

Chamber / Tourism News

Fulton County – Seeing is Believing!
March 2006



Chamber Membership Meeting

The Chamber/Tourism Membership Meeting will be held at The American Legion, in McConnellsburg From 12:30 PM to 1:30 PM, Wednesday, March 15th. **DON'T FORGET, YOUR MEMBERSHIP HAS ALREADY PAID FOR ONE PERSON FROM YOUR ORGANIZATION TO EAT!**
(MHS Cast members from "Beauty and the Beast" will provide live entertainment)

Letter from Kathy & Stacey

Hello Fellow Chamber and Tourism Members!

We would like to start by thanking all of the businesses for your sponsorship of baskets for our annual Basket Bingo. This is a great fundraising event for the Chamber and will allow us to raise money in order to continue to operate to serve our members.

Our February Membership Lunch was well attended. We discussed several happenings at local businesses and talked about "GREAT" customer service. The March Membership Lunch will be focused around our local youth and how businesses can support them. They ARE our future employees and business owners.

We are currently selling tickets for \$5.00 each which gives the holder a chance to win \$25 – \$200 if their ticket number matches the PA evening lottery number in the month of April. If you would like to purchase one, stop by the office or The Green Leaf Gifts & Things. We would appreciate your support by having tickets to sell at your business or place of employment. Call Kathy at (717) 860-1213 and we'll get the tickets to you.

We have formed a committee for the Fulton Fall Folk Festival. Anyone interested in actively serving on this committee can call Anita at the office at (717) 485-4064. We will let you know when our next meeting is scheduled to take place.

Hope to see everyone on March 12th at the Basket Bingo and on March 15th at the Membership Meeting!

LUCK OF THE IRISH TO YOU!

Sincerely,
Kathy and Stacey

Anita's Corner

Hello Fellow Chamber and Tourism Members!

Well, I am here to write about what has been going on in the Chamber / Tourism office. There has been a lot of hustle and bustle going on with the new 2006 – 2007 Community Directory getting ready to go to print. If your business has not advertised or received information for advertising then please call the office as soon as possible because we are getting down to the wire and we need the ads in soon. If you are not advertising, then you are missing out on some excellent exposure for your business because the Directory will be given to everyone in the county as well as being distributed to most of the businesses, the local welcome centers and area county visitors' bureaus. I can't stress how much of an opportunity this will be for your business to get some excellent advertising coverage to a lot of places.

Every month I have been traveling to Altoona for meetings and a wonderful thing has happened, we are now a branded region with Huntingdon, Bedford, Blair, Cambria, Centre, Mifflin, Juniata, Snyder, Union, Northumberland, Columbia and Schuylkill. Our official branded name is The Alleghenies and Her Valleys, for short, **The Alleghenies!** This branding is because of the hard work of the Alleghenies Regional Tourism Confederation Council of Trustees which I am proud to be a part of. It is going to be a slow process of getting everyone used to saying the branded name and advertising it everywhere. Right now we are working on an Internal Public Relations Strategy. The goal is: The residents of The Alleghenies Region will understand that The Alleghenies is their home and further create a sense of place and brand awareness. The Objective is: Incorporate The Alleghenies Brand into as many public outlets in the region as possible. Our next meeting is going to purely be focused on getting The Alleghenies website launched. I hope that everyone is as excited about this as I am. I believe this is going to be a great opportunity for our county. Below I have our new logo that we have decided upon. I look forward to seeing all of you at the membership meeting on March 15th.

Thank you!

Sincerely,

ANITA MELLOTT

Administrative Assistant / Secretary

Fulton County Chamber of Commerce & Tourism

THE Alleghenies™
This Place Speaks To You.



Pieces of the Hiring Puzzle

As I meet and speak with employers of Fulton County, the one universal concern is that of the hiring process. That process brings to mind a jigsaw puzzle. Many pieces combined correctly produce a pleasing result. There is nothing more frustrating than having missing pieces to a puzzle. The result is a project that is mostly completed, but the over all picture is not quite done. It is okay, but it could be much better.

Hiring is like building a jigsaw puzzle. You know the result you want, i.e., a capable employee. You can picture it in your mind. You put great effort into placing the pieces just so. The pieces being: reviewing an application and resume, conducting interviews, testing applicants, and making a decision on who to hire. Hopefully, the pieces line up, as the process has taken time, as well as money.

When looking for the “right fit,” the wording of the help wanted advertisement is of utmost importance. Words must be carefully chosen and describe exactly what the employer needs. For instance, if a portion of a job requires math skills, be more specific. The spectrum of math begins with general math and continues through algebra, geometry, calculus, and trigonometry. What math does the perspective employee need to know? Include the answer to that question in the ad. Virtually every job involves computer skills to some extent. List the computer skills needed. In writing that list, consider how much time you can afford for training in those areas. Or, must the new employee be “up to speed” in various software programs on day one of employment. Several years ago I knew of an applicant at an interview who was asked, “What do you know about computers?” The response was, “I’ve seen them!” Surprisingly enough, the ad for the position did not mention computers. If there is machinery to operate, list the machines and the amount of experience needed. It is one thing to “have seen” a backhoe and quite another to have operated one for three years. If you are a tobacco and/or drug free workplace, be sure to include that in the ad. There is a company in a nearby county who is tobacco free and all applicants must sign a document stating that they are tobacco free and have been for at least one year. Obviously, that would limit the number of applicants. But, it should provide the pool of applicants to be considered.

Notice the difference in the same ad for the same position, written two different ways.

Assembly Line – Previous experience on an assembly line; some lifting involved; forklift operation; some math skills; computer; drug free workplace.

Or:

Assembly Line – Must have a minimum of 2 years previous experience working on an assembly line; able to lift up to 50 lbs.; 1 year experience operating a forklift; general math skills; ability to enter data on a computer (limited training provided); drug free workplace with random drug testing

***Wording in an advertisement is important! Need help?
Call CareerLink at (717) 485-5131**

Article contributed by: Sandra Perry, Business Services Team, PA CareerLink, Fulton County

Computer Workshops



- Basic Computer Literacy/ Introduction to Windows
- Microsoft Word
- Microsoft Excel
- Microsoft PowerPoint
- Microsoft Access



Basic Computer Literacy/Introduction to Windows 2000– Monday, April 3, 2006

A basic introduction to computer skills and the Windows operating system.

Microsoft Word 2000– Tuesday, April 4, 2006

Topics include creating and saving documents, manipulating text, printing, formatting, and much more.

Microsoft Excel 2000– Wednesday, April 5, 2006

Topics include entering, editing, moving and copying data, formatting worksheets, creating styles, writing simple formulas, using subtotals, using lists as a database to sort and search for data, using print areas, creating and modifying charts, creating HTML worksheets, and advanced functions.

Location and times: All workshops are from 9:00am-4:00pm on the dates specified. Workshops will be held at the *Fulton Theater*, located on 2nd Street in McConnellsburg behind the main office of The Fulton County National Bank & Trust Co. Limit 18 per class.

Microsoft PowerPoint 2000– Thursday, April 6, 2006

Topics include creating presentations, formatting slides, working in outline view, inserting clipart, animating a presentation, creating speaker notes, and running a slide show.

Microsoft Access 2000– Friday, April 7, 2006

Topics include creating a database, adding records, creating queries, sorting a database, creating forms and reports, working with multiple tables, using validation criteria, and creating mailing labels.

Don't be frustrated by a lack of computer skills. Sign up and learn at no cost to you.



For more information, contact
PA CareerLink Fulton County
116 West Market Street
Suite 101

McConnellsburg, PA 17233

(717)485-5131

FAX: (717)485-9595

TTY (Deaf and Hard of Hearing):

(717)485-3970

E-mail: fultoncareerlink@yahoo.com

Auxiliary aids and services are available upon request to individuals with disabilities.

Equal Opportunity Employer/Program



Manager's Corner

The Herman Group issued a great report last month that indicates more and more employees are seeking employment with organizations that value their corporate values. As Roger Herman's report indicated, "More people, in their work environment, are basing work and life decisions on personal and organization values. People are talking about values with their co-workers and their employers." The report also indicated that more employees are no longer seeking employment with organizations that simply offer higher compensation than the competition. Instead, they're looking to work with – and stay with – organizations that believe in not work-life balance, but life-work balance.

So what is life-work versus work-life balance and how, as employers, do we take note of this trend? Life-work balance is an understanding that to more and more workers in the workplace – and soon entering the workplace – life comes first; work second. To many of us employers this is a start shift from what we've become accustomed to. For years we've had the luxury of employees who were willing to sacrifice family time to ensure the job got done. Now, trends are indicating that employees are looking to continue to "get the job done", but in more flexible ways that ensures they don't miss out on their lives with their children, elderly parents, etc. More employees are seeking employers who offer a more varied benefits package. Packages that offer such things as flex-time, full-family health insurance, day care, elder care, laundry/dry cleaning pick-up, pharmacy drop-off/pick-up, grocery drop-off/pick-up, on-site salons, manicure services, chair massages and many other services that help employees fulfill their "life" responsibilities, while they get the job done.

In addition to providing benefits most desired by their employees, organizations that are life-work oriented, also firmly believe in living their corporate values day in and day out. From the business owner to the newest hire on the front-line, the corporate values are discussed and projected each day by every employee in the organization. It becomes unmistakable to anyone who visits the organization or interacts with it, what kind of values they hold.

If the values and character of the organization match the values and character of the individual employees, their time together is more balanced, focused and productive. However, this can only happen if both the company and the employee focus on living good lives and producing good work. Then they'll be in balance together.

**Copyright 2005 - Liz Weber - Weber Business Services, LLC.
WBS is a team of Strategic Planning and Leadership Development
Consultants, Trainers, and Speakers. Liz can be reached at
liz@wbsllc.com or (717)597-8890.**



Celebrating Private Enterprise

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 10th and 11th graders can experience all that and much more at **Pennsylvania Free Enterprise Week, (PFEW 2006)!**

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. Last year, 1,644 students from across Pennsylvania attended the summer's program and 98.7% reported that "the program gave them a better understanding of America's free enterprise system."

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 their 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 of contact PFEW directly at (814) 833-9576 or visit their website at www.pfew.org.



Basket Bingo

Sunday, March 12th

Longaberger Basket Bingo at the McConnellsburg Fire Hall

Doors open at 12:30 PM, Bingo starts at 1:30 PM

25 games for \$20 & 5 specials

Door Prizes & Raffles

Featuring NEW 2006 Baskets

Benefits the Fulton County Chamber of Commerce & Tourism

The Fulton County Area 2006-2007 Community Directory
Advertising Application

(See Chart)

<u>Ad Sizes & Rates</u>	<u>Chamber Member Rate</u>	<u>Non Member Rate</u>
Full Page Ad (9.5" x 7")	\$325	\$375
1 / 2 Page Ad (4.75" x 7")	\$215	\$255
1 / 4 Page Ad (3 3/8 " x 4.75")	\$155	\$185
1/8 Page Ad (3.5" x 3 3/8")	\$125	\$145
Booster Ad (3 3/8 " x 1")	\$ 40	\$ 60

10% Discount if paid at the time ad is sent in!

Spot Color is available in all above ad sizes for an extra cost of \$20.00 per ad.

Important Notes:

- 1) Please complete this form and return it with payment to the Chamber office by March 1, 2006.
- 2) Ad locations will be granted on a first come, first served basis.
- 3) Full payment is due with ad submission by April 1, 2006.
- 4) If you are not currently a Chamber Member and wish to join *The Fulton County Chamber of Commerce & Tourism*, please contact Anita Mellott at 717-485-4064.

=====

Business or Group Name: _____

Contact Person #1: _____

Contact Person #2: _____

Address (Street/Location): _____

Address (Mailing if not above): _____

Phone: _____ **FAX:** _____ **E-mail:** _____

Please reserve the following ad space for me:

- | | | |
|---------------------------------------|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> Full Page Ad | <input type="checkbox"/> 1/2 Page Ad | <input type="checkbox"/> 1/4 Page Ad |
| <input type="checkbox"/> 1/8 Page Ad | <input type="checkbox"/> Booster Ad | |

Please check one:

- | | |
|--|--|
| <input type="checkbox"/> Camera Ready Art Enclosed | <input type="checkbox"/> My ad must be designed, art/copy enclosed |
|--|--|



Business Spotlight

The Fulton County Library

The Fulton County Library began service in 1955 in a small building owned by the First National Bank with books donated by local residents. Members of the McConnellsburg Women's Club operated the library for five years before the books were transferred to the local school district library. In the early 1970's the McConnellsburg Minesterium opened a small library in a vacant store owned by Miss Martha Lodge.

In 1974 the District Library in Chambersburg was awarded a grant to establish a library in Fulton County. The small one-room building owned by the Bank and used by the library in 1955 was moved to North Third Street. A full-time librarian was hired and a large number of books were purchased. After grant funds were exhausted the library was forced to close and the books were stored.

In an attempt to ensure that Fulton County would have a library sometime in the future, a group of local residents incorporated in 1978 as the Fulton County Friends of the Library, set a goal for a trust fund to be raised in the next ten years. In 1981, largely through the efforts of Mr. Paul Shockey, a small one-room library was opened in the Courthouse Annex. It was staffed by volunteers and was open for a limited number of hours. Later that same year, the Shockeys purchased the Mary Jan Duffey house at 121 West Market Street, McConnellsburg, and gave it to the Friends of the Library as a home for the library. A library-trained volunteer, Mildred Henry, recruited a large volunteer staff, trained them and operated the library twenty hours a week for a period of two years during which time local residents contributed new furniture and fixtures.

In 1983 Chambersburg Library District received another grant to establish library services in Fulton County. The library fulfilled requirements to enter into the State Aid Program in 1984. In 1986 a small branch library in Hustontown was established. In 1989, The Friends of the Library purchased the former American Legion building which provided much needed room for the operations and offices. In 1997, the library became automated and a new handicapped accessible children's room was built with help from the Alexander Stewart Foundation. The Hustontown Branch was automated in 1999. In 2001, the Fulton County Historical Society Library moved its collection to a room in the library where it is accessible during library hours. In 2002 the library moved its catalog online. The holdings of all Franklin and Fulton County libraries are now accessible online from the library's web page.

Over 6,000 Fulton County residents have library cards and use the library for free access to reference information and children's programming in McConnellsburg, Hustontown and Needmore. In 2004, 140 separate programs were held for children. Over 3,000 adults and children attended these programs. The library has more than 40,000 items for loan. Patrons can also access library services from home with an Internet connection. The library's holdings are now online with those of Franklin County libraries. The library also offers home delivery of books for residents of Fulton County who are homebound due to illness or convalescence. You can visit the library's web page at fclspa.org/fulton/home.htm.



Equal Housing Lender
Member FDIC

HOMETOWN BANKING *is still here!*

The First National Bank of Mercersburg

11-Month CD Special

4.65% A.P.Y.* \$10,000 minimum

Substantial penalty for early withdrawal. We reserve the right to cancel this special at any time. *A.P.Y. (Annual Percentage Yield) effective as of 02/08/06 and subject to change without notice.

North End Office
(717)328-5007



*Located in Mercersburg
next to Jane's Market*

Main Street Office
(717)328-3121



*On the Square
in Mercersburg*

Fort Loudon Office
(717)369-2546



*Located in Ft. Loudon
next to Valley Market*

PA Chamber Subsidiaries Provide Resources Business Owners Need to Manage Health Care Costs

As everyone knows, especially small business owners, health insurance premiums have escalated at unsustainable levels since 2003.

In an effort to keep pace with industry evolution, PCI Insurance, a subsidiary of the PA Chamber of Business & Industry, endeavors to go beyond the traditional role of an association health plan. Working closely with small business owners, PCI Insurance provides demographic analysis and evaluation, as well as consultation regarding cost and tax savings mechanisms, resulting in educated health care decisions for employers.

Both PCI Insurance, Inc. and its newly introduced sister agency, Insurance Coalition, Inc., assist business owners in navigating the turbulent waters of designing and managing an effective employee benefits program.

Insurance Coalition, Inc., the PA Chamber's broker services subsidiary, and PCI Insurance provide planning, consultation and administrative services for businesses owners. Insurance Coalition, Inc. also offers individual health care coverage options by partnering with the leading carriers in Pennsylvania.

Managing Costs With All Available Means

In defense of rising health care costs, business owners have numerous options to consider in structuring and selecting benefit programs for employees. The best solution for one business may not work for another.

- **Freedom of choice.**
Built into both the PCI Insurance and the Insurance Coalition programs, choice includes selection of benefit design, co-pay, deductible and payment levels. A diverse selection of plans gives employers the opportunity to select an option or several options to offer employees.
- **Spread the cost.**
Cost sharing has become the norm today. Shifting part of the cost or even all of the cost of health care coverage from the employer to the employee allows the employer to offer more options and gives employees a vested role in selecting the best plan for their needs. The PCI Insurance and Insurance Coalition plans allow the employer to choose the cost payment or cost sharing option best suited to their needs.
- **Exploit consumer driven health care resources.**
Relatively new in the cost control spectrum are health savings (HSA) and health reimbursement (HRA) accounts designed to allow employees to set aside pre-tax dollars to be used for medical expenses. Offered as part of the PCI Insurance ClubChamber™ specialty coverage program, both HSA and HRA programs are available when custom designing a PCI Insurance or Insurance Coalition benefit program.

As the industry flux continues, PCI Insurance, Inc. and Insurance Coalition, Inc., stand armed with a portfolio of innovative cost control programs and coverage options, providing the direction essential for business owners in plotting the course to a complete employee benefit solution.

To discuss health cost control strategies and employee benefit coverage options, please contact PCI Insurance, Inc. or Insurance Coalition, Inc. at 800-755-3021 or visit www.pciinsurance.com or www.insurancecoalition.net.



Small Business Employee Benefit Solutions

- * Multiple Highmark Blue Shield Plans
- * Group Term Life * Universal Life
- * Dental * Vision
- * Supplemental Life * Dependent Life
- * Group Short & Long-term Disability
- * Voluntary Short & Long-term Disability
- * Part-time Employee Benefits Program

Quality. Security. Choice. Flexibility.

www.pciinsurance.com 800.755.3021

Highmark Blue Shield is an independent licensee of the Blue Cross Blue Shield Association. PCI Insurance, Inc. is a wholly owned subsidiary of the PA Chamber of Business & Industry and a licensed insurance agent for Highmark Blue Shield.

Fulton County Chamber of Commerce & Tourism
P.O. Box 141
536 East Poplar Street
McConnellsburg, PA 17233

Chamber - Tourism Office / Visitor Center Hours
Monday – Friday (9:00 a.m. to 4:30 p.m.)
Lunch (12:00 p.m. to 12:30 p.m.)

(717) 485-4064

www.fultoncountypa.com
fultoncountypa@earthlink.net

Excluding Major Holidays

2006 Chamber of Commerce & Tourism Officers

President Kathy Fester
Vice President Stacey Bell
Treasurer Seleen Shimer
Past President Brenda Gordon
Director of Events & Marketing . . . Theresa Bricker

Chamber of Commerce & Tourism Board Members

Julia E. Dovey – Fulton County Partnership
Bobby Snyder – Snyder Insurance Agency
Kendra McQuade – Primitive Corner
Seleen Shimer – Fulton County Conservation District
Loy Garber – JLG Industries

Administrative Assistant . . . Anita Mellott

Cheryl Morton – Morton’s Attic

Joni Park – Park’s Texaco

Gerri Ramsey – Community Bankers Insurance Agency

Stacey Bell – Peck Insurance Agency, Inc.

Clyde Bookheimer

Ellis Yingling – Fulton County Commissioner

Mark Washabaugh – Professional Uniforms & Advertising

Howard Tomlinson – Mellott Wood Preserving

Kathy Fester – Green Leaf Gifts & Things

Mary Kay Seville – Fulton County Planning Commission

John Shook – Fulton Antiques