



TO PRESERVE, PROTECT AND DEFEND THE FREE ENTERPRISE SYSTEM OF LYCOMING COUNTY

Genetti remains a jewel of downtown Williamsport

TLC Fitness encourages healthy lifestyle

Mentors, Mentees Benefit from ECGC Initiative

Welcome New Members



ARCHITECT FINDS NICHE IN LOCAL AREA



Arnold Dumbbell Shoulder Press
3 sets

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The Chamber View



Vincent J. Matteo, President/CEO

I cannot relate how many times I have been asked what the closing of JC Pennys and Macy's at the Lycoming Mall means. Some people are concerned that this is a sign our local economy is not doing well. Some are concerned that the next shoe to fall will be Sears at the Mall or Kmart on the Golden Strip – or both. Too few, in my opinion, have even asked about the employees who are losing their jobs.

I will get to the employees later; but first, the answer to why these stores are closing is, in my opinion, easy: the way many of us shop has/is changing. It is a change in how the retail industry works and malls are probably going to be on the short end of the stick unless they change their model and adapt. This change is nothing new to the economy in general or the retail industry in particular. This has all happened before in my lifetime. When malls became all the rage, it was the downtowns that suffered. Many stores in downtowns failed for no fault of their own. It was the customer who changed their shopping habits. It became more convenient to drive to the mall, park for free and then shop in the comfort of a climate controlled shopping mall with every store right there just a few feet from the next. You could shop at dozens

of stores and eat as well without braving the elements outside until it was time to go home. It was, at the time, perfect. The same change is happening now.

However, instead of driving in your car to the mall, you can sit in your chair at home and not shop at dozens of stores, but you can literally shop anywhere in the world. You want new clothes, you got them at your fingertips. You want to buy an album or a book; a couple of clicks of the computer keys and you have them. New refrigerator? No problem. You want to buy your favorite wine – don't even bother getting out of your chair; just a few more clicks and it will be delivered to your house. Want to import Italian candy from Italy – no need to fly to Rome. Just get out your credit card and you will be munching on your favorite treat in a matter of a few days. The internet is the new shopping mall and you don't have to drive or fight the crowds. No more inconvenient store hours. 24/7 – worldwide shopping and you don't have to get out of your pajamas! Well heck, Cyber Monday is already threatening to overtake Black Friday. What's not to like? Well, one thing not to like is that hundreds of people, our friends, neighbors and relatives are losing their jobs. It should not be surprising to anyone. What also should not be surprising is it is our fault. We made the decision not to shop at the mall just as

we made the decision not to shop in the downtown when indoor malls emerged. Each year, in the November or December issue of this publication, I remind everyone to shop local whenever possible – I even end my annual plea the same way – “The job you save may be your own”. We have not heeded my plea (nor have people in other parts of the country) and now our local economies are suffering. Now, don't get me wrong, I understand the ease of shopping online. I cannot sit here and tell you I have never purchased anything online because that would be a lie. But I pretty much only do it for things I cannot get here, locally. Usually it's a specialty item. I do not buy clothes online other than t-shirts with witty sayings because I would rather try on the pants or jacket before I buy them and I would rather buy them from a local store, hiring local people. My point is, I buy online because of a special need or want – not as a matter of convenience. The vast amount of money I spend is spent locally (and in my case, at Chamber members). I understand and appreciate that many times you can buy something cheaper online than in the store. But, with that said, as a society we have to understand that if we shop online, then brick and mortar stores will close and local people will lose their jobs. Technology has impacted virtually every aspect of our lives. Why

should shopping be any different.

Ok, I guess I am starting to rant – sorry about that. It's just that I am tired of hearing people say they can't believe that stores like Macy's and Penney's are closing and when I ask them if they shopped at those stores - most say no. The trend is running against malls. But, maybe they can reinvent themselves and survive – some already have. Some are looking at turning malls into indoor “Town Centers”. You could have office destinations, service destinations including government offices, some small stores sprinkled in and, of course, restaurants as well as, hopefully, a major department store. The mall now becomes relevant again. Locally, it is in the hands of the owners of the Lycoming Mall. What they deem is in the best interests of their business holding is up to them. As always, we at the Chamber are ready to assist if we are asked and if we can; but declarations by some that the Lycoming Mall (or all malls for that matter) is dead – is, quite frankly, premature and counterproductive. I am sure there will be more on this developing story in the future.

The budget process in Harrisburg started off on a positive note in February but now it seems it could be heading towards bumpier roads. There is talk that no budget will pass unless there is agreement on comprehensive pension reform and while all sides are talking about

getting together and resolving differences, it is hard to see how real reform can take place when the starting point of the key players seem to be very far apart. Our State Retirement system is over \$58 billion (yes that is billion) in debt and to continue that trend is unacceptable. This must be addressed or Pennsylvania's economy will eventually be crushed under the weight of this burden. Half-baked measures designed to make it look like the problem is being addressed cannot happen. Real reform must take place.

A very important piece of legislation recently introduced in the State Legislature is actually a collection of bills called the “Pennsylvania Open Workforce Initiative.” This package of legislation is intended to improve job prospects for all citizens of the Commonwealth. A very important part of the legislation is House Bill 1050 which is a Constitutional Amendment that would make all employment in Pennsylvania not subject to union membership. In essence this is a “right to work” package of bills. It is long overdue in Pennsylvania. Some 28 states have already passed similar legislation and it is good to see this issue will get a fair hearing. Congratulations to Representative Garth Everett for being a sponsor of this pro-worker, pro-jobs legislation. It will be interesting to see how this package of bills progresses. And that's the Chamber View!

Get Connected With Your Chamber!

www.williamsport.org

e-mail: chamber@williamsport.org

Phone: 570-326-1971

Mentors, Mentees Benefit Equally from ECGC Initiative

I hope that each of you reading this has had the good fortune of having a mentor in your life.

For many, gaining insight and valuable life lessons from such a role model takes place early in the developmental years. Coaches, scout leaders, and band or choir directors often serve as mentors to young people, and the relationship may be intentional or unintentional.

The Economic & Community Growth Corp., a nonprofit affiliate of the Williamsport/Lycoming Chamber of Commerce, has established a formal professional mentoring program known as The Emerson Project.

The project began with a committee tasked to write the curriculum, design the selection process and plan the yearlong program. Fifteen applicants were

reviewed for the inaugural program, and seven were selected. The selection process included a very deliberate and careful matching of mentors and mentees. Professional interests, personalities and outcome expectations for the program all were factors considered in the matching process.

After an introductory session in January, our monthly Lunch and Learn sessions began in February. Each session is hosted by a mentor or member of the planning committee. These sessions run from 11:30 a.m. to 1 p.m. and include specific topics for discussion and exploration. As of this writing, the first two sessions have been held, and very positive feedback has been received.

Each session is followed by an assessment tool completed by all in attendance. Additional sessions

are planned. An etiquette dinner for the mentees and their spouses/partners – as well as monthly sessions of the individual pairings – are to be held, allowing for more informal discussions.

I am fortunate to be a mentor and have found the process enlightening and fascinating. As I had hoped, I am learning from my mentee, and the relationship has proven to be quite rewarding. To facilitate open and honest dialogue, it is expected that all interactions are confidential.

Our curriculum is designed to cover common – and sometimes delicate – subjects. Virtually none of our topics are taught in school; rather, they stem from experience. The group brings to the table diverse opinions and ideas, and the discussions have left me looking forward to the next visit.

It is clear that the pairings are working; the Lunch and Learn sessions are creating good discussion, and this group is dedicated to the process and to positive outcomes. We will continue to assess the program, adjust as needed, and plan for the second year. If we are as successful as I am sure we will be, we will have seven new advocates for this program in our community.

The first group of participants in this groundbreaking program are; Eric Beiter of Beiter's Home Center, Brian Bluth of McCormick Law, Jason Fink of the Williamsport/Lycoming Chamber of Commerce, Dr. David Lopatofsky of UPMC Susquehanna, Eric Orndorff of the Central Pennsylvania Food Bank, Steve Murphy

Shope of Project Bald Eagle and Dr. Carolyn Strickland of the Pennsylvania College of Technology.

While each Mentee is assigned a specific Mentor, there is a pool of eleven Mentors available. Those Mentors are; Dennis Beck of L-3 Communications, Jim Campbell (retired CEO of Hope Enterprises), Mike Gaetano of The Hartman Group, Davie Jane Gilmour of the Pennsylvania College of Technology, Phil Johnson of M&T Bank, Steve Johnson of UPMC Susquehanna, Keith Kuzio of the Larson Design Group, Vince Matteo of the Williamsport/Lycoming Chamber of Commerce, Frank Pellegrino (local entrepreneur), Tammy Weber of Marshall, Parker &

Weber, and Jennifer Wilson of the First Community Foundation Partnership of Pennsylvania.

Benjamin Franklin said, "Tell me and I forget, teach me and I may remember, involve me and I learn."

The Emerson Project is doing precisely that.

(Dr. Davie Jane Gilmour is President of the Pennsylvania College of Technology and serves as the volunteer Chair of the Economic & Community Growth Corporation).

Leadership Lycoming is accepting applications for Class of 2018

Are you interested in Leadership Lycoming? Now is the time to submit your application. Graduates are seen throughout the community as participants on boards, committees, and task forces. Many find that the information they received as a Leadership participant provides them with the insight to better understand the issues facing our community today and tomorrow.

Class participants are selected on the basis of their demonstrated leadership potential and sincere desire to contribute time and effort in their com-

munity. A formal Selection Committee chooses class members based on a written application, references and personal interviews.

Applications are available online and can be downloaded at www.leadershiplycoming.org. Applications will be accepted until **April 15, 2017**. If you would like further information or an electronic application, contact Sharon Jones, Program Coordinator at 570-320-4202 or sjones@williamsport.org.

We look forward to seeing you in the Leadership Lycoming Class of 2018!

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For more information please contact the Williamsport/Lycoming Chamber of Commerce at (570) 320-4209

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www.whitedeerrun.com
Health Services

Chamber Members, Join Us... First Community Foundation Partnership of PA PM Exchange

Tuesday, April 4, 2017

5:00-7:00pm

201 West Fourth Street, Williamsport



Visit the new FCFP Philanthropy Center to see the resources designed to provide nonprofits with a structure that will help contribute to their future success. Watch the "Nonprofit Ninja Warriors" game where nonprofit executive directors compete in a series of timed events to win cash for their organization!

Weichert Realtors Premier PM Exchange

Thursday, April 13, 2017

5:00-7:00pm

400 Market Street, Suite 3, Williamsport



Tapinto360 is designed to connect homeowners with reputable local service providers to handle any project or situation – from financing to renovation to basic maintenance.

Central PA Food Bank PM Exchange

Tuesday, April 18, 2017

5:00-7:00pm

3301 Wahoo Drive, Williamsport



Take a tour of our newly transformed Healthy Food Hub and learn about what we are doing to fight hunger, improve lives and strengthen communities!

Janney Montgomery Scott PM Exchange

Thursday, April 27, 2017

5:00-7:00pm

25 West Third Street, Suite 600, Williamsport



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Williamsport/Lycoming Chamber of Commerce - 102 West fourth Street - Williamsport, PA 17701
(570) 326-1971 - www.williamsport.org

For a complete list of upcoming Chamber events, visit www.williamsport.org.

March Ribbon Cuttings/Open Houses/PM Exchanges

5

Trade & Transit II Hosts PM Exchange



Congratulations to the Trade & Transit II for hosting a PM Exchange in the Michael Ross Event Room. Attendees were treated to local downtown treats and were given tours. Presenting the Certificate of Appreciation is Will Daniels, Membership Development & Retention Committee to (l to r), Josh Warfel, Garry Phillips, Jordan Filman, Kevin Kilpatrick, Chris Clark, Brett Kelley, Bill Motyka, Kate Bryan, Skip Cochran, Bethany Ketstetter, Kyle Murphy, David Kish, Dorn Johnson, Samantha Deeter, Will Daniels, Bill Nichols, Jr., Sharon Miller, Betty Bloomer, and Tim Miller. Thank you for a great evening!

UPMC Susquehanna Hosts PM Exchange



Congratulations to UPMC Susquehanna for hosting a PM Exchange which gave all attendees the opportunity to meet and greet with doctors of all professions. But before they could, they had to walk through a blown-up version of the colon which was in observance of Colon Cancer Week. Presenting a Certificate of Appreciation is Kirk Fisher, Membership Development & Retention Committee to Pattie Jackson-Gehris and Keith Boyer.

Ground Floor 2.0 Ribbon Cutting



A Ribbon Cutting was held at the Ground Floor 2.0 recently which is located at 2925 West Fourth Street in Williamsport. Cutting the ribbon is (l to r): Kirk Fisher and Barbara Wascher, Membership Development & Retention Committee, Vince Matteo, Chamber of Commerce, Rick Fenstamaker, Lee Fenstamaker, Brendin Russel, Kathy Fenstamaker, Jessica Fenstamaker, Ground Floor. Back Row: (l to r); Nick Bastians, Elizabeth Moore, Megan Cunningham, Ground Floor.

LEGACY MEMBER

Genetti Hotel remains jewel of downtown

By **MIKE REUTHER**
mreuther@sungazette.com

*I*t's a jewel of downtown Williamsport, a historic landmark that has provided lodging over several generations.

The Genetti Hotel, 200 W. Fourth St., remains today what it has long been — a quality place for travelers to stay, but also a place for conventions and meetings.

Most recently, The Genetti, as it is popularly known, became a Signature Collector hotel under SureStay.

SureStay, general manager Marc Shefsky noted, is a subsidiary of Best Western International.

"But we stay who we are," he said. "We get all the benefits of a corporate hotel, but we don have to change our stripes. We now have Best Western rewards."

Shefsky said the affiliation will mean a "huge benefit" for customers.

"It helps us better compete," he said. "We aren't changing who we are."

The Genetti has long been set apart from other lodging in the area.

Opened in 1922, the 205-room hotel has the look of a majestic building from another era.

"I would say 90 percent of people get it," Shefsky said. "It's not a cookie cutter hotel."

Through the years, many famous people have stayed at The Genetti. A stroll down a hallway of the first floor reveals photographs of big time politicians and luminaries such as legendary pitcher Cy Young and the writer, James Michener.

But Shefsky feels the hotel's real strength lies with its customer service.

"If you don't give them good service, they aren't coming back," he said.

And customer service has become more important than ever, given the increased competition of the local hotel industry.

Shefsky noted the proliferation of motels and hotels in the area over the years.

"When I first started working here in 2001, there were five hotels in the market. Now there are 13," he said.

The booming natural gas industry of recent years meant the construction of more hotels in the city, including in the community's more vibrant down-



PHOTO PROVIDED

The Genetti Hotel, 252 W. Fourth St., Williamsport has been a mainstay in the city for more than 90 years. With its central location in downtown Williamsport, the historic hotel is within walking distance of many of the city's restaurants and other attractions.

town.

"We are constantly updating and trying to stay modern," he said.

Recently, the hotel's bar area was remodeled and an expansion and renovation project is being planned for a number of the hotel's rooms.

But Shefsky isn't hesitant about touting the hotel's amenities that have long been attractions, such as the full breakfast buffet, the barber shop on the ground floor, and of course, the building's historic ambiance and charming features.

He said many people would probably be surprised to know that the Genetti employs 90 people in various jobs.

Little League week in August is always the busiest time for the hotel.

But other times can be busy as well.

"We are hoping to have a really big year," he said.

Shefsky said the hotel has more than its share of loyal customers who make return visits.

Overall, he's optimistic about the hotel's future.

"I'm a glass half full kind of guy," he said.

Keeping people

happy and providing them with a good experience is what his business is all about.

"That is my goal," he said. "It is a team effort."

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Received between February 25th and March 27th

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Lakeview Apartments
McCarthy Tire & Automotive Centers
Melia's Pizzeria
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Hampton Inn Williamsport - Downtown
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City Hall Ventures, LLC
Diamond Pointe, LP
Gentry Development, LLC
Hometown Disposal
River Valley Health & Dental Center
Snyder's Nursery at the Feed Mill
Stallion Oilfield Services-Appalachia Division

The North Shore Railroad Wins Two Major Awards!

This April, the North Shore Railroad (NSHR) will receive two prestigious awards at the *American Short Line and Regional Railroad Association (ASLRRA)* Annual Short Line Meeting in Grapevine, TX. The two awards are: **2017 Railway Age Short Line Railroad of the Year and 2017 ASLRRA Marketing Award.**

Each year, *Railway Age* (Magazine), the transportation industry's oldest trade magazine (established in 1856), awards only one of the more than 500 short line railroads in the United States the prestigious title of Short Line Railroad of the Year. This is one of the most significant honors a short line railroad can receive.

Also each year, ASLRRA awards three Marketing Awards. NSHR will be receiving the Marketing Award in 2017. Last year, NSHR's affiliate, the Nittany & Bald Eagle Railroad, received this award. Since this award was introduced 21 years ago, only three railroad companies have earned this award two years in a row.

In the past year, NSHR handled a substantial volume

of high and wide shipments. In fact, in 2016, it handled a total of 60 dimensional shipments across its system (47 were handled on the Northumberland branch alone)! This total was greater than all of the combined high and wide shipments the company handled in its 31-year history. Handling these loads by rail took more than 21,000,000 lbs. of components off of Pennsylvania roads, and this number doesn't include the equipment used to move the loads. In order to handle these shipments, NSHR had to assign more than 60 special train crews (outside of their regularly scheduled train crews). NSHR also had to prepare by measuring track curvatures and clearance points, having bridge ratings completed, and addressing any movable clearance concerns in advance of any movement. Further, most of these special shipments were accompanied by a member of NSHR management, who assured safe and efficient delivery.

In response to hearing about these awards, Pennsylvania State Representative Lynda Schlegel Culver (108th District) stated, "I applaud the commitment and dedication of the employees and leadership of North Shore Railroad for rising to the challenge and meeting and exceeding the needs in the transportation network. North Shore Railroad has been integral for the transportation industry in our area and our state, and I wish them many years of continued success."

Ribbon Cutting for Northwest Bank



Congratulations to Northwest Bank as they cut the ribbon during their Rebranding Celebration Open House. Cutting the ribbon is (l to r); Beth Moore, Area Manager; Vince Matteo, Chamber of Commerce President/CEO; Mike McAndrew, District Manager; Kevin Waple, Commercial Lender; Terry Moore, Branch Manager; Liz Tilburg, Assistant Branch Manager; and Jon Rocky, Regional President

FEATURE MEMBER

Architect finds niche in local area

By **MIKE REUTHER**
mreuther@sungazette.com

Look around Lycoming County, and it's easy to see Tony Visco's stamp on the community.

His architectural firm, Anthony H. Visco Jr. Architects has been involved in the design of various building projects over the years.

"Most of our work really varies," said Visco.

Banks, hospitals, and medical offices are among the projects he and his firm have designed.

Recently, the Williamsport-based firm took on the grandstand project at BB&T Ballpark at Historic Bowman Field.

The project is expected to be completed in time for the 2017 season and will mark one of the biggest improvements and physical changes at the ballpark in years.

For Visco, meeting the needs of the client is a top priority.

"Ninety-nine percent of the people you meet are great," he said.

He said he likes to get to know his clients a bit before doing a project, to learn exactly what they want and to decide if it's a project that can feasibly be done.

"You need to be responsive to the client," he commented.

Every Monday, he and his staff meet to go over

(See ARCHITECT,
Page 9)



MIKE REUTHER/Sun-Gazette

Anthony H. Visco Jr. Architects has been part of the local business scene since 1986. The firm includes the following staff, from left: Eric Laughrey, Chelsea Rawson, Tony Visco, Pat Russell, and Hannah Darrow.



Anthony H. Visco, Jr. Architects

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FEATURE MEMBER

Architect finds niche in local area

(From Page 8)
their work, to mull over projects and set priorities.

Visco began work as an architect in 1973.

At the time, he was

working for other people and learning what the business was all about.

"The last thing I expected to do was work for myself," he said.

But that's exactly

what happened in 1986.

He remembered those early days as challenging for the new business.

"We survived," he said with a laugh.

Overall, it turned to

be a good decision.

He started out with four employees.

Doing work for Williamsport Hospital in those early days set a good course for his business.

"They were an anchor client," he said.

In fact, the hospital, now part of UPMC Susquehanna, continues to be a client.

Like any business, Visco's has weathered some tough times when the work has slowed down.

He referred to the economic downturn of

2008 as a particularly tough time for him.

But business often turns around, and in recent times, his own work has been steady.

"Some years are better than others," he said.

Overall, Williamsport has been a good place for him.

"I'm not a big city guy," said Visco, who grew up in Geneva, N.Y. "Williamsport is certainly big enough for me. The culture that is here is really great."

He noted the surrounding rural area for outdoors recreation and

the comfortable living.

"It's a good place to raise a family," he added.

Overall, putting down roots in Williamsport and doing business in the community was a good decision.

"In my business, it's who you know," he said. "I'm a social person, so that's important."

The Williamsport Sun-Gazette is printed on newsprint which contains recycled material



MIKE REUTHER/Sun-Gazette

Anthony H. Visco Jr. Architects is located at in downtown Williamsport. The staff is shown here outside the offices at 441 Market St. From left: Matt Strahan, Pat Russell, Tony Visco, Hannah Darrow, and Eric Laughrey.

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Leadership Lycoming and Business & Economic Development

The Leadership Lycoming Class of 2017 began their day at Larson Design Group with a discussion on the United Way funds distribution process with Carolyn Hawk. Next, they learned about the Lycoming County Comprehensive Plan and transportation updates from Kurt Hausammann, Jr., and Mark Murawski from the Planning and Community Development Department. The class learned about the ABC's of Business Development from Tim Keohane, LHU SBDC, Steve Brady, ScaleUp, and Dave Hertwig, The Brickyard Restaurant & Ale House.

Before lunch, the class toured Water Tower Square with Keith Eck, owner and Dave Balzer, Larson Design Group. After lunch, Mike Philbin, owner of Keystone Advertising Specialties and Suzette Snyder, Director of Labor Relations & HR for Lycoming Engines, talked about workforce trends and what they look for as new hires. And to finish out the day, the class toured Ralph S. Alberts Co.

Thank you to our sponsors, Larson Design Group, Woodlands Bank, McNerney, Page, Vanderlin & Hall, RDT Tax Services, The Liberty Group and Interim HealthCare.

Thank you to Peter Swift, Camp Susque, Heather Stafford, UPMC Susquehanna and Regan Yoder, Keystone Advertising Specialties as class reporters.

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Interim
HEALTHCARE



Kurt Hausammann, Jr. and Mark Murawski from Lycoming County Planning and Community Development presenting to the class how they determine growth across the county.



Suzette Snyder, Lycoming Engines and Mike Philbin, Keystone Advertising Specialties, discuss the workforce trends in Lycoming County and what they look for when hiring new employees.



The Class of 2017 toured Ralph S. Alberts Company with Seth Alberts. The class was really suprised in learning about what all the company does.



David Hertwig from The Brickyard Restaurant & Ale House, talks to the class about the experiences of starting a business and what it takes to keep it profitable from an owners point of view.



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The Leadership Lycoming Class of 2017 is doing good work in our community

11

Williamsport Sun-Gazette, April 2017

This year's Leadership Lycoming class is taking on several important community projects intended to aid area nonprofit organizations in meeting their humanitarian goals. The following information provides a snapshot of the projects and provides contact information for anyone in the community who would like to help support these important initiatives.

The Learning Center – The Leadership Lycoming team of Jim Hicklin, Justin Wenner, Dana Naughton, and Thomas Robins are coordinating and implementing a multimedia campaign (print, radio, television) to heighten public awareness for future students, volunteer tutors, and potential donors. The advertisements will consist of student success stories/volunteer testimony coupled with a message about the services the program offers, how to get involved as a student/tutor, and also some sort of “sponsor a student” type fundraising message for potential donors. In addition, there will be a grassroots campaign consisting of pamphlets/handouts to be distributed to local organizations, clubs, and

universities to increase awareness of prospective future students and volunteers. There has been discussion of the possibility for donations being used to create an endowed scholarship that would perpetually subsidize learning activities. Contact: Linda Herr, 570-326-9536

Family Promise – Leadership Lycoming team members Heather Stafford, Peter Swift, Stephanie Tempesco, and Melissa Rowse are looking at ways to incentivize education by earning and accumulating points redeemable for household items based on successful completion of educational requirements by utilizing tools made available to them such as budgeting worksheets. Check lists for different areas such as financial responsibility, community service, health literacy; etc. will be created with a point value system. A policy outlining the Earn While You Learn program will be created and include attachments of the created list of topics to earn points. Contact: Melissa Margargle, 570-567-7103.

Roads to Freedom; Center for Independent Living – Erin Blackwell, Michele Boyles, Tara

Day-Ulrich, Paula Yeckley and Keith Boyer helped with market and event awareness for the annual Roads to Freedom Wheelchair Basketball game which was recently held. The group updated flyers, solicited for teams, suggested other funding resources, helped with social media and getting the information out and developed a plan for using the courts and other available space for games, half time entertainment, food, and possible vendors/crafts for the day. Contact: Misty Dion, 570-327-9070.

Hope Enterprises – Leadership Lycoming members, Katie Coffey, Jaime Kuntz, Dan Warner, Justin Ross, Austin White, Eric Gaetano, Regan Yoder and Jared Kowalchick are planning and implementing a successful event entitled “Dance the Night Away with Hope.” Our project will highlight the Hope individuals’ ABILITIES while providing a fun and entertaining event, the proceeds of which will benefit Hope Enterprises. Contact: Tanya Weber, 570-322-5973.

InCourage – This Leadership Lycoming team of Max Houseknecht,

Michael Ochs, Kim Wetherhold, and Dallas Miller’s goal is to present a baseline training program to the Board of Directors and staff. This training manual will be utilized to educate volunteers to provide counsel specific to their client’s needs. We were told that not all clients have the same financial issues so we would need to create an educational training manual/binder with different pull out modules to cater to these diverse needs. Contact: Mary Kolb, 570-323-8670.

About Leadership Lycoming

Leadership Lycoming is a training program designed to understand the needs of the communities it serves; then educate and motivate potential leaders to commit themselves to address those needs through a variety of community leadership roles. Graduates of Leadership Lycoming are seen throughout the community as participants on boards, committees, forums and task forces. For more information, contact Sharon Jones at 570-320-4202.

Leadership Lycoming holds Local Leaders Summit

Local business leaders were recently invited by Leadership Lycoming to be part of a panel to speak to Leadership Lycoming alumni about their leadership experiences with company ownership, institution presidency, their passions and how they handle everyday business and employees.

Blaise Alexander, Blaise Alexander Family Dealerships, Anna Griffith, CEO of Discovery Machine, Dan Klingerman, CEO of The Liberty Group and Kent Trachte, President of Lycoming College were each asked questions from Sherry Watts, Leadership Lycoming Chair.

One question asked was what being a leader means to them which included answers such as influenc-

ing people and treating them all the same, getting people to do what you want, figuring out what your weaknesses are and working towards your goal and taking everyday as it comes to become a better leader.

And one of the biggest challenges in business is dealing with employees, as different as they all are. But the best comment of all came from Anna Griffith, “Set aside time with family, to spend time alone, to relax.”

Leadership Lycoming would like to thank our sponsors, Wascher Chiropractic Center, Donna and Mike Bastian, Sherry and Jason Watts, Brenda and Andy Nichols, Heather Allison and the Williamsport Country Club for their warm welcome.



Sherry Watts, Leadership Lycoming Chair, introduces local leaders to Leadership Lycoming alumni. The Local Leaders Summit is the first panel discussion to have a meet and greet with leaders of Lycoming County and the chance to learn from their experiences. Seated left to right is Blaise Alexander, Blaise Alexander Family Dealerships, Anna Griffith, Discovery Machine, Dan Klingerman, The Liberty Group and Kent Trachte, Lycoming College.

SMALL BUSINESS

Liberty Group makes broad-ranging impact

By **MEGAN E. BLOOM**
mbloom@sungazette.com

Across multiple states and counties in the region, the Liberty Group owns numerous companies in a variety of business markets.

"We own and operate each entity under the Liberty Group umbrella, helping form budgets and assist with employment," said Michael R. Bolsar, real estate and business development vice president.

The companies fall under transportation, entertainment, hotels, sports, real estate, health, construction and vacation.

Two of the newest businesses are the Car Wash at Faxon, 18 Liberty Lane, and Select Motors, 1 Eye Center Drive, Muncy.

The car wash has SpinLite technology that has gentle brushes, foam soap and a slower spinning rotation to clean vehicles better, he said.

Vacuums are also available for free to create value for customers, said Miranda Leopaul, marketing director.

There are four wash options to choose from such as basic, deluxe, supreme and ultimate.

Customers can also do a monthly membership with any of those packages.

Select Motors sells pre-owned vehicles and can help customers work out a loan that will work for them.

The average cost is around \$15,000, she said.

"They sell anything from Toyotas to BMWs," Bolsar said.

Two of the family and sports oriented businesses are the Liberty Arena and FlyWorld.

The arena has adult and youth soccer, baseball, basketball and other sports leagues. There are also batting cages, pitching lanes and a golf simulator.

Programs are available to service many different fitness interests such as

Zumba and yoga.

FlyWorld is a trampoline park where people can jump around in a room filled with trampolines.

"I have never not seen someone with a smile on their face (at FlyWorld)," he said.

The company brainstormed internally to figure out a way to enhance the Liberty Arena, he said.

It is a new way to serve the community.

Liberty Groups owns 15 hotels, four of them are in the Williamsport area. It owns the Hampton Inns downtown and along East Third Street as well as the Econo Lodge and Liberty Lodge.

Leopaul said the Hampton on East Third Street was rated in the top 5 percent of the brand for its customer service and quality assurance scores.

Some of the other hotels are located in towns across the state and in Florida, Virginia and New Jersey.

A few more of the businesses under the group's umbrella are Williamsport Properties, Hub's Home Oxygen and



PHOTO PROVIDED

While mainly delving into the market of vehicles and hotels, Liberty Group also owns J.B. Gibbons Construction, 2725 McCoy St. The construction company has done construction and design projects including Lycoming College Recreational Center, A.C. Moore by the Lycoming Mall and the U.S. Middle District Courthouse. Liberty Group owns a wide variety of businesses throughout the community as well as other states. One of its companies is Interstate Truck Center, 1 Eye Center Drive, Muncy, shown in photo at left. It is a repair and inspection garage that services cars, pickup trucks and full-size gas and diesel trucks. Shown are Steve Neidig, center, general manager, and right, Doug Spooner, employee.

Medical Supplies, Clinton County Country Club, J.B. Gibbons Construction, Energy Aviation, Liberty Limo, Care First Pharmacy Services and Interstate Truck Center.

By being involved with a variety of industries, they are all able to comple-

ment one another, Bolsar said. For example, the limo service can assist people flying in from the Williamsport Regional Airport who are staying at one of their local hotels. Those who stay at the hotels can get a discount to FlyWorld.

NEW MEMBER

TLC Fitness encourages healthy lifestyle

By **MEGAN E. BLOOM**
mbloom@sungazette.com

Working with a personal trainer can be a major benefit to a person's fitness but with conflicting schedules and high costs it can be difficult for the average person to obtain one.

With the mobile phone app Trust Lifestyle Coaching or TLC Fitness by local fitness professional Steven Kurtz, those issues are a way of the past.

It was launched in December 2015 in order to help more people get fit and keep them accountable, Kurtz said.

There are three other trainers working with him and he personally has 25 clients that he works with through the app.

"Instead of the old pen and paper routine, the app is more efficient with 1,000 videos of how to do the exercises," he said.

He filmed himself doing different exercises to show people what they should be doing for their workout. Reading it can be difficult to understand, so seeing somebody else do it makes it easier to replicate.

There are videos of him in the gym as well as ones that people can perform at home or in a hotel.

When joining TLC Fitness, a new client will chat with their trainer about their goals either in-person or via video chat.

"I focus on what each person specifically needs," Kurtz said.

Depending on a client's availability to exercise each week, he will create a plan of what he wants them to complete. For example one day will focus on chest, back and cardio while another day will focus on biceps and triceps.

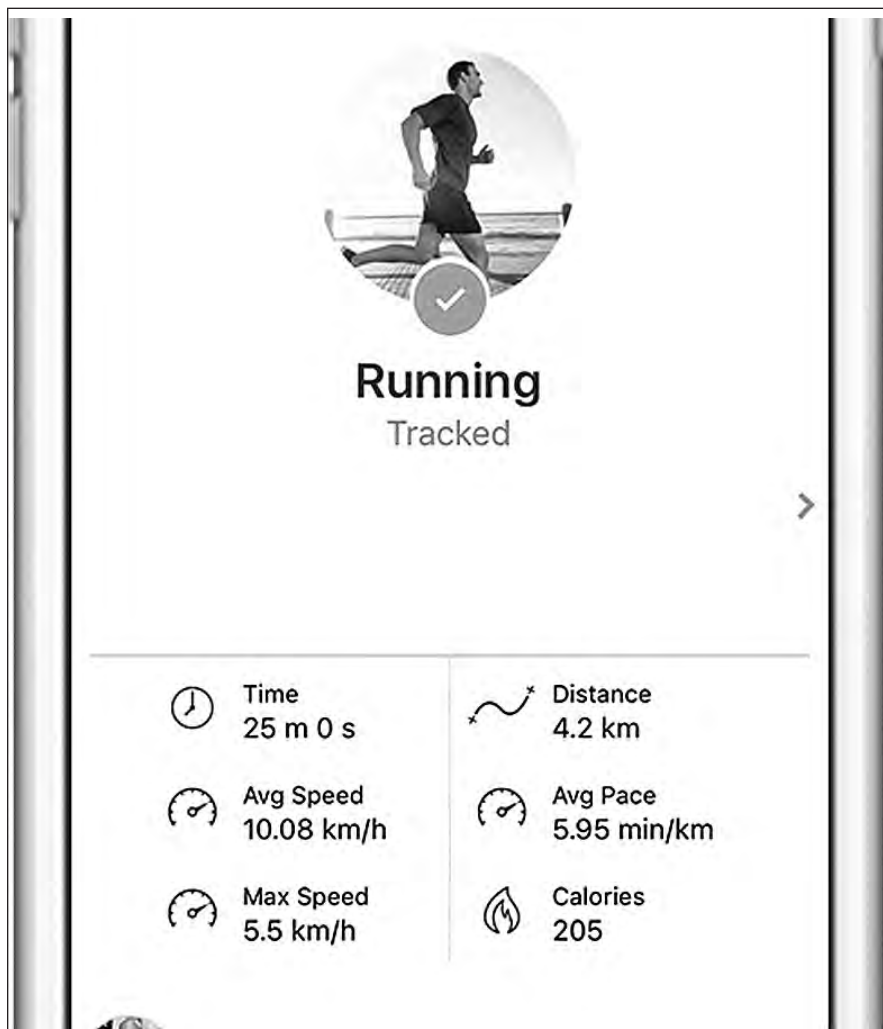


PHOTO PROVIDED

TLC Fitness is a mobile app where clients can receive a personal trainer to work with online. The trainer works with the client to put together workout plans to meet their goals. Fitness professional Steven Kurtz created the program to help more people get fit without stretching himself thin. People can download that app and begin with a consultation to start their wellness journey.



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By having someone customize a plan, it keeps workouts fresh rather than getting dull doing the same routine each time, he said.

On the app each person can keep track of their progress.

There is a calendar where they can view their exercise plan, a place to keep track of weight and also a messenger to chat with the trainer.

"It provides clients accountability," he said.

The trainer can see each of their client's information which is controlled by the client.

They can link different devices like their FitBit if they choose.

By having that direct contact with their trainer, the professionals can make sure they get an effective and efficient workout each time.

If a person is not meeting their goals, Kurtz said he will message them to find out what is going on.

"It's more than just fitness, it's a realm of wellness that focuses on physical and emotional aspects," he said.

Down the road he hopes to hire more trainers to serve more clients. He specializes in golf fitness so he plans to have more fitness professionals who can help people achieve certain goals such as bodybuilding.

Allowing for personal trainers to work mobility may prevent from quick burnout, he said. Many work over 40 hours a week to keep up with their number of clients.

Having everything on a device allows the trainer and their clients to balance their lives and make fitness a priority.



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Chamber welcomes Ted Benna, Father of the 401K Savings Plan

The Chamber of Commerce welcomed Ted Benna, Father of the 401k Savings Plan, to address attendees on his creation of what he calls "a monster". Ted spoke of how this plan came to be and why he thinks it could be reformat- ted into something new. He also spoke about present day plans and what he sees for our future in the way of pension plans, investments and our next Wall Street crash.

New Chamber members were introduced and gave a brief update of their business and Chamber staff gave reports on what is going on in the Chamber world.

A special thank you to our sponsors for this Morning Member Connection; Pennsylvania College of Technology, Muncy Bank & Trust Company, Wilmington Trust, and Moff & Associates.



Ted Benna



WILMINGTON TRUST



The Muncy Bank & Trust Company

Revolving Loan Fund

The Industrial Properties Corporation, Williamsport/Lycoming Chamber of Commerce and the City of Williamsport are committed to assisting small businesses with their economic development projects. From building renovations, expansion/working capital to equipment purchases, the Revolving Loan Program can provide the finances you need to increase business and ensure economic prosperity.

For more information or application, contact Nancy Eischeid at the Williamsport/Lycoming Chamber of Commerce at 570-326-1971.

Break the Connection.

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Visitors Bureau participates in Marketplace

The Lycoming County Visitors Bureau, along with the World of Little League®, the Hiawatha Paddlewheel Riverboat and the Genetti Hotel, participated in the 2017 Pennsylvania Bus Association Marketplace and the Maryland Motorcoach Association Marketplace on March 29th and 30th. The Marketplaces were attended by over 1500 group leaders from Pennsylvania and Maryland motorcoach companies. The purpose of the Marketplace is to promote destinations and itinerar-

ies for motorcoach group tour leaders. With over 150 vendors present, the group leaders were able to collect information for one-day and multi-day group tours. Many attendees were very interested in visiting Williamsport and all of Lycoming County with special interest in Millionaires' Row, the Hiawatha Paddlewheel Riverboat, World of Little League®, and Thomas T. Taber Museum to name a few. For more information please contact Gina Kennedy at 570-320-4208 or gkennedy@williamsport.org.



Dance

THE NIGHT AWAY WITH

HOPE



The purpose of this event is to raise money for Hope Enterprises Inc. while having a night of fun! This "Dancing with the Stars" type event will have Lycoming County "stars" dancing with Hope individuals in a friendly competition that will include live entertainment, light refreshments and of course a lot of dancing!

Date of Event: April 21, 2017

Venue: Genetti Hotel

Time: 6:00pm-8:00pm

Tickets: \$20 includes 2 free select drinks

Tickets are available at the
The Genetti Hotel or
Tanya Weber at the HOPE FOCES office
call 570-322-5973 ext:5000

Intermission Show by the Strolling Strings of Williamsport High School





www.hopeability.org







Chiropractic Care

by David G. Wascher, DC, PC
Wascher's Chiropractic Center

Chiropractic and Digestive Disorders

A survey of 1,494 patients found that 22% reported digestive relief following chiropractic care, even though the majority had never mentioned digestive issues to their chiropractors.

Nerves that control digestive functions are affected by chiropractic adjustments. With an adjusted spine, patients may experience improvements in their levels of digestive fluids, the speed at which food moved through the gastrointestinal tract and the strength and frequency of intestinal movements.

Patients reported that adjustments which helped neck or low back discomfort also resulted in improvement and resolution of constipation, irritable bowel syndrome and other digestive issues.

A study published in the

Journal of Manipulative and Physiological Therapeutics found that babies with colic who received chiropractic adjustments improved better than those given the drug dimethicone, a standard medical treatment.

Above all things, a good chiropractor has faith in Nature. He does not make the proud boast that he cures people. He knows that it is Nature that heals. All the chiropractor can do is put his patient in line with the healing forces of Nature. Chiropractors are not doctors of medicine. They are doctors of health. And also remember good health is the best kind of health insurance. See your chiropractor soon.

The views expressed in this article may not necessarily be those of the Williamsport/Lycoming Chamber of Commerce.

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April Chamber Business Spotlight



There are 900 member businesses in the Williamsport/Lycoming Chamber of Commerce. This month we are featuring **Architects, Attorneys & Engineers**. We encourage you to choose these Chamber members in our community.

Look for members in Healthcare in May and June.

Architects

Anthony H. Visco, Jr., Architects **
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www.ahvarchitects.com

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www.hillerAG.com

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Manko, Gold, Katcher & Fox, LLP **
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Attorneys

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www.williamsport.org www.vacationpa.org

www.leadershiplycoming.org

e-mail: chamber@williamsport.org

Phone: 570-326-1971

13th Annual

Grand Slam
PARADE

Wednesday
August 16

Planning is well underway for the 13th annual Grand Slam Parade set for Wednesday August 16. Parade entry applications are available on line at www.grandslamparade.com. Application deadline is June 1.



Businesses looking to be affiliated with the parade can download sponsorship and advertising information at the website. This year's parade will be broadcast live on **WBRE TV-28**. Get your name out to the local and regional community across the television airwaves.

Thank you to the below that have already committed to the 2017 parade.

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The Grand Slam Parade is produced by the Lycoming County Visitors Bureau, a program of the Williamsport/Lycoming Chamber of Commerce.

