch will consist of a variety of wraps from The Loaded Belly Deli, potato salad & pasta salad from BiLo, chips, pretzels, dessert and drinks.

### Presidents Letter

Greetings fellow Chamber/Tourism members;

It's getting to be that time of year when everything seems to happen at the same time. It's hard to think that we are already into April – almost one third of the year gone already! If you are reading this before Sunday 17<sup>th</sup> – don't forget to get out your bingo blotters and come to the McConnellsburg Fire Hall before 1:00 to join us in Longaberger Basket Bingo. It will be lots of fun and we have great baskets this year as well.

Strawberry Festival planning is under way and we need some help from our members to get the word out. We are looking for three categories of individuals or groups – the first are vendors. Fulton County vendors or artisans to set up on Friday June 10<sup>th</sup>, from 10-8:30 pm and Saturday June 11<sup>th</sup>, from 10-5:00 pm. The second would be individuals or groups to perform for an hour or two on either day as entertainment for festival-goers. The third could be the same as the second group, but we want this group to perform as part of a talent contest. We will have impartial judges and there will be some type of prize awarded. Talent Contest entry forms will be provided closer to the festival.

So – if you know of any singers, dancers, readers, players, etc. – put a bug in their ear and see if they would consider performing in our Talent Contest.

Don't forget about our luncheon this coming Wednesday at the Fulton Theater. We will have two speakers this month, but we should still be able to keep the meeting to one hour. We hope to see you there – oh – and don't forget...your membership now includes a meal for one.

Take care everyone.

Brenda Gordon  
President, 2005

## Guest Article

Dear Friends and Neighbors,

When Chamber President, Brenda Gordon asked me to write a guest column for the newsletter this month, I, at first, struggled with a topic. After some thought, it occurred to me to write about something I enjoy – bicycling, and a great place to do it here in Fulton County – the abandoned section of Pennsylvania Turnpike.

Bicycling, or hiking, the turnpike trail is something we should all do at least once, but when you do, you will want to do it again. This is truly one of the gems we have here in Fulton County, and with help from the Southern Alleghenies Conservancy it is likely to become a great draw for tourism in our county.

You can access it from Pump Station Road west of Hustontown, but if you need a map, just stop by the Chamber office.

The roadway is closed to all motorized traffic, and is fairly flat and smooth in most sections, so it is a quiet and easy ride. But the excitement comes from the two tunnels, Sideling Hill and Ray's Hill.

The Sideling Hill Tunnel is about 1.3 miles long with a hump somewhere in the middle, so at one point in the tunnel, you can't see the openings at either end. That makes it pretty darn dark, so don't forget a flashlight. The Ray's Hill Tunnel is not quite as long, but still dark all the same, and a lot of fun. In the valley between the tunnels is some of the prettiest country you'd ever want to be in.

My family and I made a day of it last spring. We started at the east end off of Pump Station Road, and rode our bikes the 8 or so miles to Breezewood, stopping for a picnic lunch, and to check out the sights along the way. We saw an incredibly large nest near the west end of the Ray's Hill Tunnel, and waited for a bird to return to see what kind of nest it was, but the kid's became anxious to get back in the tunnel, so we continued on our way. Our 8-year old son, Matthew, thought the tunnels were the best part of the trip.

We can be very proud that the U.S. Military has found the roadway and tunnels very helpful with convoy training for our armed forces bound for Iraq, and they expect to close the trail for training sessions throughout the year.

So if you are like us, and plan to use the trail this spring, check out the Conservancy website at [www.saconservancy.org](http://www.saconservancy.org) or call them at (814)623-7900 for an updated schedule of closing.

Thanks for enjoying Fulton County,  
Bobby Snyder

## Spotlight Business

### Dana Signs

Dana Signs was established in 2000 by Dana Winters with a simple plan. Provide customers with quality products and friendly customer service. Our success is attributed to these simple principles. Whether it's a custom banner or an architectural sign, each project gets the same attention to detail we pride ourselves with. We specialize in indoor and outdoor signs, banners, magnetics, ADA and Braille signs, windows, vehicle graphics, race cars, plastic and metal letters and hand painted signs. Whatever the application or price range, we have a plan that will meet your needs.

## Manager's Corner – Start Fishing In The Right Ponds

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I heard Greg Caruso of Successful Exits share a story recently that I found valuable for my clients because of its simplicity and truth. When he was young, Greg loved to fish. When he grew older, life got in the way until one day he made a conscientious decision to restart his childhood hobby. He started fishing again in his favorite pond. However, now as an adult, he didn't seem to be as lucky. He caught very few fish. One day, as he was unloading his car after another disappointing day, his elderly neighbor returned home from fishing. Greg's neighbor unloaded his truck and had a cooler filled with fish. Greg asked the man how he was able to catch so many fish. "Well," replied the neighbor, "I only fish in ponds where the fish are."

This simple tale struck a chord with me, because I've heard some of my new clients bemoan the fact that their sales are dwindling or they're off from last year's numbers. Others are frustrated because competitors seem to be thriving, while they're struggling. What should they do?

Why not fish in ponds where the fish are instead of fishing where you've always fished? This is easy to say and hard to do. I know. I've been there. It's hard to accept the fact that the customer group that had been the bread and butter of your business is no longer the right target market for you. Even though you've had great relationships with them, you've shown mutual loyalty, and you've helped each other grow and succeed, things have changed. They no longer need or can support your products and services.

It's time to go fishing. You need to realistically - and quickly - look elsewhere to find new opportunities. It's time to stop - immediately - reminiscing about how great things used to be. It's time to start - immediately - looking at your industry and identifying what market segments in it are hot and which ones are "biting." Next look at why they're hot. What is propelling their growth? What economic, cultural, political, gender, etc. issues are feeding this market - and why? Now ask, "How might our current products and services help them continue their growth?" "How might we modify our products to better fit these markets' current - AND future needs?" When we start asking these types of questions, we start seeing opportunities instead of stagnating markets; we see ponds of new fish, instead of ponds without.

If you're continuing to pound away at your traditional target markets with limited results, why do you continue? Why - as the saying goes - are you doing things the same and expecting things to change? Accept the fact that your traditional market isn't right for you anymore. It may be right for another business, but not yours. It's time to move on. It's time to identify the markets that will provide sufficient opportunities to allow you to achieve the level of success you deserve. It's time to start fishing in different ponds.

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## ***Pennsylvania Free Enterprise Week***

### ***Learning About Business***

Where can local students run a business from the ground up without spending a penny of their own money? Where can they then lead a stockholders' annual meeting and hear from some of today's most dynamic and leading Pennsylvania businessmen and women? Area 10<sup>th</sup> and 11<sup>th</sup> graders can experience all that and much more at ***Pennsylvania Free Enterprise Week, (PFEW)***!

PFEW is open to area sophomores and juniors who are looking to expand their knowledge of our American private enterprise system. This world-renowned program has been educating Pennsylvania's youth for a quarter century and is completely funded, taught and staffed by practitioners from the Pennsylvania business and industry community. Nearly 1,400 students from across Pennsylvania attended this past summer's program and 97.9% of those attendees said that "their sponsor's money had been well invested in their scholarship,".

PFEW holds four-one week individual sessions in July and August. At the start of each week all participants are assigned to be a member of an imaginary "company." This firm, under the guidance of an "executive-on-loan," known as a Company Advisor, operates their company for a computer simulated three year time period. During that time each participant and their teammates are faced with decisions that any real life businessperson confronts daily. Each student "company" is competing against other student teams that manufacture and distribute the same product. Every firm decides how much of their product to produce, where to sell it, and what to charge as a price.

In addition to all these decisions, speakers from throughout Pennsylvania and across the business spectrum come to PFEW to share their experiences, insights and perspectives with the students. Topics include: International Trade; the Role and Relationship of Business and Government; Labor Relations, Business Ethics, and much more. The main focus of PFEW is to educate young people about the challenges that face American businesses and to correct some of the misimpressions they often have about the private sector. PFEW also concentrates on teaching them about their roles as consumers and future members of the workforce.

The Chamber is proud to support PFEW and encourages our local companies to provide sponsorship for our students. Each young person attends PFEW on a \$425 fully tax deductible scholarship provided by a local company or civic organization. Companies that donate to the scholarship fund are recognized and thanked in a variety of ways for there sponsorship. Each PFEW participant will wear their sponsor's name throughout their stay at PFEW and is encouraged to correspond with them following the program. PFEW is also an approved Educational Tax Credit program through the Pennsylvania Department of Community and Economic Development.

PFEW is not just about scholarships as the program is completely taught by and staffed by business volunteers. If you would like to learn more about this one-of-a-kind program and how you can help shape the attitudes of our future workforce, please call the Chamber or contact PFEW directly at (814) 833-9576 or visit their website at [www.pfew.org](http://www.pfew.org).





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Tri-Ridge Group, Inc. now introduces their new product "I'm fit," a new and effective self-help tool. In an easy to carry pocket-sized form, "I'm fit" enforces a long awaited and effective formula for enhancing one's solution to eating sensibly and exercising regularly.

"I'm fit" serves as a self-help patent type tool in the format of a very simple recording log to assist in one's achievement to better Health Fitness. The product is marketed to groups and businesses to develop skills and knowledge for improving physical and mental performance, along with better relaxation.

Owner Richard Hockensmith and associate Douglas Mattingly have created a simplified process for achieving these goals through extensive research and over 50 years combined experience. Why wait? Get fit now with "I'm fit." Remember: We care about your life, body and mind.

## Franklin / Fulton Builders Association Golf Outing

The Franklin / Fulton Builders Association is holding a Golf Outing on Friday, June 10<sup>th</sup>, 2005 – 8:30 AM at the Great Cove Golf Course in McConnellsburg. Please show your support and participate or be a hole sponsor.

The form is attached to this email with the newsletter.

## Fulton County Employment and Training Seminars

The Fulton County Employment and Training will be hosting a series of training seminars free to anyone or business that wants to participate.

The first training session will be held on April 18, 2005 at the Fulton Theater from 5:00 PM to 7:00 PM.

### Seminar Topic

Goal Setting-Motivation: Dream It, Walk It, Believe It.

This course provides practical goal setting skills to help individuals be as productive as possible – at work and at home.

The goals of the workshop are:

1. Identify both personal and work-related goals
2. To break goals down into specific achievable actions
3. To create a support network to help maintain motivation

The course will be Allegany College of Maryland

Mr. Wayne Blue

Director ACM Workforce Development for PA Campuses

814-623-2760

Contact Kathy Fester at 717-860-1213 or Joyce Lynch at 717-485-5131.

## Chamber Happenings

### BASKET BINGO

The Chamber is planning their annual Longaberger Basket Bingo for Sunday, April 17<sup>th</sup>, at the McConnellsburg Fire Hall, with doors opening at 12:30 PM and Bingo starting at 1:30 PM. Some “new” baskets will be featured this year, and cost to play is \$20 for 25 games of bingo. Specials, raffles and games of chance will also be available at an additional cost. Mark your calendar to attend and Support your Local Chamber of Commerce.

Local Businesses – Be advised we will be contacting you over the next several weeks about supporting the Basket Bingo by sponsoring a basket. By sponsoring a basket you not only help the Chamber, but you gain recognition and mention of your business to the local community. As always, your continued support is **Greatly Appreciated!**

### Fulton County Community Directory

Your local Chamber and Tourism Office is once again preparing to put together a “Community Directory/Visitors Guide” for Fulton County. This publication serves multi purposes; 1) To reach our local community and educate our county citizens of what Fulton County has to offer right here in our own back yard, plus 2) To reach out and welcome visitors, newcomers, etc. to Fulton County by making available to them vital information regarding Fulton County.

It has been almost 2 years since we put out our first “Community Directory” and it is definitely time to put together a second publication. The directory will feature vital information of Fulton County as well as advertisements from local businesses, etc.

It is our goal to have this publication on the streets by June (Strawberry Festival Weekend), therefore, we will be contacting you over the next several weeks regarding advertising for your businesses in the publication.

Also, we are certainly open to any ideas, suggestions, etc. that you may have that would contribute to the success of this publication, so please feel free to contact Theresa Bricker at 485-5674 with your thoughts and ideas.

#### Save the Date 2005

April 20<sup>th</sup> – Full Membership Meeting  
at 12:00 p.m.  
TBA – Awards Banquet  
May 18<sup>th</sup> – Open House/Mixer  
June 10<sup>th</sup> – 11<sup>th</sup> – Strawberry Fest.

#### Chamber of Commerce & Tourism Board Members

Julia E. Dovey – Fulton County Medical Center  
Bobby Snyder – Snyder Insurance Agency  
Kendra McQuade – Primitive Corner  
Sherri Sixeas – Flower Basket and Gift Box  
Loy Garber – JLG Industries  
Cheryl Morton – Morton’s Attic  
Joni Park – Park’s Texaco  
Gerri Ramsey – Community Bankers Insurance Agency  
Stacey Peck – Peck Insurance Agency, Inc.  
Darrin Smith – Howard L. Sipes Funeral Home  
Ellis Yingling – Fulton County Commissioner  
Mark Washabaugh – Professional Uniforms & Advertising  
Howard Tomlinson – Mellott Wood Preserving  
Kathy Fester – Green Leaf Gifts & Things & Fester’s  
Country Mart

#### **2005 Chamber of Commerce & Tourism Officers**

President . . . . . Brenda Gordon  
Vice President . . . . . Cheryl Morton  
Treasurer . . . . . Clyde Bookheimer  
Past President . . . . . Brenda Gordon  
Director of Events & Marketing . . . Theresa Bricker  
Administrative Assistant . . . Anita Mellott