

Chamber CHATTER



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

1.11.24

6 West Strawberry Avenue, Mechanicsburg, PA 17055 (717) 796-0811 www.mechanicsburgchamber.org

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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 Mechan-
icsburg Chamber of Commerce, [click here](#) to
review job description, nomination policies,
procedures and application.

We are accepting applications!

CHAMBER EVENTS

Watch for Weekly Updates!!

January

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

25 - Business Leaders Discussion Group -
Location - Mechanicsburg Chamber of Commerce
office, 6 W Strawberry Ave, Mechanicsburg. 7:45 -
9:00am. Members only event.

February

13 - Business Women's Networking Luncheon -
Sponsored by **Renewal by Andersen of Central**
Pennsylvania, 4856 Carlisle Pike, Mechanicsburg.
11:30am - 12:45pm. FREE member event.

RSVP to info@mechanicsburgchamber.org

For a full calendar of chamber and member events,
visit www.mechanicsburgchamber.org/events

Thank You For Renewing Your Membership!

CSL Plasma
Dale Flor
Harmony at West Shore

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**

Sponsored by:



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

Mechanicsburg Chamber of Commerce presents:

Business Leaders Discussion Group

Perfect
for:

-business owners
-decision-makers
-management staff

**Thursday, January 25
7:45 - 9:00 am**

**Mechanicsburg Chamber of Commerce office
6 W Strawberry Ave, Mechanicsburg**

RSVP to info@mechanicsburgchamber.org
or call 717-796-0811.

This members-only event is **free** to attend!

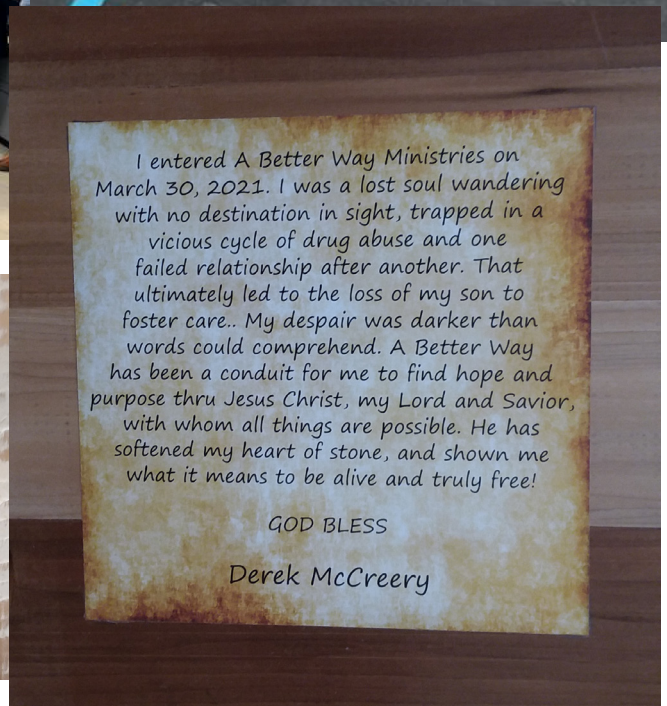
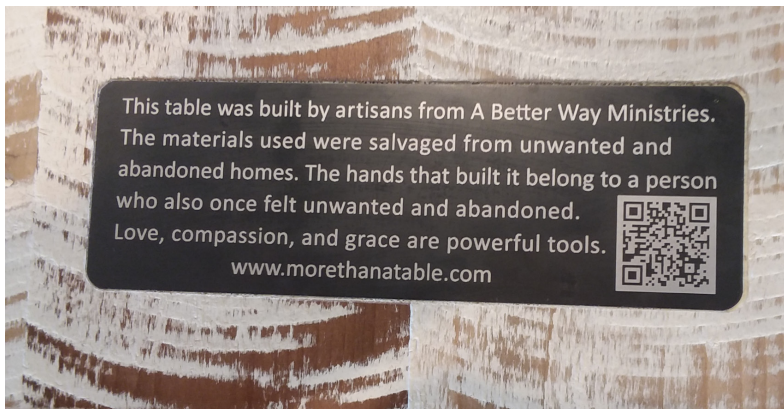
Bring your questions and business topics and hear what others have to say!

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.



The **Mechanicsburg Chamber of Commerce** cut the ribbon and celebrated the opening of **Chick-fil-A at Sherpherdstown Crossing** located at 219 Gettysburg Pike, Mechanicsburg. Owner/Opertator **Bill Lindoerfer** was joined by his family, friends, and local elected officials to commemorate the newest quick service restaurant in the area. One of the focused features in this location is a handcrafted table. You may find the story on the table online (it saves from crawling on the floor to look under it). Click [here](#) for the full press release and information regarding the opening of this location.



[WEBINAR] Complying with FinCEN's Beneficial Ownership Reporting Rule Under the Corporate Transparency Act

January 15th from 12:00 PM to 1:00 PM

Presented by Daniel T. Desmond, Esquire at Barley Snyder

The Corporate Transparency Act's Beneficial Ownership Reporting Rule (the "Rule") goes into effect on January 1, 2024.

Under the Rule, your entity may be required to report information about it and the persons who own or control it – the entity's beneficial owners – to the U.S. Treasury Department's Financial Crimes Enforcement Network ("FinCEN") no later than January 1, 2025 and in certain cases sooner. With the Rule's effective date fast approaching, business owners need to ensure they are prepared to comply.

Please join us on Monday, January 15, for a webinar presented by Barley Snyder Partner Dan Desmond. Dan will provide an overview of the Rule, who it applies to, and offer helpful insights into the Beneficial Ownership Secure System (BOSS) – FinCEN's secure electronic filing system where beneficial ownership information reports will be submitted – and how Barley Snyder can assist in that process. We hope you can join us!

[RSVP >](#)



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

STATE REPRESENTATIVE

SHERYL DELOZIER

Serving the 88th Legislative District



\$CAM JAM!

Hosted by
REPRESENTATIVE SHERYL M. DELOZIER



WEDNESDAY, FEB. 7
FROM 10 A.M. –12:30 P.M.
(SNOW DATE THURSDAY, FEB. 8)

AT THE THE LOWER ALLEN TOWNSHIP BUILDING
located at 2233 Gettysburg Rd. in Camp Hill

Join me and presenters from the Department of Banking and Securities at this free, non-commercial event to connect you with information and resources from experts in finance and consumer protection.

**Seating is limited. Please call my office at 717-761-4665
or visit RepDeLozier.com/Events to RSVP.**

Scam Jam is organized through the PA Department of Banking and Securities' Investor Education and Consumer Outreach offices in conjunction with Representative Sheryl DeLozier's office.



Be Prepared for Winter Weather Travel

After the winter weather this past weekend for many areas of the state, it's a good time to make sure your vehicle is ready for winter travel.

Consider having your mechanic check the brakes, battery, hoses and belts. Also make sure your fluid levels are full; the heater and defroster are working properly, as well as your radio in order to receive weather and traffic reports; tires are properly inflated and have sufficient tread depth; and wipers and lights are in good working order.

Try to avoid traveling in severe winter weather, but if you have to go, bring a winter emergency travel kit, including a blanket and warm clothes, jumper cables, small shovel, first aid kit, medications for you and your passengers, and water and nonperishable food. [A full list of suggested items is available here.](#)

Also, keep these safe winter driving tips in mind: Slow down and increase your following distance; avoid sudden stops and starts; beware of black ice – roads that look wet but are actually frozen; use extra caution on bridges and ramps, as they tend to freeze first; do not use cruise control while driving on snow-covered roads; remove snow and ice from windows and mirrors; and do not pass or get between trucks plowing in a plow line.

Be sure to remove snow and ice from the hood and roof of your vehicle. Under state law, if snow or ice from your vehicle strikes a vehicle or person and causes death or injury, you can be ticketed.

For more information and resources to help you prepare for and get through the winter safely, visit penndot.gov/winter.

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.

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Shoe Drive Fundraiser

3RD ANNUAL SHOE DRIVE



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find drop off locations.



thetide.org/shoes

CONTACT US!

717-264-7288

events@thetide.org

Donate your new or gently
used shoes through March 6th.

GET INVOLVED!

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

Mechanicsburg Lions Club

4th Annual “We Serve” Golf Tournament



July 12, 2024 @



Calling all men and women who enjoy golf, good food, and fellowship. It's never too early to be thinking about warm weather and golf. This is a save the date announcement to let you know that our 4th annual “We Serve” Golf Tournament will be held on Friday, July 12, 2024. Mayapple Golf Club in Carlisle will be hosting our tournament. We will have an 8am shot gun start with lunch to follow at Fiddler's Bar & Grill at the golf course. So, mark your calendars now and plan to join us for a fun filled day of golf and dining with your friends. Registration forms and more details will be made available in early April.

JAZZ ME BAND

KIRK WISE UPCOMING
SOLO, DUO & BAND
PUBLIC DATES

Fri. 1/12- Grandpa's Love Shack BBQ
Restaurant, Shermansdale...Kirk Duo 6-8

Sat. 1/13 – Spring Gate Estate,
Harrisburg...Kirk Duo 6-8

Tue. 1/16 – Greystone Brew House@
Range End , Dillsburg...Kirk solo 6-9

Fri. 1/19 – Silver Spring TOA Center,
Mechanicsburg...Band 6-10

Sat. 1/20 – Reid's Wine & Cider House,
Gettysburg...Kirk Duo 7-10

Tue. 1/23 – Greystone Brew House@
Range End , Dillsburg...Kirk solo 6-9

Fri. 1/26 – Totem Pole Wine Tasting Room,
Mechanicsburg...Kirk solo 6:30-9

Sat. 1/27 – The Gettysburger, Gettysburg...
Kirk solo/Duo 7-10

Tue. 1/31 – Greystone Brew House@
Range End , Dillsburg...Kirk solo/duo 6-9

For complete up-to-date
schedule, information,
and photos go to
www.jazzmeband.com

Bookings: call Kirk at 717-979-0341 or
E-mail wisemotors@aol.com

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



MID PENN BANK SEEKS APPLICANTS FOR ANNA WOODSIDE SCHOLARSHIP

Mid Penn Bank (the "Bank"), a wholly-owned subsidiary of Mid Penn Bancorp, Inc. ("Mid Penn") (Nasdaq: MPB), is seeking applicants for its Anna Woodside Scholarship. The scholarship will recognize four outstanding high school seniors, awarding each winner \$1,000 for college tuition expenses.

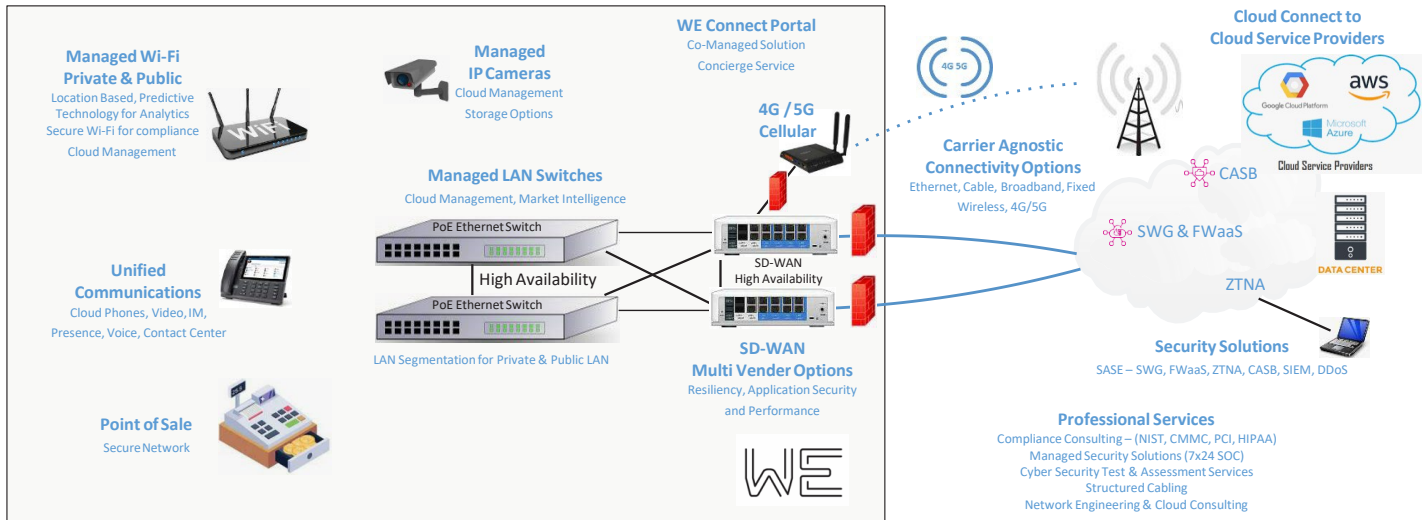
"This scholarship was established in the name of Anna Woodside, a woman who had significant impact on both Mid Penn Bank and the Central Pennsylvania community," Mid Penn Bank President and CEO Rory G. Ritrievi said. "Ms. Woodside broke barriers for women of her generation by attending college, pursuing a professional career while raising a family, and supporting the community through philanthropy. The scholarships we award honor students who exhibit traits similar to those displayed by Ms. Woodside."

Interested students may complete and submit an Anna Woodside Scholarship application. An official high school transcript, a community service list, and an essay must also be submitted. In order to be considered, applicants must reside in Mid Penn Bank's service area.

The Anna Woodside Scholarship application and complete eligibility requirements are available on-line at <https://midpennbank.com/about-us/events/>. Applications must be postmarked on or before March 29, 2024.

Retail as a Service

Infrastructure as a Service
Customer Administrative Management



Steve Troutman – Senior Solutions Consultant – O: 610-502-6085 – C: 717-497-2002 – F: 610-928-8005 – E: steve@greenstarcloud.io

Contact Steve Troutman for more information

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

W: <https://gstarmarketing.com>

Chamber Chatter is published on-line every Thursday.

We encourage member businesses to send us information on sales, promotions, news and events. It is a great way to promote your business or organization.

Chamber Chatter advertisements will remain for up to 4 weeks, or as space permits.

If you have something to share, please submit it by Wednesday at noon to info@mechanicsburgchamber.org.

****Chamber Chatter advertising is a FREE member benefit.****

Social Media Strategy: Attract Customers and Retain Them

Courtesy: American Express

Social media is a powerful tool for attracting and retaining customers. Follow these tips to help build brand awareness and make a strong connection with consumers.

It's clear that social media is one of the most powerful tools small-business owners can use to connect with customers. For one, it's a great place to highlight your expertise and nurture relationships, elements that can go a long way toward building your business. Connecting with customers through social media can also increase qualified leads and drive profits.

What might be less clear is how to [attract new customers](#) and retain current ones using social media.

Here are some tips on how to help acquire customers through social media and how to build their loyalty to your company.

7 Social Media Strategies to Attract and Retain Customers

In "[The 2023 State of Social Media Report](#)," a survey of 750 business leaders by Sprout Social, [94% of respondents](#) say social media has a positive impact on brand loyalty, and 90% agree that their company's success depends on how effectively they use social media data to inform business strategy. The most successful business leaders know it can take more than just uploading regular posts on social to successfully attract and retain customers. To establish a strong presence and stand out from the competition on social media platforms, businesses need to develop effective strategies that will increase brand visibility and foster engagement and loyalty among customers.

Here are seven social media strategies that can help small businesses not only attract customers but retain them over the long haul.

1. Make real connections.

People use social media to connect with others. Having a business social media profile is useful for building your brand's awareness, but engaging with people drives continued loyalty.

Responding in a genuine way across social platforms can help promote your brand beyond your immediate social network.

To help make connections with customers, consider a few actions you can make:

- Liking any positive brand comments and comment back with your appreciation.
- Providing social media [customer service](#) by responding to any complaints.
- Privately reaching out to people who mention you to offer referrals or loyalty deals.
- Sharing fun behind-the-scenes anecdotes or videos about your business's craft.
- Creating private groups as you build a following, so you can engage directly with your customers, answer questions, and troubleshoot problems.

Responding in a genuine way across social platforms can help promote your brand beyond your immediate social network.

2. Provide real-time customer service.

Attracting customers through social media is one thing. Offering real-time customer service can take your brand loyalty to a whole new level. In fact, customers value brands that pay close attention to the feedback they receive and take the time to send personalized messages. The [2023 Sprout Social Index](#), which surveyed over 1,800 consumers and 900 marketers across the U.S. and U.K., shows that 51% of consumers say the most memorable action a brand can take on social is simply providing a response, and 70% expect personalized messages.

Speed is also important. When customers have a problem, they expect companies to react quickly; 69% expect a customer service response within the same day of seeking assistance, according to the same Sprout Social Index.

You don't have to monitor your social media 24/7, but being available to respond to questions or direct people to someone who can help them can not only show you care, but can also put you ahead of the competition while encouraging loyalty.

3. Build brand awareness.

People want to buy from companies they already know and trust, so you need to ensure they know about you. The best way to do so can be by building social media profiles on the platforms your customers use regularly. Try to write an engaging and authentic profile, then commit to regularly posting and connecting with people in your target market. This can enhance your brand and build awareness.

Another option can be to tap into social media influencers who have large and engaged followings. This allows businesses to build on the influencers' credibility and gain access to their loyal audiences. A [2022 study](#) of 2,072 U.S. adults by computer technology company Oracle and CRM industry analyst [Brent Leary](#), partner of CRM Essentials, found that consumers are increasingly relying on social media influencers when making purchasing decisions, with 37% saying they trust influencers more than brands.

There are plenty of examples of large brands signing hefty contracts with famous people, but your business doesn't have to spend millions to harness the power of [influencer marketing](#). Many businesses of all sizes today collaborate with "micro-influencers" – people with relatively small but highly engaged audiences – to help promote their products. Consider carefully choosing people who not only have a loyal following but represent your [target audience](#).

You may even want to consider a common social media strategy used by big companies: paid social ads. With a relatively low barrier to entry, you can test targeted local ad campaigns on social media channels to earn immediate awareness.

4. Share relevant, informative content.

To get the attention of customers, small businesses should consider creating and sharing content on social media that informs, entertains, or solves problems for consumers. For example, do you typically get asked the same questions over and over by new and potential customers? Consider using those questions as the basis for some social media posts to share with your network.

To further build trust and engagement with customers, your social media content can reflect your

expertise in a particular field through product demos, how-to videos, and informative articles.

For example, [America's Test Kitchen](#), which produces TV shows, cookbooks, and magazines, posts engaging photos and videos on its social media channels. The company provides its audience with plenty of advice about which kitchen gadgets work best and offers step-by-step instructions for preparing a variety of dishes using creative cooking techniques. Similarly, [Dollar Shave Club](#) has built a loyal following by entertaining social media users with witty videos and product demonstrations while also providing grooming advice, mostly geared toward men.

These examples illustrate the importance of creating content that is fun and engaging without being overly salesy.

5. Consider social media listening.

Social media monitoring platforms can help you monitor when your brand is mentioned. By listening in on these conversations, you can gain valuable insights into what customers are saying about your products and services, allowing you to improve your current offerings as well as develop new ones. It can also be a good idea to monitor your competitors' social media channels to stay on top of competitor strategies, industry trends, and any gaps in the market your business can fill.

In addition, to make sure you don't miss out on the portion of your target audience that doesn't know you or didn't tag you in a post, consider actively using social media to search for phrases pertinent to your company. If you sell makeup, for example, put yourself in your customer's shoes. What might they search for? Maybe someone created an Instagram post asking, "What's the best lipstick for dry lips?" Try to search these terms – or other keywords, hashtags, questions, and phrases relevant to your offerings – to find potential new customers. Then, consider jumping into conversations, offering advice or simply showcasing your products.

By actively listening and engaging with prospects, you can help uncover new opportunities and make meaningful connections with potential customers.

6. Encourage social recommendations.

People can [rely on reviews](#) when they make purchasing decisions. Social media can make it easy to share what other people think about your business. Satisfied customers can become authentic advocates for your brand, which can help get the attention of prospective customers, so try to encourage your current customers to share their positive experiences with your company on social media.

A local cafe, for instance, might encourage customers to post photos of their lattes on social media and provide discounts or freebies for tagging the business. Or a pet grooming service might ask pet owners to post pictures of their dogs before and after being groomed, throwing in a free nail clipping for a positive review.

7. Run contests to attract leads.

Consider using social media contests to attract customers. These contests can encourage people to follow you, post on your page, share your page with others, or submit photos. In return, you can get new followers, boost your traffic, and increase your qualified leads.

Contests don't have to be expensive to run. Offer a voucher or a fun prize and encourage people to share photos related to your business. When running a contest, make sure to follow all state and federal rules and guidelines, as well as any platform-specific guidelines.

To give people even more of an incentive to follow your business, consider offering social-media-only discounts on products and services. Let prospective customers know the benefits they will receive when they sign onto your social media channels, such as exclusive access to sales and coupons. These perks can provide the nudge they need to make a purchase.

The Bottom Line

Businesses can use social media in a variety of creative ways to [attract and keep customers](#). If you're not already doing so, it's worth exploring ways to engage customers on social media. By providing entertaining and informative content, offering exclusive promotions, and responding quickly to consumer feedback on social, companies can build meaningful relationships with customers, allowing businesses to remain competitive and drive growth.

