

# Chamber CHATTER



**MECHANICSBURG**  
CHAMBER OF COMMERCE  
*The Strength of One. The Power of Many.™*

**12.21.23**

6 West Strawberry Avenue, Mechanicsburg, PA 17055 (717) 796-0811 [www.mechanicsburgchamber.org](http://www.mechanicsburgchamber.org)

## In This Issue:

SAVE THE DATE Annual Dinner & Membership Meeting .....	2
Welcome new Chamber member .....	4
15 Small Business Tips for After the Holiday Season .....	12-15

**News, Events & more!**

## Mechanicsburg Chamber Will Hold Election for Board of Directors at January Meeting



If you are interested in serving on the Board of Directors for the Mechanicsburg Chamber of Commerce, [click here](#) to review job description, nomination policies, procedures and application.

**We are accepting applications!**

## CHAMBER EVENTS

*Watch for Weekly Updates!!*

### *December*

22-26 - Merry Christmas - Office Closed

### *January*

1- Happy New Year - Office Closed

9 - Business Women's Networking Luncheon - Virtual Edition. 11:30am - 12:45pm. FREE member event.

17 - Annual Dinner & General Membership Meeting - Penn Harris Hotel, Camp Hill. 6:00 - 9:00pm

RSVP to [info@mechanicsburgchamber.org](mailto:info@mechanicsburgchamber.org)

For a full calendar of chamber and member events, visit [www.mechanicsburgchamber.org/events](http://www.mechanicsburgchamber.org/events)

**Thank You For Renewing Your Membership!**

Farnham Insurance  
Mark Martin  
NEXT Financial Group

# *Chamber Annual Meeting at* *Penn Harris Hotel, Trademark Collection by Wyndham* *1150 Camp Hill Bypass, Camp Hill*

**January 17, 2024**  
**6 - 9 p.m.**



## **Mechanicsburg Chamber of Commerce invites all members to join us for the Annual General Membership Meeting**

**Our annual meeting brings members together to network  
in celebration of business, community and the  
achievements made.**

**New this year - dinner will be a table served meal!**

**The special guest speaker for this year's event will be George Shea,  
CEO of Shea Communications, LLC of New York City, a leading  
business-to-business and consumer public relations firm.  
However, he may be better known as the face and emcee of the  
Nathan's Famous Fourth of July Hot Dog Eating Contest.  
Come learn how he was able to take an absurd idea  
and make it mainstream.**

**Tickets are \$45.00 per person.  
To purchase please contact the Chamber at 717-796-0811**



## **Mechanicsburg Chamber Will Hold Election for Board of Directors at January Meeting**

**If you are interested in serving on the Board of Directors for the Mechanicsburg Chamber of Commerce, [click here](#) to review job description, nomination policies, procedures and application.**

**More information or questions call 717-796-0811**

---

## **American Red Cross Blood Drive Friday, December 22, 12:15 to 4:45 pm**



Holding blood drives at Simpson has been a great convenience for members of the community. Let's continue to make an impact, and add saving lives to our list of great accomplishments.

The Red Cross has been making a humanitarian impact for more than 130 years, and has been collecting blood for over 70 of those years. We can all be part of something important when we work with the Red Cross to strengthen the blood supply and give back to our community.

If you are a regular blood donor and want to make an appointment, go to <https://www.redcrossblood.org/give.html/find-drive> and our Location Code is SimpsonLibrary. This will bring up the available appointments.

The event will be held in the lower level meeting rooms of Simpson Library. If this is your first time, go to <https://www.redcrossblood.org/> and click on "Am I Eligible to Donate Blood?" before you try to make an appointment.

Please contact Joeline at [jdiana@cumberlandcountylibraries.org](mailto:jdiana@cumberlandcountylibraries.org) for any questions.

## Welcome New Chamber Members

Tevis Energy, 10107 Jonestown Road, Grantville, PA 17028; Abby Finch/Dylan Brewitt;  
[www.tevisenergy.com](http://www.tevisenergy.com); Fuel

# New HOPE Ministries

*Sharing Christ's love by meeting human needs*

## MLK Day of Service



*"The greatest birthday gift my husband could receive is if people of all racial and ethnic backgrounds celebrated the holiday by performing individual acts of kindness through service to others." - Coretta Scott King*

We invite you to serve with us on **Monday,**  
**January 15, 2024** in honor of MLK Day!



**SIGN UP  
TODAY**  
[nhm-pa.org](http://nhm-pa.org)





## Heating Assistance Program Now Open

Residents who struggle with their home heating bills can now apply for assistance from the Low-Income Home Energy Assistance Program (LIHEAP).

LIHEAP is a federally funded program that helps individuals and families pay their heating bills through home heating energy assistance grants. It also provides crisis grants to help in the event of an emergency or if a resident is in danger of losing his or her heat due to broken equipment, lack of fuel or termination of utility service.

The income eligibility guidelines for LIHEAP are set at 150% of the federal poverty income level. For example, the income limit for an individual is \$21,870 and for a family of four it is \$45,000.

Residents may apply for LIHEAP online at [compass.state.pa.us](https://compass.state.pa.us), by phone at 1-866-550-4355 or by [contacting the County Assistance Office in their county of residence](#).

[Click here for additional information](#). The program runs through April 5, 2024.



# Beware of Holiday Scams

The Office of Attorney General is once again warning us all about common scams that typically ramp up during the holiday season.

These include email and text phishing, in which you receive an email or text message directing you to enter personal information on a fraudulent website; home delivery stealing; credit card skimming; romance scams; online pet scams; online pop-up advertisements; and online marketplace deals.

[Read more about each of these scams here.](#)

To further protect yourselves, you are encouraged to:

- Set up email or text alerts with your credit card company or bank, so you will be alerted quickly to all purchases, including fraudulent purchases.
- Install the latest security updates and run virus scans regularly on your computer or mobile device.
- Never use your home's smart device to find a customer support number for any company and have the system dial it for you. Go directly to the company's website, call the number on the back of your credit or debit card, or use the number on your billing statement.
- Never pay with a prepaid gift card, CashApp, or Venmo or wire someone money when you're trying to buy a gift online. Use your credit card, not a debit card, for better protection.
- Never click on a hyperlink in an email, social media ad or text message to make a purchase. Go directly to the website of the store you wish to purchase from to ensure you are shopping at the right place.
- Gift cards are for gifts; you cannot pay a bill or debt owed to the government through a gift card.

Anyone who believes they may have been scammed should file a police report, and file a complaint with the [Pennsylvania Office of Attorney General online here](#), or by emailing [scams@attorneygeneral.gov](mailto:scams@attorneygeneral.gov) or calling 1-800-441-2555.

## Seeking HOSTS for 2024 EVENTS

- Business Women's Networking Luncheon
  - After Hours Mixer
- Business Leaders Discussion Group

BE A HOST and showcase your business, service and more...

For more information - on HOSTING AN EVENT  
contact the Chamber office at 717-796-0811 or email - [info@mechanicsburgchamber.org](mailto:info@mechanicsburgchamber.org).

# JAZZ ME BAND

KIRK WISE UPCOMING  
SOLO, DUO & BAND  
PUBLIC DATES

Fri. 12/22 – Hook & Flask, Carlisle...7-10  
Kirk & Beth Duo

Sat. 12/23 – Grandpa's Love Shack,  
Shermansdale...Kirk & Patrick Duo 5-8

Wed. 12/27 – Spring Gate Arcona,  
Mechanicsburg..Kirk solo 6-8

Fri. 12/29 – The Gettysburger Company  
Restaurant & Bar...Kirk & Patrick Duo  
9-midnight

Sat. 12/30 – Buddy Boy Wine,  
Duncannon...Kirk & Dave Duo 6-9

Sun. 12/31 – Captain Bob's Steamed Crabs,  
Railroad/ Shrewsbury...Kirk solo/duo 4-9

Tue. 1/2/2024 – Greystone Brew House@  
Range End , Dillsburg...Kirk solo 6-9

Fri. 1/5 – Hook & Flask, Carlisle...7-10  
Kirk solo/duo

Sat. 1/6 – Hemauer Brewing,  
Mechanicsburg...Kirk solo 6-9

For complete up-to-date  
schedule, information,  
and photos go to  
[www.jazzmeband.com](http://www.jazzmeband.com)

**Bookings:** call Kirk at 717-979-0341 or  
E-mail [wisemotors@aol.com](mailto:wisemotors@aol.com)

**Tour sponsors:**  
**FARNHAM INSURANCE,**  
**MEMBERS 1st F. C. U.,**  
**CLASSIC DRY CLEANERS, STUDIO D &**  
**LANDON WISE PHOTOGRAPHY**

## MECHANICSBURG CHAMBER COLLECTING TOYS

*The Mechanicsburg Chamber is committed  
to helping the Marines deliver a message  
of hope to those less fortunate!*

New, unwrapped toys, as well as  
batteries, gift wrap, and contractor grade  
trash bags, have been collected for the  
annual Toys For Tots toy drive. However,  
the need does not end, so if you have any  
donations, even after the holidays, they  
may be brought to any Chamber function.  
If pick-up is preferred, please contact the  
office at (717) 796-0811.



**Thank you** to our 2023 drop off locations!

Mechanicsburg Chamber office  
A&B Automotive  
AAA  
American Legion Post 109  
Benecard PBF  
Best Line Equipment  
Callery Dental Care  
Drs. Warren and Reese Family Dentistry  
GEICO local office - Frank Rossi  
Hot Frog Print Media  
Lower Allen Township office  
Mechanicsburg Kung Fu Center  
Mechanicsburg Mystery Bookshop  
Orrstown Bank - Camp Hill  
Orrstown Bank - Mechanicsburg  
Pivot Physical Therapy  
Premier Martial Arts  
Ritters True Value Hardware  
Schneider Electric  
State Farm Insurance - Denise Dombach  
Trindle Bowl  
University of Pittsburgh -  
School of Social Work  
West Shore Chamber of Commerce office  
Zimmerman's Automotive Tire Pros

# 2023 Small Business Advantage Grant Application Period Now Open!

The 2023-2024 Small Business Advantage Grant Program are open for applications on. Project work completed on or after July 1, 2023 will be considered for funding. The application period will close when funding is exhausted or March 22, 2024, whichever occurs first.

## Small Business Advantage Grant

The Small Business Advantage Grant provides reimbursement grants ranging from 50% to 80% of eligible project costs to Pennsylvania small businesses to improve energy efficiency or reduce pollution or waste by: upgrading or replacing equipment or supplies; improving processes; or reducing runoff into affected waterways. Maximum grant award amounts will vary from up to \$5,000 to up to \$8,000, based on the environmental impact of the project and whether the project location is in an Environmental Justice Area in Pennsylvania.

Click [here](#) to visit the website for more information.

---

The Tide®  Your Soles ~ Their Souls  
Shoe Drive Fundraiser

**3RD ANNUAL SHOE DRIVE**  
**Kicks off January 1st!**



**CONTACT US!**

**717-264-7288**

[events@thetide.org](mailto:events@thetide.org)

[thetide.org/shoes](http://thetide.org/shoes)

**GET INVOLVED!**

- **BECOME A COMMUNITY DROPOFF LOCATION**
- **PROMOTE SHOE DRIVE AND COLLECT SHOES**
- **DONATE YOUR NEW/GENTLY USED SHOES**



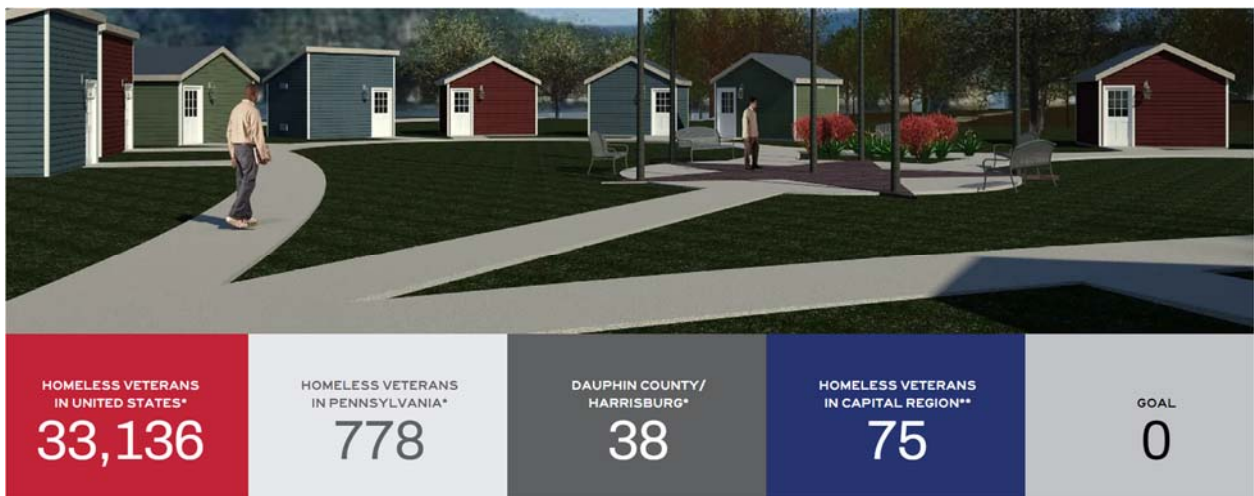


## THE FOUNDATION FOR ENHANCING COMMUNITIES

The Emerging Philanthropists Program (EPP) seeks to engage Central PA's emerging business and community leaders with the great possibilities that lie within philanthropic endeavors in our region. EPP provides resources and educational opportunities for those who wish to be actively engaged in philanthropic endeavors.

In the culminating experience, the class applies their newly learned community and grantmaking skills by awarding a grant to a nonprofit organization in a funding priority chosen by the class after assessing community needs. Since 2014, the Emerging Philanthropists Program has granted more than \$40,000 to nonprofit organizations serving Central PA.

Apply for EPP: <https://www.tfec.org/our-community/initiatives/emerging-philanthropist-program-over-view/>



As many of you know, Veterans Outreach of PA is working on a tiny homes project to help homeless veterans with short-term housing needs. Earlier this year, General Federation of Women's Club-Mechanicsburg (GFWC) held a fundraiser to help fund the project with linens for each home. As a member of that club, I am putting together an AVON fundraiser to help supply Veterans with basic items such as hand lotion, lip balms, foot cream, socks and other small hygiene items offered by AVON. A basic hygiene pack starts at just \$12, and a full back can be sponsored for \$18. If you would like to contribute to these products, please contact me at (717) 919-5460 or email [mahiler@comcast.net](mailto:mahiler@comcast.net). Contributions in any amounts are welcome via cash, check, PayPal or VENMO.



## Starlink SD-WAN by ZeroOutages™

### Starlink is a Global Telecom Network

ZeroOutages provides comprehensive SD-WAN services utilizing the Starlink low earth orbit satellite network, which is owned and operated by SpaceX. ZeroOutages SD-WAN services incorporate connectivity via Starlink, along with enhanced Quality of Service, Meshed Networking, and Integrated Network Security.

#### Easy Deployment

Being the first Starlink SD-WAN vendor, ZeroOutages has the experience and skillset to ensure a smooth installation for each new customer. ZeroOutages Starlink-enabled SD-WAN services come with onsite technical assistance services in order to simplify deployments.

#### Starlink Connectivity by SpaceX

The Starlink connectivity incorporated within ZeroOutages' SD-WAN service ensures low latency and high bandwidth speeds for customers, and achieves this due to its low earth orbit (or LEO) configuration. Starlink service can be deployed globally, so any location around the world can be incorporated within the same telecom network (great for multi-site organizations).

#### 24/7/365 Support

ZeroOutages Starlink SD-WAN solutions provide 24/7/365 network monitoring and customer service. Upon initial purchase, the ZeroOutages support team initially provisions the service and ships the onsite equipment, configures the SD-WAN settings, and enables the customers public virtual IP address.

#### SD-WAN Solutions

ZeroOutages Starlink SD-WAN services incorporate detailed network reporting, 24/7 monitoring, enhanced Quality of Service, and layered security services, all designed to maximize our customers network connectivity. With built-in QoS, customers can prioritize applications and direct traffic across up to three VSAT links.

#### Virtual IP Addressing

ZeroOutages provides Starlink SD-WAN customers with Virtual IP Address (VIP) services from any of our 50+ data centers around the world. Customers can request a dedicated Virtual IP Address from any country or geographic region. ZeroOutages can even provide a dedicated subnet for customers that wish to have routed IP addresses from their endpoint devices.

Visit [zerooutages.net](https://zerooutages.net)  
for more information,  
pricing options and  
to get started!

© Copyright 2022. ZeroOutages is a service by XRoads Networks, Inc. All rights reserved.  
7700 Irvine Center Drive, Suite 800, Irvine, CA 92618 • 888-997-6237 • [sales@zerooutages.com](mailto:sales@zerooutages.com) • [www.zerooutages.com](https://www.zerooutages.com)

Contact Steve Troutman for more information

O: 610-502-6085

C: 717-497-2002

Toll Free 1-844-424-7827 Opt. 2

E: [steve@greenstar-us.com](mailto:steve@greenstar-us.com)

W: <https://greenstarcloud.io>

W: <https://greenstar-us.com>

W: <https://gstarmarketing.com>



## **MID PENN BANK RAISES \$341,000 DURING “NO SHAVE NOVEMBER” CAMPAIGN**

Mid Penn Bank (the “Bank”), a wholly-owned subsidiary of Mid Penn Bancorp, Inc. (“Mid Penn”) (Nasdaq: MPB), and Penn State Health recently completed their eighth annual “No Shave November” campaign and raised a record \$341,000 for the Department of Urology at Penn State Health Milton S. Hershey Medical Center. All donations benefit prostate cancer research, screening, and outreach performed by the department, which is led by Jay D. Raman, M.D.

“Since 2016, Mid Penn Bank and Penn State Health have teamed up during the month of November to raise funds for prostate cancer research to help fight this formidable disease that affects one in eight men,” Mid Penn Bank President and CEO Rory G. Ritrievi said. “The campaign has grown exponentially, and we couldn’t be more proud of its contribution to the groundbreaking research being performed by my dear friend, Dr. Raman, and his incredible team of physicians.”

Employees of the Bank and Penn State Health grew their beards during November in an effort to encourage conversations about prostate cancer and the campaign. This year, 23 businesses and organizations throughout the Bank’s footprint joined the campaign to promote awareness and to help with fundraising. Community organizations created “No Shave November”-themed products and donated a portion of the sales to the campaign, contributing more than \$23,000 to this year’s total.

“Our community partners made a huge impact on our ‘No Shave November’ total this year,” Ritrievi said. “Knowing that the important work done by Dr. Raman and his team directly benefits the folks in our communities, we are truly grateful for their support and generosity.”

Since its inception, the campaign has contributed more than \$950,000 to fund prostate cancer research and care by rallying financial support from employees and partners of both organizations during the month of November. To honor the Bank’s commitment to raising \$1.1 million by 2026, Penn State Health recently named the second-floor outpatient clinic at Penn State Cancer Institute the Mid Penn Bank Outpatient Clinic.

# 15 Small Business Tips for After the Holiday Season

By Annie Pilon - Retail Business

The holiday season usually provides a big sales boost for a lot of small business. But after the presents have been exchanged and the parties have come to an end, those sales often slow down significantly as well.

Still small businesses don't have to just accept that post-holiday slump. There are plenty of ways you can take advantage of that extra time after the holidays have wrapped up to boost your sales throughout the year. Here are 15 tips for boosting your sales after the holiday season.

## How to Boost Post Holiday Sales

### Include Post-Holiday Coupons

Since more customers make purchases during the holidays, that offers businesses a unique opportunity to get more sales after the holidays as well. To leverage those holiday shoppers, you can include coupons with holiday purchases that people can only use after Christmas or the New Year. And if you didn't start that type of promotion during the holidays, you could potentially send out a coupon or discount code via email.

### Be Ready for Returns

The post-holiday season is also usually full of returns or exchanges. And you can potentially turn some of those returns into extra purchases if you handle them correctly. You can offer a discount for customers who make extra purchases when returning or exchanging items. You can arrange your store so that people are likely to come across some potential impulse purchases. And you can also just provide people with a good experience when making returns so that they're more likely to come back throughout the year.

### Show Your Appreciation

Since the holidays are so busy for many businesses, you might not have had a chance to properly thank your most loyal customers or clients. But when sales slow down, it can be a perfect time to host a thank you event for loyal customers, offer an exclusive deal via email or do something really special for those who helped your business a lot over the past year.

### Follow Up With Holiday Shoppers

You can also simply follow up with anyone who made purchases with you throughout the holidays. Send out an email asking about their experience and then include any new products or promotions as well.

### Improve Your Online Reviews

When following up with those holiday shoppers, you could also use it as an opportunity to improve your online reviews on sites like Yelp and Facebook. Simply remind those who shopped with you that they have the opportunity to share their experience, and then provide them with links. Then if you get



more positive reviews from those holiday shoppers, you can potentially benefit from that throughout the rest of the year.

## Keep Holiday Campaigns Going

In addition, your actual holiday campaigns don't have to stop just because Christmas is over. There are plenty of people who might have some last-minute purchases to make or who want to spend some of those holiday gift cards. So keeping the holiday promotions going for an extra week or so can potentially help you squeeze even more sales out of the holiday season.

## Host a Fun Contest

Your business isn't the only one feeling the post-holiday blues. Consumers could also use a bit of fun after the season. So hosting a fun contest where you ask people to submit holiday photos or plans for the new year could be a great way to increase engagement or even sales.

## Put Extra Profits to Good Use

You could also use those extra dollars you made during the holidays to good use. If you have extra money, you could run some advertising campaigns or invest in other marketing activities to keep your sales up throughout the rest of the year.

## Start a Retargeting Campaign

For online businesses, one way you can really take advantage of the increased holiday traffic after the fact by launching a remarketing campaign. So you can target those who made purchases or visited your website at some point throughout the holidays.

## Stock Up on Content

You can also take the opportunity to simply tackle some marketing activities that you might not have time for throughout the rest of the year. For example, you can spend time creating social media and blog posts that you can stockpile while business is slow so that you don't have to rush to create that content when you're busy later in the year.

## Create Unique Visuals

Or you could focus on creating a series of unique visuals for your marketing campaigns throughout the new year. That way you can make sure they're all cohesive and set toward your main business goals for the year.

## Start a New Social Media Campaign

The new year is also a perfect time for you to try something new. Since many people see it as a fresh start, it will seem natural for you to introduce new branding or a new style for your social media posts. You could even launch a new campaign aimed at increasing your engagement or followers so you can continually boost your sales throughout the year.

## Launch a New Product or Service

It's also the perfect time to work on launching new products or services. Since you're not likely to be as busy during this time, it can be easier to work on new product launches. And those new offerings can also lead to sales increases.

## Think About New Year's Resolutions

During this time of year, many individuals also decide to try new things or set new goals. And for some businesses, there's an opportunity to market products or services to those customers who are focused on specific new year's resolutions. For example, if you sell an app or product that could be used for tracking fitness activities, the new year is a perfect time to market to goal setters to increase sales.

## Budget for the Year Ahead

You can also use the end of the year as an opportunity to look back at your finances throughout the past year and then make plans for the year ahead. Creating a budget for the year might not increase your sales notably right away. But it's an essential activity that can help you optimize your marketing efforts throughout the whole year.

## Harnessing the Power of Collaboration: Partnering with Other Businesses

Collaboration has the potential to significantly amplify your efforts in boosting post-holiday sales. By teaming up with other businesses, you can tap into each other's customer bases, share resources, and create unique experiences that attract a broader audience. Here's how you can make the most of this collaborative approach:

- **Joint Promotions:** Partner with complementary businesses to create joint promotions that offer value to both sets of customers. For instance, if you run a coffee shop, you could collaborate with a local bakery to offer a discounted coffee and pastry combo.
- **Co-Hosted Events:** Plan and host events together that cater to both of your customer demographics. These events could be workshops, classes, or even themed parties that showcase your products or services in a new light.
- **Cross-Promotions:** Cross-promote each other's products or services on your respective platforms. This can include sharing social media posts, sending out co-branded emails, or even featuring each other's offerings in your physical store.
- **Bundle Deals:** Create bundled offerings that feature products or services from multiple businesses at a discounted price. This encourages customers to explore different options while saving money.
- **Loyalty Programs:** Collaborate on loyalty programs where customers can earn rewards from both businesses. This encourages repeat business and customer retention.
- **Charitable Initiatives:** Partner with another business for a charitable cause, such as a fundraising event. Not only does this create a positive image for your businesses, but it also brings the community together.
- **Pop-Up Shops:** Set up temporary pop-up shops in each other's locations. This exposes your products to a new audience while also giving your partner the same opportunity.
- **Shared Resources:** Pool resources for marketing materials, event planning, and other business-related activities. This reduces costs and workload for both parties.

- **Complementary Services:** If your business offers a service, consider partnering with a product-based business that complements yours. For instance, a yoga studio could partner with a skincare brand to offer wellness packages.

Collaboration can breathe new life into your post-holiday efforts and create lasting relationships with other businesses and their customers. By working together, you'll not only expand your reach but also provide a more holistic and memorable experience for your audience.

## Conclusion: Navigating Post-Holiday Success

As the holiday season concludes and the whirlwind of festivities subsides, small businesses often face the challenge of a post-holiday sales slump. However, this period doesn't have to be a time of decline; rather, it can serve as a unique opportunity to employ strategic tactics that can propel your sales growth throughout the year. By focusing on innovation, customer engagement, and effective marketing, you can ensure that the energy and momentum generated during the holidays continue well into the future.

The 15 actionable tips outlined in this guide offer a comprehensive toolkit for maximizing post-holiday sales growth. From leveraging post-holiday coupons and transforming returns into additional purchases to showing appreciation to loyal customers and reengaging with holiday shoppers, these strategies empower small businesses to make the most of this transitional period.

Embracing the potential of extended holiday campaigns, hosting engaging contests, utilizing profits for effective advertising, and launching retargeting campaigns allow businesses to stay at the forefront of customer attention. By stocking up on content, creating captivating visuals, and embarking on fresh social media campaigns, you can consistently engage your audience and attract new followers.

Seizing the moment to introduce new products or services that align with customers' New Year's resolutions capitalizes on their motivation, while budgeting for the year ahead ensures optimized marketing efforts for sustained growth.

As you implement these strategies, remember that success lies in your commitment to providing value, fostering connections, and maintaining a forward-thinking approach. The post-holiday period is not a time of rest but a springboard for continued achievement. By embracing innovation, gratitude, and adaptability, you can transform the post-holiday lull into a period of opportunity, setting the stage for ongoing success and growth throughout the year.

