

# Chamber CHATTER



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

**11.7.24**

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 2025 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!!*

### *November*

**12 - Business Women's Networking Luncheon -  
Residence Inn Mechanicsburg, Postponed until January.**

**21 - After Hours Mixer - Sponsored by  
Mechanicsburg Area Community Foundation.**  
Location: Spice Restaurant and Bar, 125 W Main St,  
Mechanicsburg. 5:00 - 7:00pm.

**29 - Annual Community Tree Lighting -** corner of  
Market and Main Streets, on the square, in Downtown  
Mechanicsburg. 5:15 - 6:30pm

### *December*

**16 - Business Women's Networking Luncheon -  
The Bridges at Bent Creek, 2100 Bent Creek Blvd,  
Mechanicsburg. 11:30am - 1:00pm. FREE member 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!

Comfort Suites Camp Hill-Harrisburg West  
East Main Dental  
Homeland Hospice  
Meadowbrooke Gourds, Inc.

New Hope Ministries  
The Arc of Cumberland and Perry Counties  
The Tide

# After-Hours Mixer

Thursday, November 21st

5:00 pm - 7:00 pm

(Please note this is a change of date from prior posts)

## SPONSORED BY:



**MECHANICSBURG  
AREA COMMUNITY  
FOUNDATION**

Join us and the **Mechanicsburg Area Community Foundation**  
and enjoy an evening of networking, refreshments  
and a chance to win a prize!

Learn how the Foundation is supporting the Mechanicsburg community  
and how you may help, too.



### EVENT LOCATION:

Spice Restaurant and Bar  
125 West Main Street  
Mechanicsburg, PA 17055

RSVP is easy, simply email  
[info@mechanicsburgchamber.org](mailto:info@mechanicsburgchamber.org)  
or call 717-796-0811



## Oh, Say, Can You Sing?

The Pennsylvania Farm Show is a little more than two months away, and the Department of Agriculture is inviting Pennsylvania singers to enter “Oh, Say, Can You Sing?” a star-spangled sing-off to win a chance to sing live at the event.

Each morning, from Jan. 4-11, the Farm Show will start by featuring an individual or group singing the national anthem live. Top vote-getters may also be selected to sing at special events, such as the opening ceremony on Jan. 6.

The contest is open to Pennsylvania residents of all ages, both individuals and groups, and the deadline for submissions is Nov. 17. For details, including how to enter, [click here](#).



## VOLUNTEER TO HELP WORKING FAMILIES AND INDIVIDUALS

Fall 2024

Help provide free tax preparation to low- and moderate-income families through United Way of the Capital Region's Money in Your Pocket (MIYP) program. You'll help ensure working families in our community claim all available tax credits while saving them the cost of high tax preparation fees and refund anticipation loan interest rates.

- **No previous experience necessary** - returns are prepared with easy-to-use computer software.
- **Learn a valuable skill** - volunteers receive IRS tax training and certification, which can help volunteers in both their personal and professional lives.
- **Make a big impact** - you can help a family receive thousands of dollars in Earned Income Credits and Child Tax Credits, which are the nation's largest anti-poverty programs.
- **Flexible enough for any schedule** - volunteer days, nights or weekends at one of 17 tax prep sites within our footprint of Cumberland, Dauphin and Perry counties. Most volunteers work one day a week during tax season (late January through mid-April). Some remote opportunities will be available.
- **Other ways to volunteer** - you can also serve as a greeter, screener, local tax preparer or translator at one of our tax sites. These positions do not require any tax preparing.



### MIYP HIGHLIGHTS since 2003...

- 73,562 federal returns filed
- \$78.7 million returned to our community
- \$23,000 – average annual income for clients receiving service
- \$14.7 million saved in tax preparation fees (based on average cost of \$159 per return)
- 17 sites in Dauphin, Cumberland and Perry counties
- 1 site through a partnership in Mifflin and Juniata counties

## VOLUNTEER INFORMATION SESSIONS

The following sessions will be held virtually:

- |  |   |   |
|--|---|---|
| • Thursday, October 3<br>noon - 1 p.m. | • Wednesday, October 30<br>6-7 p.m.     | • Wednesday, November 20<br>noon - 1 p.m. |
| • Tuesday, October 8<br>6-7 p.m.       | • Thursday, November 7<br>noon - 1 p.m. | • Tuesday, November 26<br>6-7 p.m.        |
| • Wednesday, October 16<br>6-7 p.m.    | • Tuesday, November 12<br>6-7 p.m.      |   |
| • Tuesday, October 22<br>6-7 p.m.      | • Monday, November 18<br>6-7 p.m.       |   |

The following session will be held in person:

- Tuesday, November 19: 6-7 p.m.  
Tri County Community Action, 1514 Derry Street, Harrisburg

Sign up online at: [bit.ly/miyp-info-sessions](https://bit.ly/miyp-info-sessions)

Questions? Contact Heidi Neuhaus at [hneuhaus@uwcr.org](mailto:hneuhaus@uwcr.org) or call 717.724.4055.

## COALITION PARTNERS

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>• United Way of the Capital Region - Lead Agency</li> <li>• Belco Community Credit Union</li> <li>• Bosler Memorial Library</li> <li>• Central Pennsylvania Food Bank</li> <li>• Citizens Bank</li> <li>• Code For America/Get Your Refund</li> <li>• Dickinson College</li> <li>• Employment Skills Center</li> <li>• First Christian Church of Lemoyne</li> <li>• Market Square Presbyterian Church</li> <li>• Messiah University</li> <li>• Middletown Public Library</li> <li>• Midwest Food Bank</li> <li>• Mifflin-Juniata Human Services</li> </ul> | <ul style="list-style-type: none"> <li>• New Hope Ministries, Inc.</li> <li>• Penn National Insurance</li> <li>• Penn State Dickinson School of Law</li> <li>• Perry County Literacy Council</li> <li>• PNC</li> <li>• The Professional &amp; Educational Empowerment Center</li> <li>• Shippensburg University</li> <li>• Tri County Community Action</li> <li>• Truist Foundation</li> <li>• United Way of Carlisle and Cumberland County</li> <li>• U.S. Department of Treasury, Internal Revenue Service</li> <li>• Widener University Commonwealth Law School</li> </ul> |
|---|---|

### For More Information

Contact Heidi Neuhaus at [hneuhaus@uwcr.org](mailto:hneuhaus@uwcr.org) or call 717.724.4055.





## UPMC to Host Multiple Events Throughout Region

In October, UPMC is hosting multiple events designed to make it easier and more accessible for job seekers to find new careers and for high school students to learn about opportunities in health care. These events will be held at or near UPMC hospitals in Carlisle, Hanover, Harrisburg, Lititz, Mechanicsburg and York.

With a variety of event styles and locations, all potential job seekers can find an event that fits their needs, from experienced professionals looking to make a change to recent graduates preparing to start their careers to high school students seeking more information about the many opportunities available in health care fields. Registration and details for all events can be found at [careers.UPMC.com/events](https://careers.upmc.com/events).

### Talk to Us Tuesday Walk-in Career Events

The final [Talk to Us Tuesday](#) walk-in career events of the year will be held on the second Tuesdays in October (Oct. 8) and November (Nov. 12) from 10 a.m. to 1 p.m. in each UPMC hospital lobby. Attendees can explore rewarding careers at UPMC, meet with recruiters and hiring teams and get assistance with resumes, job searches or applications. Talk to Us Tuesday is open to anyone, from experienced professionals to students. No appointment is needed. Although not limited to these areas, these events are focused on a variety of roles in imaging technology, laboratory, nursing, pharmacy, patient care support and allied health.

Registration: Individuals can register online for any of these events to select a location and area of focus. Registration is not required but is highly encouraged for Find Your Fit and Health Care Career Night, especially for those wishing to complete an interview at the event. Visit [careers.UPMC.com/events](https://careers.upmc.com/events).

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## Virtual seminars

### Migraines in Women

Three out of 4 migraines occur in women. Join UPMC Neurological Institute and UPMC Magee Womens experts to explore the connection between hormones and headaches.

- o Virtual
- o Tues., Nov. 19, 6:30 p.m.
- o To register, visit [UPMC.com/VirtualEvents](https://UPMC.com/VirtualEvents) or call 717-231-8900.



# JAZZ ME BAND

KIRK WISE UPCOMING  
SOLO, DUO & BAND  
PUBLIC DATES

Fri. 11/8 – Sage Lane Pop Up sale,  
Dillsburg...Kirk solo 1-4

Fri. 11/8 – Hook & Flask, Carlisle...7-10  
Kirk, Dave & Beth

Sat. 11/9 – Crossings Creek & Co,  
Dillsburg Event...Kirk solo 11-2 (?)

Sat. 11/9 – The Doyle Hotel, Duncannon...  
Kirk solo 6-9

Tue. 11/12 – S. Hanover Parks & Rec.  
Luncheon ...Kirk solo 12-2

Tue. 11/12 – Greystone Brew House@  
Range End , Dillsburg...Kirk solo 6-9

Thur. 11/14 – Food Truck Rally,  
New Cumberland ...Kirk solo 5-8

Fri. 11/15 – Reid's Wine & Cider House,  
Gettysburg...Kirk & Dave 7-10

Sat. 11/16 – Captain Bob's Steamed Crabs,  
Railroad/Shrewsbury...Kirk solo 6-8

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,**  
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**CLASSIC DRY CLEANERS, STUDIO D &**  
**LANDON WISE PHOTOGRAPHY**



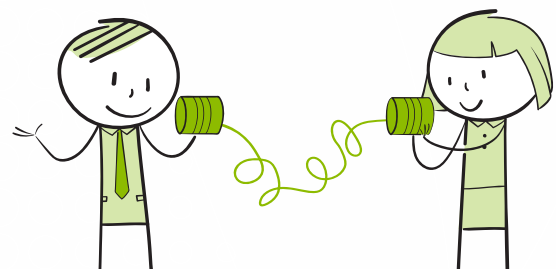
## GFWC (General Federation of Women's Clubs) Mechanicsburg

The next meeting will be on Tuesday, November 12, 2024 at 6:45 PM at Buhrig's Gathering Place parking lot, 25 East Main Street, Mechanicsburg. The program will be a mystery trip.

Would you like to know more about how we serve the community while helping Veterans, libraries and schools? Come for a visit to find out.

For more information, contact Sue at 717.243.9872 visit our website at <http://gfwcmeh.tripod.com/>

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

Register Here

# Economic Development Strategy Seminar

DCED Secretary Rick Siger will discuss the Commonwealth's Economic Development Strategy and how this year's budget investments will create growth. Following his presentation, a funding panel will share insights from the applicant's perspective.



**Rick Siger**  
DCED Secretary

**Nov 13, 2024 • 8:30 am- 11:30 am**

Central Penn College

*Leading our community  
with a new vision.*



**GET TO KNOW**

# Jennifer J. Doyle

**TFEC President & CEO**

Join us for a warm and engaging “drop-in” event to meet Jennifer J. Doyle, the new President and CEO of TFEC. As she ushers in a fresh vision for our community, we invite you to come by, say hello, and share in this exciting new chapter.

**Click the button below to find  
an event near you.**

**NEXT EVENT**

**Mechanicsburg, Pa.**  
Wednesday,  
November 13  
4-7 p.m



**THE FOUNDATION  
FOR ENHANCING  
COMMUNITIES**

## REGISTER TODAY

***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.\*\***



## The Corporate Transparency Act

Starting January 1, 2024, the Corporate Transparency Act (CTA) requires certain entities to disclose beneficial ownership information (BOI) to the Financial Crimes Enforcement Network (FinCEN). This is separate from tax filings with the IRS. Entities required to report include any entity created by filing a document with a secretary of state or any similar office under the law of a state or Indian tribe (i.e., Limited Partnership, Limited Liability Partnership, Limited Liability Company, Corporation, etc.). Penalties for willfully not complying with the BOI reporting requirement can result in criminal and civil penalties of \$500 per day and up to \$10,000 and/or up to two years of jail time.

### CTA Webinars

#### Corporate Transparency Act's Beneficial Ownership Information Requirement

November 20, 2024 from 9:00 AM - 10:00 AM

Presented by Andy P. Berger & Katherine Pandelidis Granbois at Saxton & Stump

In this webinar, Justin Abodalo will discuss the basics of the Corporate Transparency Act (CTA) and who the reporting obligations apply to, bringing about compliance obligations with FinCEN. Justin will also discuss the constitutional challenges made against the CTA in the Alabama District Court case NSBA v. Yellen, and anticipated results once an appellate court issues a decision on the appeal.

[Register Now >](#)

### CTA Resources

- [Beneficial Ownership Reporting Requirement Toolkit](#), from the The U.S. Department of the Treasury's Financial Crimes Enforcement Network (FinCEN), contains templates and sample content structured to allow private, public, and non-profit organizations to share and amplify this important information. It also includes a general background on the reporting requirements, templates for newsletters, websites, and emails, sample social media posts and images, and information on how to contact FinCEN.
- Trout CPA's [Corporate Transparency Act](#) handout includes information on the filing options, compliance requirements, and exemptions.

For questions or assistance, please contact your Trout CPA professional.

930 Century Dr, #104  
Mechanicsburg, PA 17055  
717-697-2900  
[www.troutcpa.com](http://www.troutcpa.com)





## Check off Your Holiday “To Do” List While Supporting a Great Cause

Order beautiful poinsettias and help support United Way of the Capital Region’s internal campaign!

These make great office decorations or gifts for family, friends or coworkers!

Poinsettias will be delivered the first week of December. Order 5 or more and receive FREE delivery!

- Poinsettias are 6” pots
- **COLORS:** red, white, pink or burgundy
- **COST:** **\$12 each**
- **Orders are due by November 20** and can be placed using the link below or visit our website at [uwcr.org](http://uwcr.org).

For more information, contact Heidi Neuhaus at 717.724.4055, or by e-mail at [hneuhaus@uwcr.org](mailto:hneuhaus@uwcr.org).



## What is United Way of the Capital Region’s Internal Campaign?

Just like other organizations, United Way of the Capital Region runs a fundraising campaign among its staff members. Funds are generated through donations and special event sales such as this one. All proceeds from this sale will go directly to United Way’s 2024 campaign.

***Thank you for supporting United Way!***

**PLACE YOUR ORDER TODAY AT:**  
[www.uwcr.org/uw-poinsettia-sale](http://www.uwcr.org/uw-poinsettia-sale)

United Way of  
the Capital Region





VENDORS NEEDED

# HOLIDAY SHOPPE

DECEMBER 1, 2024;  
FROM 2PM-4PM

*The Woods at Cedar Run*

824 Lisburn Road, Camp Hill PA 17011

Annually, The Woods at Cedar Run hosts a Holiday Shoppe where our residents can shop for Christmas gifts for their loved ones from the comfort of their own home. We are currently seeking vendors who would be interested in displaying and selling their goods. There is no cost or entry fee to be a vendor. Simply RSVP by November 25th to secure your spot!

## FOR MORE INFO CONTACT

Kimberly Alford, Community  
Relations Director  
717.660.1055  
[kalford@integracare.com](mailto:kalford@integracare.com)



**You're Invited!**  
**Annual Payroll & Business Seminar**

Please join us on Thursday, December 5, 2024, for our Annual Payroll & Business Seminar. This virtual event promises to provide valuable insights on key topics, including updates on payroll, AI in the workplace, DOL regulations, payroll fraud, and much more!

[\*\*CLICK HERE FOR MORE INFORMATION AND TO RSVP\*\*](#)



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## **Business Women's Networking Luncheon**

Unfortunately due to construction delay,  
this event has been postponed and rescheduled for  
Tuesday, January 14  
11:30am - 1:00pm

**Residence INN<sup>®</sup>**  
BY MARRIOTT

Stay alert for Grand Opening information!





U.S. Small Business  
Administration

## **SBA to Help Pennsylvania Businesses Affected by Drought and Heat**

The U.S. Small Business Administration (SBA) announced that federal Economic Injury Disaster Loans (EIDLs) are available in Pennsylvania for small businesses, small agricultural cooperatives, small businesses engaged in aquaculture, and most private nonprofit organizations with economic losses from drought and heat that occurred June 18 through Aug. 6. The declaration includes the primary County of Cumberland and the adjacent counties of Adams, Dauphin, Franklin, Perry and York in Pennsylvania.

“When farmers face crop losses and a disaster is declared by the Secretary of Agriculture, SBA working capital loans become a lifeline for eligible small businesses,” said Francisco Sánchez, Jr., associate administrator for the Office of Disaster Recovery and Resilience at the Small Business Administration. “These loans are the backbone that helps rural communities bounce back and thrive after a disaster strikes.”

Under this declaration, the SBA’s Economic Injury Disaster Loan (EIDL) program is available to eligible farm-related and nonfarm-related entities that suffered financial losses as a direct result of this disaster. Apart from aquaculture enterprises, SBA cannot provide disaster loans to agricultural producers, farmers, and ranchers. Nurseries are eligible to apply for economic injury disaster loans for losses caused by drought conditions.

The loan amount can be up to \$2 million with interest rates of 4% for small businesses and 3.25% for private nonprofit organizations, with terms up to 30 years. Interest does not accrue, and payments are not due, until 12 months from the date of the first loan disbursement. The SBA sets loan amounts and terms based on each applicant’s financial condition. Eligibility is based on the size of the applicant, type of activity and its financial resources. These working capital loans may be used to pay fixed debts, payroll, accounts payable, and other bills that could have been paid had the disaster not occurred. The loans are not intended to replace lost sales or profits.

On October 15, 2024, it was announced that funds for the Disaster Loan Program have been fully expended. While no new loans can be issued until Congress appropriates additional funding, we remain committed to supporting disaster survivors. Applications will continue to be accepted and processed to ensure individuals and businesses are prepared to receive assistance once funding becomes available.

Applicants are encouraged to submit their loan applications promptly for review in anticipation of future funding.

For information and to apply online visit [SBA.gov/disaster](https://SBA.gov/disaster). Applicants may also call the SBA’s Customer Service Center at (800) 659-2955 or email [disastercustomerservice@sba.gov](mailto:disastercustomerservice@sba.gov) for more information on SBA disaster assistance. For people who are deaf, hard of hearing, or have a speech disability, please dial 7-1-1 to access telecommunications relay services.

Submit completed loan applications to SBA no later than June 16, 2025.



SPREAD  
KIND  
NESS

# FOOD DRIVE

Support local **Blessing Boxes** and **Little Free Pantry** with your food donation! For the months of October and November, we ask that you collect nonperishable foods at your home or office. These Blessing Boxes provide barrier-free access to food any time.

**Drop off** items to First United Methodist Church Mechanicsburg (135 W. Simpson Street, 717-766-4611) or if you need it picked up, contact Lori Hoffnagle at [l\\_hoffnagle@yahoo.com](mailto:l_hoffnagle@yahoo.com). Donations will be distributed to all three locations.



## **Most needed items**

- Canned Vegetables
- Canned Meat (tuna, chicken)
- Small Cereal Boxes
- Pasta and Pasta Sauce
- Peanut Butter and Jelly

**UNEXPIRED &  
NONPERISHABLE FOOD ONLY**

Blessing Boxes located at Trinity Lutheran Church (132 E. Main), Turning Point Church (near Finkenbinder Park) and Little Free Pantry at First UM Church, Mechanicsburg

Questions, contact Lori Hoffnagle at [l\\_hoffnagle@yahoo.com](mailto:l_hoffnagle@yahoo.com)

**SPECIAL OFFER FOR OUR MECHANICSBURG NEIGHBORS**

# MOVING MADE EASY

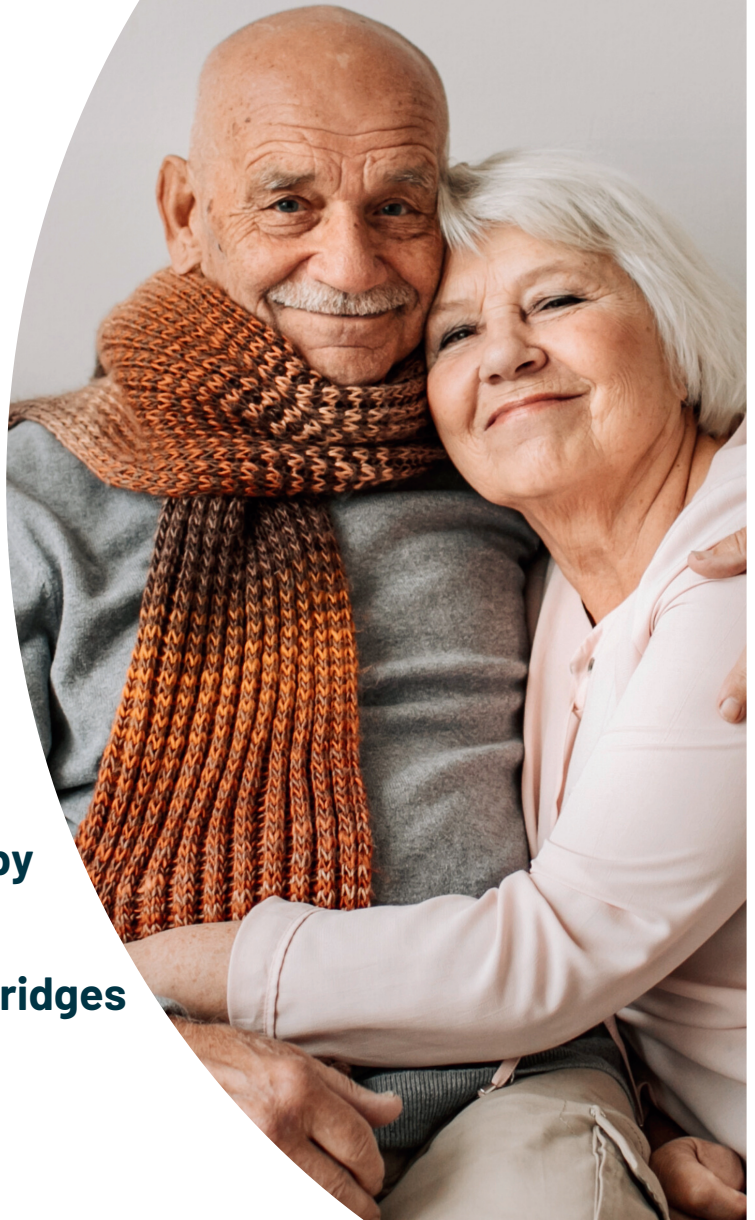
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The *Bridges*  
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## COMPLIMENTARY SERVICES

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- ✓ Expert Apartment Setup by PA Move Managers
- ✓ Details managed by The Bridges
- ☎ Call to Get Started Today!  
(717) 620-0350



📍 2100 Bent Creek Blvd, Mechanicsburg, PA 17050

🌐 [BridgesAtBentCreek.com](https://BridgesAtBentCreek.com)



CANNOT COMBINE WITH ANY OTHER OFFER. RESTRICTIONS MAY APPLY.  
LOCAL MOVES ONLY. MOVE IN BY 12/31/24.

# 3 Keys to Keeping Visitors on Your Website

You've likely heard about bounce rate in relation to websites. We all know we want to decrease the bounce rate – keep visitors on our webpages longer. The longer they stay, the more they learn about us and our services, and the more likely they are to realize what problem we can solve for them. Even if you're not selling products online, your website is your digital storefront and we want to keep people in the store! Research shows that users form an opinion about a website in just 0.05 seconds (Taylor & Francis Online)! Fifty milliseconds is not much time! So what can we do to engage our site visitors immediately when they arrive so they stay awhile? Here are three keys that will make a big difference: load time, a visually balanced page, and a visible call to action.

## 1. Optimize Load Time

One of the most significant “make or break” factors to keeping people on your site is load time. We are not patient people. Do you like waiting while a website loads? Nope. Me either. And neither do our customers. Research shows that users expect a web page to load in two seconds or less. If it takes longer than that, they're probably going to leave. And not only did you lose the customer, they are probably leaving with a negative impression of your business. For small business owners, every second counts.

### Why Load Time Matters

A slow-loading website can damage your reputation and decrease user trust. In an age where speed is everything, customers are less likely to wait around for a page to load. No one has time for that. They can get what they need on a faster site somewhere else. Slow sites often lead potential customers to assume that if the site performs poorly, your service quality is also likely to be poor. Not a good start to keeping someone on the site!

### How to Improve Load Time

- **Optimize Images:** Large images can significantly slow down your website. Ensure images are the right size before uploading them. Use tools like TinyPNG or Smush to compress images without losing quality.
- **Minimize HTTP Requests:** Every element on a webpage, from images to scripts, requires an HTTP request. Minimize these by combining files or reducing the number of elements on your page.
- **Use a Content Delivery Network (CDN):** CDNs store copies of your website on multiple servers worldwide, allowing users to access your site from the nearest server, which speeds up load time.
- **Choose a Reliable Hosting Provider:** Ensure your hosting service can handle traffic and offers optimal loading speeds. A good hosting provider can make a world of difference.

## 2. Create a Visually Balanced Page

Once visitors are on your site, you need to keep them engaged. One of the most effective ways to do this is by ensuring your pages are visually balanced. A well-structured page that combines text, images, and white space is like putting out a welcome mat.

### Why Visual Balance Matters

Ever been in a crowded, cluttered room? It's hard to know where to go or what to do. Most time, we just want to get out! A cluttered webpage can overwhelm visitors in the same way, and send them scrambling to close the window. On the other hand, a visually appealing layout that balances text, images, and white space encourages users to stay and explore.

### How to Achieve Visual Balance

- **Embrace White Space:** White space (empty space) helps separate different elements on the page and makes it easier for visitors to absorb information. When it comes to content, often less is more.
- **Incorporate Images:** Use images and graphics that are relevant to your content. Images should complement and enhance your text and visually convey your brand's message.
- **Use Headings and Subheadings:** Break up large blocks of text with clear headings and sub headings. Not only is it easier to read, but most site visitors scan rather than read. This helps them to quickly spot information that interests them.

### 3. Implement a Visible Call to Action Without Scrolling

Make it easy to take the next step! No matter what your goal is for your site visitor, don't make it hard for them to achieve the goal. Many websites bury their call to action (CTA) somewhere way down on the page, after they've said all they want to say. But we don't want to force visitors on a hide and seek adventure. Make sure the CTA is visible before they ever scroll anywhere.

#### Why a Visible CTA Matters

A visible CTA acts as a guide for visitors, prompting them to take the next step—whether it's contacting you, scheduling a service, or signing up for a newsletter. If you make them search for it, they'll probably lose interest or become frustrated. And that means they're probably hitting that X in the corner.

#### How to Make Your CTA Stand Out

- **Place Your CTA Above the Fold:** Position your primary CTA prominently on the top portion of your homepage. Make sure visitors see it without having to scroll.
- **Use Contrasting Colors:** Colors matter! Go for contrast. Make your CTA button stand out by using a contrasting color that draws attention. Of course, keep it consistent with your branding.
- **Use Action-Oriented Language:** The words on the page can actually make a difference in how excited your potential customer is to dive deeper. Instead of "Submit," try "Send Me the Info" or "Book My Free Consultation."
- **Keep It Simple but Informative:** The CTA needs to be straightforward and easy to understand, but also specific. Cute phrases and puns are great in some places but not here. Don't confuse someone who is ready to click. A clear and simple message encourages immediate action.

As a small business owner, your website can be part of your strategy for attracting and engaging potential customers. By getting the page to load quickly, displaying visually pleasing pages that are easy to skim, and keeping the first call to action visible, you can significantly affect the actions visitors take after first landing on your site. And that can be a direct steppingstone to keeping or losing the new customer.



**Cheryl Hock** is a freelance web developer and website accessibility advocate. She loves working with small business owners to reduce legal risk by addressing website requirements you never even knew existed. You can learn more about her services at <https://cherylhock.com>.





## **Lung Cancer Awareness Month: Annual Screening Recommended for High-Risk Individuals**

By: [Santosh Nepal, M.D.](#) - UPMC Pulmonary Medicine

One in 16 Americans will be diagnosed with lung cancer in their lifetime. As the leading cause of cancer deaths in the U.S., lung cancer is a serious threat, but early detection and treatment can save lives. Most early-stage cases of lung cancer are either asymptomatic or show minimal symptoms, so catching the disease at stage one provides the best chance for a cure. Unfortunately, by the time symptoms appear, the cancer is often more advanced, making successful treatment more difficult.

### **Lung Cancer Screening Guidelines**

The American Cancer Society recommends lung cancer screenings for individuals over the age of 50 with a history of smoking one pack a day for 20 or more years. This includes current smokers and those who have quit within the last 15 years. The primary screening method is low-dose computed tomography (LDCT), a type of CT scan that uses low-dose radiation to create detailed images of the lungs. The scan is quick, non-invasive, and painless, and it is designed to detect pulmonary nodules—abnormal tissue growths that can increase the risk of lung cancer.

If a nodule or abnormality is found, your doctor may order additional tests including further imaging and may also recommend a lung biopsy, based on the appearance of the abnormality. If biopsy is needed, it can be done using various methods, including a biopsy needle, endoscopy, video-assisted thoracic surgery (VATS), or robotic bronchoscopy. While most lung nodules are non-cancerous, regular monitoring is important to ensure they don't develop into lung cancer. A physician or pulmonary specialist can help assess the risk and decide on the best course of action.

### **Lung Cancer Types and Treatment**

Lung cancer treatment varies depending on the type and stage of the disease. Options include surgery, chemotherapy, radiation therapy, targeted therapies, and immunotherapy. It's important to work closely with your oncologist to understand your treatment choices and the potential side effects. Asking questions and staying informed can help you feel more in control of your treatment.

There are different types of lung cancer, with non-small cell lung cancer (NSCLC) being the most common, accounting for about 85% of cases. Small cell lung cancer (SCLC) is more aggressive and makes up about 15% of lung cancers, often located in the central areas of the lungs or chest and is typically treated without surgery. A rare form of lung cancer is carcinoid tumors, which arise from neuroendocrine cells in the lungs and are usually treated surgically. Additionally, cancer from other organs can also spread to the lungs.

### **Why Screening Matters**

More people die from lung cancer every year than from breast, prostate, and colorectal cancers combined. More than three in four of these deaths could have been prevented if the cancer had been caught at an early stage. Sadly, only 15% of lung cancer cases are being caught early enough. For those diagnosed with stage four lung cancer, the five-year survival rate is just around 5%.

Detecting cancer early helps ensure that it is still “localized,” or contained to the lungs. Once it has spread outside the lungs, the survival rate is just 3%. As there are typically no symptoms until after the cancer has spread outside the lungs, proactive screening based on risk is the best tool in the fight against lung cancer. Talk to your primary care provider to determine your risk for lung cancer and eligibility for lung cancer screening.

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