

# Chamber CHATTER



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

**3.28.24**

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

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**News, Events & more!**

## 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...

## CHAMBER EVENTS

*Watch for Weekly Updates!!*

### *March*

29 - Chamber Office closed for Good Friday.

### *April*

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

25 - Business Leaders Discussion Group - 7:45 - 9:00am. Members only event.

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!

Buchanan & Erb  
Caring Transitions of Mechanicsburg  
Central Penn College  
Classic Drycleaners & Laundromats  
Comfort Suites Camp Hill-Harrisburg West  
Fairway Independent Mortgage

Kona Ice of Carlisle Area  
M.C. Walker Realty  
Mechanicsburg Brethren in Christ  
Mechanicsburg Volunteer Fire Dept 29  
Peaceful Pet Passage

# 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).

**Our calendar is WIDE open.**

## Business Women's Networking Luncheon SPRING VIRTUAL EVENT

Tuesday, April 9  
11:30am - 12:45pm

Join the Mechanicsburg Chamber and other Chamber members for an organic group conversation this month. Come out to introduce your business to familiar faces and hopefully some new ones too.

RSVP to [info@mechanicsburgchamber.org](mailto:info@mechanicsburgchamber.org) or call 796-0811.

Upon registering, Zoom login credentials will be provided.

14th Annual



REGIONAL  
FIESTA MIXER

THURSDAY, MAY 2, 2024  
4:30 - 6:30 PM

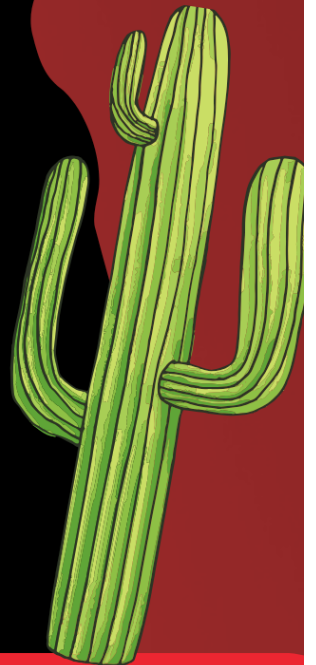
Volvo Construction Equipment  
Customer Center  
200 Rowe Road, Shippensburg

RSVP: [tinyurl.com/2024-Cinco-Mixer](https://tinyurl.com/2024-Cinco-Mixer)



Volvo Construction  
Equipment

parx  
casino  
SHIPPENSBURG





# 14th Annual Regional Fiesta Mixer

Thursday, May 2, 2024

4:30 - 6:30 pm

Volvo Construction Equipment  
Customer Center

200 Rowe Road, Shippensburg

## **SPONSORSHIP OPPORTUNITIES AVAILABLE!**

**Take advantage of this opportunity to connect with 350+ business professionals!**

### **Exclusive Event Sponsor (SOLD)**



### **Event Partner (\$500)**

- Logo promoted in all event advertising
- Booth space

### **Food Sponsor (\$1,000)**

- Logo promoted in all event advertising
- Booth Space
- Display Business Banner (provided by Sponsor)



### **Table Sponsor (\$250)**

- Booth space



Volvo Construction  
Equipment

### **Beverage Sponsors (\$500)**

- Logo promoted in all event advertising



Sponsorship Information: [chamber@shippensburg.org](mailto:chamber@shippensburg.org)





# Jubilee Day

## Save the Date

On June 20, Jubilee Day returns to the streets of downtown Mechanicsburg. This year marks the 94th Annual edition! Don't miss your chance to be exposed to nearly 70,000 attendees from across the midstate.

Booth space is available at a discounted rate for Chamber members. Contact the chamber for an application. 717-796-0811 or [info@mechanicsburgchamber.org](mailto:info@mechanicsburgchamber.org)

# CARLISLE CHAMBER CAREER & JOB EXPO



**APRIL 4, 2024  
2:30 - 5:00 PM**

**CARLISLE EXPO  
100 K STREET  
CARLISLE**

**EXHIBITORS**



**50+ EMPLOYERS**

With more than 50 local employers, this Career & Job Expo will provide multiple hiring opportunities

**MULTIPLE INDUSTRIES**

Diversity of industries will be represented to provide our job seekers a variety of career pathways and inquiries

## PRESENTED BY



**ALLEN DISTRIBUTION**

PROMISES **DELIVERED**

## WORKFORCE SPONSOR

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CORPORATION



**CARLISLECHAMBER.ORG**

***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](mailto:info@mechanicsburgchamber.org).

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



This event could be right up your alley! The BIGGEST BOWLING PARTY in the region is back to ignite the power and promise of youth. Bowl for Kids' Sake raises funds for Big Brothers Big Sisters of the Capital Region. Gather your friends, family and coworkers to bowl for a cause! Raise funds to connect youth across 5 counties with caring mentors who inspire kids to dream BIG! The more you raise, the bigger your impact! Multiple event dates are available. Register today at [CAPBIGS.ORG](https://www.capbigs.org). Bowl for Kids' Sake is sponsored by Hershey's Chocolate World.

Event has multiple dates/times/locations (additional event dates may be added):

- Sunday, April 7th at 2:00pm. 222 Dutch Lanes, Ephrata.
- Thursday, April 18th at 6:00pm. Palmyra Bowling, Palmyra.
- Thursday, April 25th at 6:00pm. Midway Bowl, Carlisle.



## GFWC (General Federation of Women's Clubs) Mechanicsburg

We are inviting local restaurants and businesses to participate in our second annual **"Flavors of Mechanicsburg"**. This event is a benefit for the "Veterans' Grove" that will house homeless veterans in Central PA with 100% of the proceeds going to them. We will be cohosts with the American Legion Post 109 at 224 West Main St, Mechanicsburg, where our event is being held.

This event is also a celebration of the incredible restaurants now open in Mechanicsburg! It's an opportunity for people to explore our local treasures and for you to exhibit your culinary talents. To participate you are asked to bring 250-300 samples of whatever food you would like to feature. And, of course, please bring along marketing materials such as menus, coupons for patrons to return to your location and any other table top brochures/items you would like to display. There will also be a raffle for door prizes and a silent auction, participation is optional.

Date: **Sunday, April 7, 2024 12:30pm - 2:30pm**

Setup: 11:30pm -12:30pm

Take down: 2:30pm - 3:00pm

If your business would like to participate, please contact Pam Fleck as soon as possible (717-254-6136 or [pamfleck13@yahoo.com](mailto:pamfleck13@yahoo.com)).

Please consider joining us for this delicious way to support those who served to protect us!

# Mechanicsburg Lions Club



*Invites you to attend:*

## **Lions Club Open House** April 16, 2024

### **Free Dinner!**

**In 1925, Helen Keller challenged the Lions to be the “Knights of the Blind”. Lions International accepted that challenge and have been helping the blind ever since. The Lions have grown to be the largest service organization in the world with 1.4 Million members in 48,000 clubs in 200 Countries!**

**Would you like to **give back** to your community through service?**

**Would you like to learn more about the Lions?**

**Join the 79 men & women of our club to better our community!**

### **Reply if Interested!**

**Where: Buhrig’s Gathering Place - 25 E. Main Street - Mechanicsburg, PA**

**When: Tuesday, April 16, 2024 5:45-6:15 Arrival Time 6:30 Dinner**

**RSVP: by April 11<sup>th</sup>**

**Email: [mechanicsburglionsclub@gmail.com](mailto:mechanicsburglionsclub@gmail.com)**

**Phone: 717-516-8401**

**You must RSVP to reserve your place for dinner!**

**This event is sponsored by the Lions Club of Mechanicsburg PA-Membership materials will be distributed during the evening.**



# *Third Friday* **FOOD TRUCKS**



**APRIL 19 ▪ MAY 17 ▪ JUNE 21 ▪ JULY 19  
AUG. 16 ▪ SEPT. 20 ▪ OCT. 18**



135 W. Simpson St.,  
Mechanicsburg  
717-766-4611  
[fumchurch.com](http://fumchurch.com)



**MULTIPLE TRUCKS /// VARIETY OF FOOD**

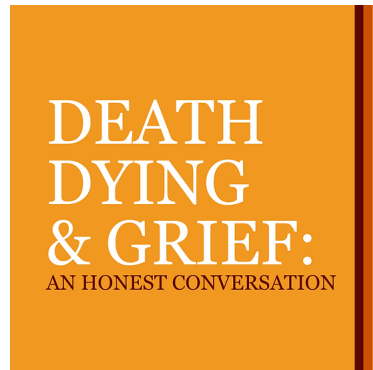
## **SAVE - THE - DATE**

**94th Jubilee Day  
Thursday, June 20th**

**20th Annual Golf Outing  
Friday, September 20th**

Interested in sponsorship - email  
[info@mechanicsburgchamber.org](mailto:info@mechanicsburgchamber.org)





**APRIL 20, 2024**

**11 AM - 3 PM**

**THE ENGLEWOOD**

4 PRESENTERS  
LUNCH  
RESOURCES  
FREE ADMISSION

The Englewood, 1219 W End Ave Suite B, Hershey, PA 17036

If the idea of talking about death, dying, and grief makes you cringe, you're not alone! Join Attorney Jessica Greene at Death, Dying & Grief: An Honest Conversation – an event designed to explore these topics in a safe and uplifting atmosphere. Learn how to navigate and nurture this essential part of our collective journey.

We promise, it's not going to be as scary as it sounds. This isn't your typical event. We're breaking the silence around these challenging subjects, offering a space for open dialogue and understanding. Come armed with your questions and leave with valuable resources provided by locally-owned businesses. This event is designed to be informative, comforting, and even uplifting. Let's break the silence and learn together!

**[REGISTER HERE](#)**



# ACCOUNTABILITY WEBINAR



Saturday  
May 11, 2024  
11:00 AM

The seminar will cover topics such as setting clear expectations, communication strategies, and goal tracking techniques. This webinar is a great opportunity to enhance your skills and boost productivity in a professional environment. So, don't miss out on this chance to learn and grow - sign up today and take the first step towards a more accountable and successful future!

**FACILITATOR**  
**LATOYA WASHINGTON**

**REGISTER ONLINE**



717-554-0981



[www.rhemacreationz.com](http://www.rhemacreationz.com)



Accountability is a crucial aspect of success in any organization. By attending a virtual webinar focused on accountability, you can gain valuable insights and practical tips on how to remain accountable in your personal and professional life. The seminar will cover topics such as setting clear expectations, communication strategies, and goal tracking techniques. This webinar is a great opportunity to enhance your skills and boost productivity in a professional environment. So, don't miss out on this chance to learn and grow - sign up today and take the first step towards a more accountable and successful future!

Visit <https://www.rhemacreationz.com/event-details/accountability> to register online



I am excited to announce my 12th annual Tribute to Veterans Breakfast will be held Thursday, May 30, at 8 a.m. (doors open at 7:30 a.m.) at the Mechanicsburg First Church of God Community Center, 201 E. Green St. in Mechanicsburg.

The 88th District's veterans, active-duty military personnel and their families are invited to this free program and breakfast to pay tribute to their service. This year, our theme is the veteran's families as we know when a soldier serves, so does the family by keeping the home life going while they defend our liberties. We thank them for all the sacrifices made while their loved ones served our country.

RSVPs are required. Please call my office at 717-761-4665 or [click here to let us know you're coming](#).

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## Report Potholes to PennDOT

While it's always great to welcome the spring thaw, it also brings with it more potholes on our roads and bridges. Extreme fluctuations in temperatures can contribute to more potholes on our roads.

To help combat potholes and prevent them from becoming a danger to vehicles and drivers on the road, you can report potholes to PennDOT. Simply call 1-800-FIX-ROAD or [click here to file a report online](#).

# JAZZ ME BAND

KIRK WISE UPCOMING  
SOLO, DUO & BAND  
PUBLIC DATES

Fri. 3/29 – The Gettysburger Company,  
Gettysburg...Kirk & Patrick Duo 7-10

Sat. 3/30 – Rotunda Brewing & Restaurant,  
Annville...Kirk Duo 6-9

Tue. 4/2 – Greystone Brew House@  
Range End , Dillsburg...Kirk solo 6-9

Fri. 4/5 – Totem Pole Wine Farm/Ranch,  
Carlisle...Kirk solo 6:30-8:30

Tue. 4/9 – Greystone Brew House@  
Range End, Dillsburg...Kirk solo 6-9

Thur. 4/11 – Food Truck Rally,  
New Cumberland ...Kirk solo 5-8

Sat. 4/13 – Captain Bob's Steamed Crabs,  
Railroad/ Shrewsbury...Kirk solo 6-8 Tue.

4/16 – Greystone Brew House@  
Range End, Dillsburg...Kirk solo 6-9

Thurs 4/18 – Grace United Church  
Luncheon, Lemoyne....Trio Noon-2

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**



**We Serve**

*Lions Club of Mechanicsburg, PA*

## **4th Annual Mechanicsburg Lions "We Serve" Golf Tournament**

**Friday, July 12, 2024**



**Tee Off: 8:00am Shotgun Start**

*Proceeds Benefiting*

*Lions Club of Mechanicsburg, PA Charities*



**We Serve**

The Mechanicsburg Lions Club will host the 4th annual "We Serve" charity Golf Tournament on Friday, July 12, 2024 at Mayapple Golf Club in Carlisle. 8am shot gun start with lunch to follow at Fiddler's Bar & Grill at the golf course.

We hope you will join us again this year and help us support our many charitable organizations. Click [here](#) for registration forms. Limited to the first 108 golfers that sign up and pay. We look forward to seeing you on the course. Thank you for your continued support.



# THE FOUNDATION FOR ENHANCING COMMUNITIES

## **THE FUND FOR WOMEN & GIRLS ANNUAL GRANTEE RECOGNITION BREAKFAST TO HONOR 15 ORGANIZATIONS AND \$60,000 OF COMMUNITY IMPACT**

The Fund for Women & Girls (FWG) is delighted to be at the West Shore Country Club on Tuesday, April 30, 2024, for the Annual Grantee Recognition Breakfast. This year's event will honor and recognize 15 local organizations making a positive impact supporting the women and girls in Central PA. Attendees will hear these organizations' powerful stories of making real change and how they are creating opportunities for female health, safety, education, and inclusion right here in our region.

The organizations being recognized were awarded a combined total of \$60,000 in grant funding. They include:

- Boys and Girls Club of Central PA, SMART Girls
- Boys and Girls Club of Chambersburg and Shippensburg, SMART Girls
- Brethren Housing Association, Ongoing Homelessness for Single Mothers and their Children
- Bridge of Hope Harrisburg Area, Rental Assistance for Single Mothers and their Children Facing Homelessness
- Community CARES, Family Emergency Shelter
- Community Check-Up Center of South Harrisburg, Providing Long-Acting Reversible Contraception for Uninsured Women
- Cumberland Valley Breast Cancer Alliance, Inc., Lymphedma Sleeves, Breast Prostheses, and Related Items for Survivor of Breast Cancer
- Girls on the Run Mid State PA, The Confidence Suite: Programming to Meet the Current Physical and Mental Needs of Adolescent Girls
- Girls on the Run Lancaster-Lebanon, Empowering Girls in Lebanon County
- Greenlight Operation, Restoration Home Project
- Healthy Steps Diaper Bank, Ending Diaper Need and Period Poverty in South Central Pennsylvania
- Lebanon Valley Volunteers in Medicine, Basic Primary Health Care Management for Uninsured Women that have low household income residing in Lebanon County
- Perry County Literacy Council, Women's Education Initiative
- Shape of Justice Inc., Menstrual hygiene products for Join Hands Ministry
- YWCA Carlisle & Cumberland County, Sexual Assault & Anti Human Trafficking Services for Women & Girls



To learn more about each of The Fund for Women & Girls grantees visit <https://www.tfec.org/our-community/initiatives/womens-fund/womens-fund-grants/>.

The Fund for Women & Girls Annual Grantee Recognition Breakfast will be held on Tuesday, April 30, 2024, from 7:30–9:00 a.m. at the West Shore Country Club. Proceeds from this event directly support future grant making from The Fund for Women & Girls.

To purchase your tickets, visit [www.tfec.org/breakfast](http://www.tfec.org/breakfast).

### **ABOUT THE FUND FOR WOMEN & GIRLS**

The Fund for Women and Girls, a special initiative of The Foundation for Enhancing Communities (TFEC), was created in 2000 to broaden the awareness of, and respond to, issues affecting women and girls through the power of collective philanthropy. Women and girls around the world are inordinately represented among the poor, uneducated, and abused. Without a focused effort to combat the issues that face them, they will remain among the underserved. Our vision is of a region where women and girls are afforded the right to live in safety, meet their basic needs for living, have the opportunities to pursue their dreams, and are inspired to experience the value of philanthropy.

### **ABOUT THE FOUNDATION FOR ENHANCING COMMUNITIES**

The Foundation for Enhancing Communities (TFEC), the 18th oldest community foundation in the United States, inspires giving by partnering with donors to achieve their charitable goals, and strengthens our local communities by investing in them now, and for future generations. TFEC has been serving the South-Central Pennsylvania counties of Cumberland, Dauphin, Franklin, Lebanon, and Perry, and the Dillsburg Area for more than 100 years. Regional foundations of TFEC include the Greater Harrisburg Community Foundation, the Franklin County Community Foundation, the Mechanicsburg Area Community Foundation, the Perry County Community Foundation, and the Dillsburg Area Community Foundation.

For more information on TFEC, please visit [www.tfec.org](http://www.tfec.org).

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## **UPMC Launches New Spine Care Program in Central Pa.**

UPMC in Central Pa. has launched a new spine care program that aims to improve patient experience by connecting patients with a multi-disciplinary team of experts to evaluate and treat a variety of conditions ranging from spine tumors and scoliosis to back pain and weakness or numbness in arms and legs.

“Spine conditions can cause pain or an inability to do everyday tasks, which can severely impact a patient’s quality of life,” said Bryan Bolinger, D.O., neurosurgeon, UPMC Spine Care in Central Pa. “Our goal as a care team is to collaborate with patients on a personalized care plan that will get them back to doing the things they love most.”

UPMC Spine Care in Central Pa. includes eight physicians and six advanced practice providers, and combines experts from neurosurgery, orthopaedics, rehabilitation medicine, and pain management to help develop individualized treatment plans for patients. Care plans may include exercise, pain management, physical therapy and surgery, including use of robotic techniques.

“The spine is a crucial part of the body that people use each day for sitting, standing and other essential tasks,” said Jerry Robinson, M.D., orthopaedic surgeon, UPMC Spine Care in Central Pa. “As a result, many people will seek spine-related medical care at some point during their life.”

“There is high demand for spine-related care in central Pennsylvania and our new program is meeting that critical need,” said David Gibbons, senior vice president, Health Services Division and regional president, UPMC in Central Pa. “Anytime our care teams of specialists and administrative staff come together collaboratively to enhance patient experience is a win. This innovative team-driven approach to spine care will help improve quality of life for central Pa. residents living with spine conditions.”

To make an appointment with UPMC Spine Care in Central Pa., call 717-791-2630

[Learn more about UPMC Spine Care in Central Pa.](#)



## Director of Justice, Equity, Diversity & Inclusion

Big Brothers Big Sisters of the Capital Region is a leading nonprofit organization dedicated to providing programs that create and support one-to-one mentoring relationships that ignite the power and promise of youth. We are committed to fostering justice, equity, diversity, and inclusion (JEDI) in all aspects of our work and ensuring that every child has the opportunity to reach their fullest potential.

**Position Overview:** We are seeking a dynamic Director of Justice, Equity, Diversity, and Inclusion to lead our organization's initiatives to advance equity and inclusion

in our programs, policies, and practices. The Director of JEDI will be responsible for developing and implementing youth programs and events, partnership development and serve as the primary JEDI spokesperson representing the agency at various community outreach opportunities.

The ideal candidate will be an excellent communicator with the ability to inspire and engage diverse audiences while effectively conveying the mission and impact of our organization.

### Key Responsibilities:

- Ensure the implementation of BBBSCR 's strategic initiatives.
- Present agency's JEDI initiatives and programming to community through various outreach opportunities.
- Collaborate with senior leadership to integrate JEDI principles into all aspects of the

- organization's operations, including program design, recruitment, training, and partnerships.
- Lead training and educational efforts to increase awareness and understanding of JEDI concepts among staff, mentors, mentees, and volunteers.
- Partner with community organizations, schools, and other stakeholders to enhance the organization's impact on underserved and marginalized populations.
- Stay informed about current trends, research, and best practices related to justice, equity, diversity, and inclusivity, and integrate relevant insights into the organization's strategies.

Qualifications:

- Bachelor's degree in a relevant field (such as social work, sociology, diversity studies, or related disciplines).
- Experience in a leadership role focused on justice, equity, diversity, and inclusivity initiatives, preferably in a nonprofit or community-based organization.
- Strong understanding of JEDI principles, social justice issues, and systemic inequities.
- Excellent interpersonal and communication skills, with the ability to engage with diverse groups of stakeholders.
- Experience in implementing youth programs
- Collaborative and inclusive approach to leadership, with the ability to influence and inspire others.
- Demonstrated project management skills and the ability to work effectively in a fast-paced environment.
- Passion for the mission of Big Brothers Big Sisters and a strong commitment to promoting equity and inclusivity.

How to Apply:

If you are passionate about advancing justice, equity, diversity, and inclusion and are dedicated to making a positive impact in the lives of young people, we encourage you to apply.

Please submit your resume and a cover letter outlining your qualifications and interest in the position to [adunn@capbig.org](mailto:adunn@capbig.org).

Big Brothers Big Sisters of the Capital Region is an equal opportunity employer and is committed to diversity, equity, and inclusion in all aspects of our organization.

Job Type: Full-time

Pay: \$45,000.00 - \$50,000.00 per year

Benefits:

- 401(k)
- 401(k) matching
- Dental insurance
- Health insurance
- Paid time off
- Vision insurance

Schedule: Monday to Friday

Work Location: Hybrid remote in Harrisburg, PA

# How to Stand Out in Business: 7 Ways to Make Yourself Memorable

Mike Michalowicz - Profit First  
courtesy of American Express

## Summary

What makes something – a person, a brand – memorable? Learn tips and tricks on how to help stand out from the business crowd, so people remember you – and your company.

Marketing, when you boil it all down, seeks one purpose above all else: Make your brand stand out.

In a world of endless choices, the option we often choose is the brand we recognize first – the one that made itself memorable to us. Maybe it was a commercial, a funny video on social media, or a celebrity ambassador. Some brands – like some people – get embedded in our brains.

But what exactly makes a person memorable? Unforgettable people tend to share several qualities, which means it's possible for us to adopt those qualities to “market” ourselves in a way that helps us stand out. And this ability to stand out matters in business. Just as memorable brands can be more successful than forgettable ones, memorable people are often the **thought leaders** and industry captains we aspire to become.

Want to learn how to stand out at work? These tips may help you do it.

## 1. Make a Great First Impression

“You only have one chance to make a first impression,” as the saying goes. But starting off strong often starts before you even meet a new client, prospect, employee, or any other individual. To help make yourself stand out from the get-go, first **do your homework**. Who are you meeting? How can you connect with them? Prepare some talking points that may help reveal how much you genuinely care about the relationship. Don't be afraid to rehearse these ideas in advance, either in front of a mirror or by recording a voice memo. Speaking clearly, slowly, and articulately can take practice, but it's one of the keys to making sure your point gets across.

It's also useful to pay close attention to your **body language**. Even if your verbal communication is on point, certain postures, facial expressions, or subconscious gestures – slouching, making too much or too little eye contact, tapping your foot, clicking a pen, or scratching your nose, for example – can all convey nervousness or discomfort. Working on these subtle cues can make you appear confident, comfortable, and, yes, more memorable.

## 2. Stand Out by Being Different, Not Necessarily “Better”

Being the “best” may sound ideal, but it can be hard to achieve. And, really, who cares? With billions of people in the world, who is the objective judge of what's “best”? Maybe you deliver proposals a few minutes earlier, or your presentations are more polished. Perhaps you regularly send thank-you emails after interviews or meetings. While these practices can help you stand out, it's often the

extremes that really get noticed. But going to the extreme may take more effort than you might be willing to take on. Are you willing to forgo a work-life balance to become the foremost master of your craft, for instance? For some, that works. For others – maybe those with families – balance is preferable.

Fortunately, there are other ways to stand out. Instead of aiming to be “the best,” take a look at what makes you different. What are the unique traits that make you, you? If your industry is stuffy but you’re casual, own it. If you’re louder than most, harness that ability to get people pumped up. Don’t be afraid to break through the status quo. Think about the characteristics that make you different from everyone else in your industry and find a way to build them up, to make them a part of your brand.

**While some of us are born storytellers with a flair for the dramatic, even those of us who lack a natural way with words can train to be better.**

### 3. Be Remembered as the “Go-To” Person

When someone asks you what you do for a living, you might say, “I do legal work,” or, “I help people with the accounting,” or, “I set up computer systems.” Instead of distilling your craft into a generic reply, aspire to be the “go-to” person – the subject-matter expert – for a niche category in your industry. So, instead of setting up computers, be “the infotech guru.” Why does this matter? Because language has great power. In thinking about how to make people remember you, remember that what you call yourself matters, and you have the power to speak who you are into existence.

Think about your areas of expertise and label yourself accordingly. You handle deliveries? Now, you’re a “logistics wizard.” Plenty of people do branding, but you’re “the marketing maestro.” Being memorable means defining yourself on your own terms, rather than letting other people define you according to theirs. Market yourself as the expert you are, but also be sure to fulfill the self-prescribed position – you likely don’t want to be remembered for talking the talk without walking the walk.

### 4. Distinguish Yourself by Listening Intently to Others

People can spot when you feign interest in them. Genuinely paying attention to the conversation, actively focusing on what’s being said, and showing that you’ve been listening can help make sure the speaker feels heard. In fact, intentional, effortful listening is associated with greater interpersonal chemistry, according to an article in [Psychology Today](#).

When you listen intently, you also set yourself up to better remember the conversation – which in itself can help make you more memorable. So, be the person who repeats and confirms the speaker’s name. Focus on important details so that you can reference them later. Ask follow-up questions, and make [eye contact](#). We all love to feel like we matter. Demonstrating a real interest in other people – and being grateful for their willingness to share – can help you stand out from the crowd.

### 5. Let Your Authenticity Help You Stand Out

If you want to be memorable, it can help to show who you really are. Share stories of your failures and mistakes, and be open about how much effort you put in to get you where you are today. Personal stories – especially ones that relate to overcoming or dealing with mental health struggles – can [normalize the ups and downs of being human](#), while reducing stigmas around anxiety, depression, and other hurdles.



Authentically positioning vulnerability as not a weakness, but a strength, can make you more relatable than those who only project an air of perfection. It can also help others feel more comfortable around you – meaning, they may be more likely to remember you, interact with you, and even open up to you in the future.

## 6. Tell Noteworthy Stories

Finding ways to connect with people in a way that appeals to their imagination can create memorable bonds. Particularly in industries that we seldom think of as imaginative – like accounting or house cleaning – setting yourself apart can be as simple as **telling great stories**. Grew up in a home where the degree of cleanliness verged on the divine? Tell the story of how you've turned your childhood chores into a professional passion, offering a pristine touch of home in every space you clean.

While some of us are born storytellers with a flair for the dramatic, even those of us who lack a natural way with words can train to be better. If you're not confident in your storytelling ability, try to prepare a simple anecdote before a key meeting or sales pitch. Brainstorm ways to craft a vivid, stand-out story. What details can you add that will help listeners create a mental picture? When you engage people creatively, you may just earn a spot in their memories.

## 7. Be Remembered for Doing What You Love

“Find something you love to do, and then figure out how to get paid for it.”

In a world where many people chase after titles or paychecks, those with real, honest enthusiasm for their craft can leave a lasting impression. When you're meeting with other people in business, take a moment to reconnect with the reasons you chose your path. Share stories or moments that reignite your love for your work. Not only can this remind you of **your purpose**, but that positivity and passion can render you more memorable to those you interact with.

Better yet, there's evidence that loving what you do may correlate with better performance and greater productivity. In fact, **one study** found that entrepreneurs who were passionate about their venture were more likely to see business growth – with passion as a motivational source leading to better decision-making and persistence, and, ultimately, success.

## The Bottom Line

In business, as in life, **early impressions** matter. Some encounters are forgotten before the work day is even over. Others stick with us. The people who stick are the ones who spring to mind when we have a question pertaining to their field of expertise, or if they have a product that can solve our problem. By simply investing a little energy into making sure we present ourselves in a memorable way, we can be those sought-after people.

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## About the author

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