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pulls in listeners



The Chamber View



Vincent J. Matteo, President/CEO

The Pennsylvania Chamber of Business and Industry recently released the findings of their 27th Annual Pennsylvania Economic Survey and it had some interesting findings but nothing I would consider shocking. I want to report on what some of the findings are and perhaps, space permitting, a few words on the upcoming elections. We all should be interested in what our job creators are thinking and this survey gives some good insight into their thoughts on the current state of the economy and where they see their business and the economy heading. The survey was conducted during August and September of this year so the findings are about as current as you can get. But first some survey statistics.

The survey was conducted by Susquehanna

Polling and Research, Inc. and it includes 654 interviews with Pennsylvania employers and management-level employees. 352 interviews were with members of the Pennsylvania Chamber. Now some interesting findings.

Twenty-five percent of employers believe the economy has gotten better since the last survey. However, 22% responded that it was worse than a year ago. This is a significant swing since last year 29% said the economy was worse than the year before and only 16% said it was better – a positive change. Those employers who expect sales growth to increase in coming months is up to 42% - the five year survey average on this response is only 38%. Perhaps more importantly, 22% said they plan on hiring more workers in the next 12 months. – the five-year average is just 19%. Again, a noticeable increase.

Some other trends that have emerged or are more

historical in nature are as follows:

...Sixty-one (61) percent of the employers surveyed said they provide health care coverage for their employees. That is an increase from the 59% who responded that way two years ago but still down considerably from a high of 74% in 2013. Sixty-five (65) percent of those responding said “controlling the cost of health care” should be the top priority for the Pennsylvania Chamber. This is obviously an issue of major concern to Pennsylvania’s employers and needs to be dealt with quickly but competently.

While some 36% of employers say the cost of workers’ compensation insurance premiums have risen in recent years, this is down from 39% two years ago, and also continuing the downward trend from the high of 52% in 2012.

Environmental regulations are often a “flash point” with businesses in certain industries with 28% of the respondents saying the federal Environmental Protection Agency and the state Department of Environmental Protection have a negative impact and only 14% saying a positive impact with the vast majority of 70% saying “no impact at all”.

Health Insurance and the cost to both employer and employee continues to grow and be a major concern to businesses in Pennsylvania. Almost three quarters of those responding (73%) say their Health

Insurance costs increased. This bad news is compounded by the response to the follow up question: “As a result of an increase in premiums, have you shifted additional costs to employees, reduced benefits, dropped coverage or taken some other action?” Forty-one (41) percent say they shifted costs to employees and 15% said they reduced benefits. Thirty-eight percent said they absorbed the increase and 19% took no action – which would appear to be the same as absorbing the increase but I am not quite sure.

It is apparent that health care remains a major concern of employers throughout Pennsylvania regardless of the size of the business. You have to wonder how much more both the employer and employee can absorb before health insurance comes crashing down in its entirety.

So, some of you reading this column today probably believe that the results of this survey are the opinions of the owners and/or operators of large businesses since many are under the impression that the Pennsylvania Chamber of Business and Industry is comprised of only large corporations. That assumption would be incorrect. First, the survey was sent to both members and nonmembers of the Pennsylvania Chamber. Of those responding, 89% have less than 100 employees and among State Chamber members, 73%

had less than 100 employees. In fact, 61% of the Chamber members responding have less than 20 employees - so the results do reflect what many small businesses are thinking. For those interested, only five (5) percent of those responding had over 1000 employees.

I know this column has a good deal of numbers in it and I apologize for that, but I think it is important to know what our employers are thinking and I hope you find the results interesting. If anyone would like a copy of the report highlights, just email me at vmatteo@williamsport.org and I will be happy to email you one.

Finally, tomorrow is election day and while there are no Presidential, Gubernatorial, U.S. Senate or Congressional seats up for grabs, these are important elections. Many communities are electing their local supervisors or councilmen and some are also electing school boards. There is a statewide referendum on the Homestead Exemption and in Williamsport there are two important ballot questions regarding changing the city’s form of government. I will not tell you how to vote, but I will tell you to vote – it is a privilege that you have a responsibility as a citizen to use. And finally, Happy Thanksgiving to you and your family! And that’s the Chamber View.



The Staff of the
Williamsport/Lycoming
Chamber of Commerce wish
you and your family a safe
and plentiful Thanksgiving!

Revolving Loan Fund

To assist businesses with their financial needs for construction, renovations, equipment purchases and working capital. Information and applications available online:
www.williamsport.org

PPL Electric Utilities helps with Hurricane Irma restoration efforts

When Hurricane Irma plowed through the southeastern part of the United States in September, knocking out power to nearly 8 million and causing widespread property damage, PPL Electric Utilities was there to help Florida utilities put the lights back on. PPL, which provides electric service in the Susquehanna Valley, sent a combined 450 employees and contractors, who helped the cause in Florida over a two-week period in stifling hot conditions. The contingent included management teams that helped oversee restoration work on behalf

of Florida Power & Light, as well as a number of employees from the Susquehanna Valley.

"When the call for assistance came, our workers were eager to help any way they could and found themselves in some very difficult conditions and rough terrain," said PPL Regional Affairs Director Tracie Witter. "We were happy to help many within Irma's path begin working toward normalcy."

PPL workers, who were among about 60,000 utility workers providing mutual assistance, worked 16-hour days in order to help restore

95 percent of affected customers within a week of the hurricane.

In addition to bringing bucket trucks and power restoration equipment down south, PPL also took drones to inspect storm damage and provided a customer service van that

was used by FPL to provide its customers with drinks and power to charge mobile devices.

They felt the gratitude of many who shared their appreciation on social media outlets. "You guys are the true heroes in our town," one person wrote on Facebook.

"...You guys are class acts and this will never be forgotten," wrote another.

While providing hurricane help, PPL retained hundreds of employees and contractor field workers on its system to respond to issues in Pennsylvania. None were reported.



Chamber Members...

Do you have a new business, location or special occasion for your company? Are you interested in a ribbon cutting or open house?

Contact Carroll Pawlikowski at the Chamber of Commerce for more information at 570-326-1971.

Save the Date! 10th Annual Denim & Diamonds

February 3, 2018
Holiday Inn Downtown
6:00 pm — 11:00 pm

Sponsorships Now Available!

Enjoy an evening with your Chamber friends, multiple food stations and a variety of awesome desserts to satisfy all dessert connoisseurs. Back again this year; Daddy-O and the Sax Maniax. Watch your mailing for more information.

Call the Chamber at 570-326-1971 for more information or visit www.williamsport.org to register online.

Williamsport/Lycoming Chamber of Commerce

Morning Member Connection

Thursday November 16, 2017—7:30AM - 9:00AM

Featured Speaker: Patrick McDonnell, DEP Secretary

Topic: Economic Development and the Environment

Williamsport Country Club—800 Country Club Drive, Williamsport



pennsylvania
DEPARTMENT OF ENVIRONMENTAL
PROTECTION

With 15 years of experience holding a number of positions at Pennsylvania Department of Environmental Protection (DEP), Patrick McDonnell brings a broad perspective to the agency's regulatory and policy development processes.

Prior to being named Secretary, McDonnell served as DEP's director of policy. In addition, he ran the State Energy Office, and was charged with coordination of renewable energy and energy efficiency issues. McDonnell also served several years as executive policy manager for former Commissioner Pamela A. Witmer of the Pennsylvania Public Utility Commission, focusing on electric, natural gas and water issues, as well as cybersecurity and the impact of environmental regulation on energy markets.

Secretary McDonnell began his career at DEP working in the State Energy Office on energy efficiency, renewable energy, and green building projects. Throughout his career, McDonnell has worked to achieve success in the nexus between energy and environmental issues.

A native of Philadelphia, Secretary McDonnell received his Master's degree in Political Science from Lehigh University and his Bachelor's degree in Politics from DeSales University.

Learn about his efforts in aligning DEP and economic development efforts to foster greater investment opportunities for Pennsylvania. Hear more on his focus on improving the efficiency of internal processes at DEP, such as permitting and document management. DEP has implemented e-permitting and e-inspection platforms allowing outside parties to submit electronically, reducing time and improving proficiency. The department also introduced a general permitting process for sites smaller than five acres. This means applicants will not have to go through the full permitting process, which also allows the DEP to focus more attention on sites with greater environmental impact and risk.



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Chamber Members, Join Us...

Robert M. Sides Family Music Centers PM Exchange

Thursday, November 9, 2017
5:00-7:00pm

201 Mulberry Street, Williamsport

Robert M. Sides Family Music Centers is turning 80! Come help us celebrate our birthday with an evening of good food, drinks, friends and of course, music. You can tour our facilities, see live demonstrations, check out our service shops and meet our staff. You will even get the chance to play a variety of instruments and make your own music!



Pajama Factory PM Exchange

Tuesday, November 14, 2017
5:00-7:00pm

1307 Park Avenue, Williamsport

Join us in the beautiful Clearstory event venue for food and drinks. Tour the newest non-profit on property, the Williamsport Community Kitchen. Members who would like a tour of the Pajama Factory will be guided through the building showcasing studio and loft spaces, then returning to Clearstory.



L3 Electron Devices PM Exchange

Thursday, November 30, 2017
5:00-7:00pm

1035 Westminster Drive, Williamsport

L3 Technologies, Inc., a leading worldwide supplier of high power vacuum tubes and related products, invites you to join us for refreshments and a tour of our manufacturing facility. We will highlight the broad range of markets that we serve including industrial heating, TV broadcast, weather radar, shipboard radar, medical lasers, scientific accelerators and medical accelerators. **PLEASE NOTE: You must be a US Citizen and have your Photo ID with you for admittance to the PM Exchange.**



Williamsport/Lycoming Chamber of Commerce PM Exchange

Thursday, December 14, 2017
5:00-7:00pm

102 West Fourth Street, Williamsport

Come celebrate the holidays with the Chamber of Commerce and its Lycoming County Visitors Bureau. You might even see Santa!

Call the Chamber of Commerce today at (570) 326-1971 or
visit www.williamsport.org to make your reservations.



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(570) 326-1971 - www.williamsport.org

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

October PM Exchanges

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Williamsport Sun-Gazette, November 2017



AristaCare of Loyalsock Hosts PM Exchange

AristaCare of Loyalsock hosted a PM Exchange to showcase the newly constructed, state-of-the-art, rehabilitation gym and the new equipment used to assist their residents. Attendees were also given tours of AristaCare. Presenting a Certificate of Appreciation is Barb Wascher, Membership Development & Retention Committee to Michele Brague and (front row): Catherine Saunders, Jill Frankel, Kelly Ritter, and Rosemary Wiegand, MD; (back row); Philip Waltz, Donna Harrison, and Bobbi Jo Thompson. Thank you for hosting a wonderful PM Exchange!



Community Theatre League Hosts PM Exchange

Thank you to the Community Theatre League for hosting a PM Exchange recently. Chamber members had the honor of visiting areas of the Theatre that they would not normally have the chance to see; CAST, the green room, the props and costume room and all the behind the scenes areas. Presenting the Certificate of Appreciation is Debra Rozyckie, Membership Development & Retention Committee, to (l to r); Jessica Williamson, Seth Sponhouse, Andrée Phillips, and Philip Vonada. Thank you for a great evening.

Eastern Lycoming YMCA Hosts PM Exchange

Thank you to the Eastern Lycoming YMCA for hosting a PM Exchange. Attendees were given the opportunity to tour the YMCA and visit stations to get more information on all the programs they offer. Presenting a Certificate of Appreciation is Michele Lawson, Membership Development and Retention Committee, to Chad Eberhart, CEO of the River Valley Regional YMCA, Heather Graham, Jessica Prost and Elisa Allen, Eastern Lycoming YMCA. Thank you for a very informative evening!



Montoursville schools offer opportunities

By CARA MORNINGSTAR
cmorningstar@sungazette.com

The Montoursville Area School District offers students the opportunity to be creative, inquisitive and in charge of their learning.

In one of the many examples the district offers, kindergarten students recently got a chance to do a hands on experiment themed for a great interactive autumn activity: pumpkin volcanoes.

“Teachers Jennifer Rearick and Margaret Welsh gathered all the students from their class to create ‘erupting’ pumpkins,” said superintendent Christina Bason, superintendent. “In this STEM activity, students learned about basics, acids and what reaction is created.”

Basin said that inquiry based lessons teach students “how.” Students need to be an active participant in each lesson, she said.

In the activity, the teachers used vinegar, baking soda and dish soap inside of carved pumpkins to create a fun, messy soap volcano for students to enjoy.

The students got to guess what combining the ingredients would do while also discussing what volcanoes actually did, and they got to experiment and try it themselves as they watched each ingredient come into the mix for reactions.

For elementary art projects, lessons include culture, history and societal relationships.

Nicole Hoinowski, middle school art teacher, started a project that allows middle school students to paint individual rocks in the theme of something they are personally passionate about.

“Each student is provided a rock. The student determines what it is that they would like to convey about themselves in a painting on the rock,” Basin said. “As students determine what their subject material should be, they write a short paragraph about their art, what it means to them and what they hope it will show others about themselves.”

This creative learning continues on throughout the district.

“At the high school, students are studying Asian art practices from their teacher that recently went to



CARA MORNINGSTAR/Sun-Gazette
Margaret Welch, left, and Jennifer Rearick, right, Montoursville Area School District kindergarten teachers, explain a science experiment to kindergarten students recently at Loyalsock Valley Elementary School.

South Korea to hone her skill. The district has many choirs and bands, beginning in the fifth grade,” Basin said. “Students can be involved in dramatic plays and musicals that consistently win ‘Ray of Light Award,’ presented by the Community Theatre League of Williamsport. The service organizations of the district as well as those involved in the arts and athletic programs offer their time at community events, help the elderly and support other non-profits throughout the region.”

Basin said that Montoursville students are community minded.

“It’s an asset to our community,” she said. “The students raise money for breast cancer, they continue to do community service. Such as, our cheerleaders go out and help with different social groups. Our kids go out and do projects on a basis of their own. They will come help for our senior citizen Thanksgiving dinner our district does to say thank you.”

She said the students put on the entertainment, builds the centerpieces, seat people and help clean up

the Thanksgiving dinner event.

“They’re amazing,” she said. “The level of community and what it means to be a part of the community, they give a lot of their time. I’m so proud of the time they give to the community.”

The district gives personalized academic processes to student needs.

“As you reach the upper grades in the middle school, students have opportunities to begin taking high school level classes for high school credit. Allowing students to have such opportunity means that they can get to the highest levels of math, English and science by the time they are seniors,” Basin said. “The district offers 14 advanced placement courses, Penn College (Pennsylvania College of Technology) courses embedded in the high school curriculum and is working on a partnership with a local university to allow students to take college credits on the campus in order to develop awareness of the rigor and scope required of high level college work while still having the support of one’s family at home.”

She said the district wants to be able to offer as much opportunity to its students as it can.

“That dual enrollment component gives every student, regardless of their thought process of whether or not they want to go to college, we want it to be available to them,” she said.

Taking some of the courses can help students decide if they want to go on to higher education, she said. It’s an important opportunity for students to get before they’re even out of high school.

“We work as a team to continue developing our curriculum,” Bason said. “We include input from industries in order to create opportunities to develop internships and jobs for our students.”

Basin said a new course in the high School allows students to be the creators of their own STEM class.

“Students drive the curriculum, the lab studies and the assessment,” she said. “Creating a generation of critical, creative thinkers is necessary in a world where the sciences are becoming the next big job market.”

Visit www.montoursville.k12.pa.us for more information about the district.

Ribbon Cuttings/Open Houses

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Williamsport Sun-Gazette, November 2017



IPT135, LLC Ribbon Cutting

Congratulations to IPT135, LLC for cutting the ribbon on their private charter business which offers charters to over 5,000 destinations in the US and Canada. IPT135 is located at the Williamsport Regional Airport. Cutting the ribbon is (l to r); Vince Matteo, President/CEO, Williamsport/Lycoming Chamber of Commerce; Dave Frey, Director of Marketing for the Williamsport Regional Airport; Hiram Burr, Chief Pilot and Director of Operations; Jim Taylor, General Manager; and Brandon Price, First Officer.

Financial 1st Federal Credit Union Grand Opening

Congratulations to Financial 1st Federal Credit Union for the grand opening of their new student branch, Williamsport Millionaire FCU, at the Williamsport Area High School. Cutting the ribbon is (L to R), Dr. Susan Bigger, WAHS; Justin Ross, Principal WAHS; Rebecca Cortright, CEO, Financial 1st; Sawyer Scott, Student Intern; Tina Cupp, Assistant Manager, Financial 1st; Brandon Pardoe, WAHS Principal; and Vince Matteo, President/CEO Williamsport/Lycoming Chamber of Commerce.



STEP, Inc. holds Open House and Ribbon Cutting

Congratulations to STEP, Inc. on their new location for Head Start at 136 Grimesville Road in Old Lycoming Township. Helping to cut the ribbon in the front row are students and children, and back row, left to right: Jack McKernan, STEP Board of Directors; Amanda Weaver, STEP Head Start teacher; Laurel Cowher, STEP Head Start Center-Based Manager; David Spring, STEP Head Start Director; Maleena Dunn, STEP Head Start Policy Council member & Head Start parent; Vince Matteo, Williamsport/Lycoming Chamber of Commerce; Jim Plankenhorn, STEP President & CEO; Aron Carter, STEP Board of Directors & STEP Head Start Policy Council member; Linda Mazzullo, Old Lycoming Township Supervisor; Robbie Cross, STEP Board of Directors; and Carolyn Hawk, STEP Board of Directors.

CHAMBER connection

FEATURE MEMBER

Backyard Broadcasting pulls in listeners

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

Backyard Broadcasting is like a high-powered megaphone blasting its radio signals from its half-dozen or so radio stations all over central Pennsylvania. The small cluster of stations comprising Backyard bring country-western, rock 'n roll and oldies music, as well as talk radio and ESPN sports programming.

"We got the gamut," Backyard co-owner Dan Farr said.

Farr said Williamsport, where Backyard is headquartered, is simply a great radio market. He should know. He's been working in radio since 1982 in markets around the U.S.

"It's fun," he said of his long career in radio. "I can't think of anything else I'd rather do."

Meeting people, working with talented people and serving the community are what radio is all about, according to Farr.

Backyard Broadcasting's stations include WZXR FM, WCXR FM, WBZD FM, WLYM FM, WHPA AM, and the flagship station, WILQ, with its country-western music format.

Farr said it's not unusual for a single company to own and operate several stations out of one site.

"It's more or less the way of radio anymore," he said. "In any market this size, you will see a cluster of stations in one place," he said.

Thirty-six people are employed by the company, including 12 part-timers. They include sales and office staff and the on-air talent.

"We are lucky to have very little turnover," Farr said.

The sales staff of about 10 has remained fairly stable through the years.



MIKE REUTHER/Sun-Gazette

WILQ broadcaster Ted Minier is the radio station's popular morning on-air broadcaster bringing country western music to listeners. The FM station can be found at 105.1 on the radio dial.

Farr said what's great about radio is touching so many lives. Over the years, the Internet, expanded television programming and other mass communication have grabbed the attention of people, but radio continues to remain more than viable.

"Radio is still the number one local medium," Farr said. "Radio still grabs 93 percent of the population."

He said it's a medium that is popular, even with
(See BACKYARD, Page 9),

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FEATURE MEMBER

Backyard Broadcasting pulls in listeners

(From Page 8)
millennials who've grown up with the Internet.

Farr came to Williamsport in the mid-90s after working for more than a decade at stations in sales or as a general manager in such markets as Utica, N.Y., Atlantic City, N.J. and Mobile, Ala.

He helped start a cluster of stations under Sabre Communications, later bought out by Backyard, which in ensuing years began divesting many of its properties.

In 2014, Farr and local investors purchased what are now the local stations.

Each of them has its own format, allowing Backyard to capture a big and diverse overall audience.

"The majority of our revenue comes from Lycoming County," Farr said.

Community events are a big part of Backyard Broadcasting's programming.

"It's great helping people," he said. "We don't do it because we have to. We do it because we want to."

Local organizations such as Hope Enterprise and the United Way have worked with Backyard to publicize and promote events. Farr noted that the annual Fourth of July Fireworks in Williamsport is one of the more bigger activities of which it has been involved.



MIKE REUTHER/Sun-Gazette

Dan Farr, pictured at right, the co-owner of multi-station Backyard Broadcasting, has collected a number of radio momentoes over the years, including a vintage radio and a microphone (above) from another era that are displayed in his office. Backyard Broadcasting operates several stations out of its Williamsport headquarters.




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We invite our customers, friends, neighbors and business partners to an evening of live music and celebration as we say "thank you" for 80 great years in Williamsport!

WLCC PM Exchange at Robert M. Sides
Thur., Nov. 9th • 5pm - 7pm





Family Music Centers

570-326-2094

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Williamsport, PA



Leadership Lycoming learns about Leadership & Community Service

The Leadership Lycoming Class of 2018 began their program days with Leadership & Community Service at the Resource Center at Steinbacher, Goodall & Yurchak, who also was a sponsor for the day. Julie Steinbacher welcomed the class and talked to them about how to better chunk their time, energy and presence in their job and everyday life. Ron Frick, Lycoming County United Way, spoke with the class about how to be a part of a board. Keith Kuzio, Larson Design Group, gave the class some company and personal leadership experiences.

For lunch, the class was invited to join the Kiwanis Club for lunch. After lunch, the class traveled to the Central PA Food Bank where Tracie Witter, PPL, gave some great communication skills. They toured the Food Bank and finally did some volunteer service by separating all the donated food boxes. The class was assigned their community projects and were on their way.

Thank you to Steinbacher, Goodall & Yurchak, Lycoming County United Way and Woodlands Bank for sponsoring this day!

Thank you to Ivy Eldred, Community Services Group and Matt Beatty, Hope Enterprises for being class reporters.

Thank you to our sponsors:



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www.leadershiplycoming.org

Above, the Class of 2018 takes a tour of the Central PA Food Bank with tour guide Cydne Shull. Below, the class does some volunteer service work to round out the day. Way to go class!



Jack Schrader from the Kiwanis Club, holds the name of a class member who will join him for lunch and have a discussion on what the Kiwanis Club is all about.



Thank you to Steinbacher, Goodall & Yurchak for hosting the class and sponsoring our program day. Laurie George and Julie Steinbacher watch as the class goes through an exercise.

Follow Leadership Lycoming on Facebook!



THIS HOLIDAY SEASON



WIN BIG

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TICKETS ARE AVAILABLE NOW!

For \$5.00 you can have a chance to win every day in January.

Leadership Lycoming is selling raffle tickets for the month of January.

Each numbered raffle ticket will give you 31 chances to win. When the PA Lottery Pick 3 evening number is drawn and it matches your number, then you win that day's prize. Prizes range from \$25 to \$250.

(Winners are paid two weeks following the drawing)

Leadership Lycoming
Rules: All numbers played straight. Winning number based on the PA Lottery Pick 3 Evening Number only. Winners paid within two weeks following the drawing. EACH TICKET COST \$5.00 - ONLY 1000 TICKETS SOLD. Leadership Lycoming is a program of the Williamsport/Lycoming Chamber of Commerce. Proceeds support the Leadership Lycoming Program. L.L. No. 355

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**Contact Leadership Lycoming to purchase your tickets:
 570-326-1971**



Leadership Lycoming is a program of the Williamsport/Lycoming Chamber of Commerce

Leadership Lycoming would like to thank the following for their support of our Leadership Lycoming program days:

Opening Retreat

Opening Retreat Sponsors - Northwest Savings Bank; LL Class of 2015; the Bastian Tire Family

Presenters - Dr. John Piper; Bill Carlucci, Esq., Carolyn Hawk, Lycoming County United Way; Matt Baranoski, UPMC Susquehanna; and Kate Sholonski, Triumph Leadership Group

Location Host - Gray's Run Hunting Club

Program Day Hosts - Donna Bastian and Mike Pontious, USI Insurance Services

Leadership & Community Service

Program Day Sponsors - Steinbacher, Goodall & Yurchak; Woodlands Bank; Lycoming County United Way

Location Host - Steinbacher, Goodall & Yurchak; Central PA Food Bank

Lunch Sponsor - Kiwanis Club

Presenters - Julie Steinbacher, Lauri George, Steinbacher, Goodall & Yurchak; Ron Frick, Lycoming County United Way; Keith Kuzio, Larson Design Group; Tracie Witter, PPL Electric Utilities

Program Day Hosts - Trey Phillips, Phillips Office Solutions and Jamie Caputo, Evangelical Community Hospital

Thank you to all who were involved with our program days!

Leadership Lycoming Doing Good Work in our Community

As part of their program year, the Leadership Lycoming Class of 2018 is taking on several important community projects intended to aid area nonprofit organizations in meeting their humanitarian goals. The following information is a snapshot of the projects and what support is needed to complete their important initiatives. Watch for more information as the class begins working on their projects.

Camp Susque - Develop, plan and determine the feasibility of a Christmas Tree festival to be held winter of 2018.

Central Pennsylvania Food Bank - Create, plan and implement a Restaurant Week that would benefit the Food Bank.

Diakon Family Life Services - Assist fundraising board to coordinate, plan and execute the annual Spring Fling which subsidizes the sliding fee for services for clients in need.

YMCA/LiveStrong Program - Serve as advocates to secure funding and raise awareness about the LIVESTRONG program.

Heart of Williamsport - Assist with planning and implementing 2 events that are being scheduled to showcase new action plans for the program. Will need assistance with organizing, finding sponsors, set-up, breakdown, ushers, etc.

A Fun Halloween Harvest Jamboree

Despite a rain-filled Sunday afternoon, families and their kids came out to Herman & Luthers Barn for a fun-filled Harvest Jamboree. After a delicious harvest buffet, costume clad kids had fun decorating a cookie and painted monster rocks, playing games like punch-a-pumpkin for a prize, Witch Hat ring toss, pumpkin pong and getting their photos taken in a photo booth provided by Vannucci Foto & Video.

After many swings to the Halloween pinata and the candy finally exploding onto the floor, the kids lined up for a costume parade and received a bag of candy.

Thank you to our sponsors for helping to offer a great time for

families and their kids on a rainy Sunday afternoon: Event Sponsors- The Hartman Group, USI Insurance Services & M&T Bank; Kids Corner Sponsors-Logue Family, Riley, Christopher & Gabriella Ter-rano, Berkshire Hathaway Home Services Hodrick Realty, Adelphoi; Hayride Sponsor-Community Services Group; Photography Sponsor-Vannucci Foto & Video; and Party Supply Sponsor-It's My Party Store.

Thank you to Community Services Group for donating the cookies and icing, all the families for coming out on a rainy day and Herman & Luthers for their hospitality.



Writers Qi breathes new life into marketing

By CARA MORNINGSTAR
cmorningstar@sungazette.com

Breathing new life into marketing, Writers Qi offers businesses the chance to hire a freelance writer to write up their information in a professional, creative manner.

Writers Qi, based out of an office in the Pajama Factory at 1307 Park Ave., can give businesses web content, articles and customer narratives for websites, brochures or print for trade shows.

It can even explain products or services in an easy to read format for customers.

"It's a freelance writing business," said Chris Hayward, owner of Writers Qi. "We specialize in customer case studies, magazine articles, web content."

The business has been established for a year, and Qi is pronounced like the word key.

"Most people don't know how to pronounce that," Hayward said. "Qi really sums up the philosophy of my business. It means life force energy ... and that's what I bring to my work. I bring my life force energy to the written pieces that my clients need."

She said she also has written a play that was produced over the summer, and she has also been working with local authors to create submission packets to publishers as well as edit their manuscripts.

"My skill is basically being able to take facts and figures and then weave them into a narrative that's interesting to read," she said. "Basically, customer case studies... I take all the jargon, facts, figures and statistics and create a document that's one or two pages to be used for a brochure or right on the website."

She said it creates a story for customers.

"Then other people can relate to it, they resonate with it and see them-



CARA MORNINGSTAR/Sun-Gazette

Chris Hayward, owner of Writers Qi, works on some writing inside Studio 46 at the Pajama Factory, 1307 Park Ave. Writers Qi can be contacted at 570-258-5455.

selves in it. Then, they're more interested in your product," she said. "I'm really someone who can help you with your products and your services."

It's like a snapshot for the business.

"They work for any business that has a product or service that they want to focus on," she said. "It's kind of like a testimonial, but it's a little bit longer ... It shows who your customer is, what they tried before they found you, why your product or service was the one they chose and what the end result was after they implemented your product or service."

She said it's a great tool for businesses to explain what they offer in a way that's easy for customers to understand.

For local authors, she offers a multi-step process to help their individual needs.

"Often, they need editing done on manuscripts to polish it up and make it submission ready. The next step is to create the package that different publishers want," she said.

Publishers require different things depending on where she submits the package.

"Most of them are electronic these days," she said. "I've come across a few publishers that still like it via regular mail. But, they want a certain font, certain spacing and a query letter with a synopsis to go with it."

She said she has over 30 percent response rate from the publishers she

submits to for the authors she works with.

"It's not self publishing," she said. "What I've been doing for these is submitting with traditional publishers ... They're actual print publishers that have been around for years that I've been working with."

Working with local authors

"One of the keys when I'm working with authors and reaching out to publishers is that personal touch," she said. "I get to understand the author, their point of view and their voice. I research and select specific publishers to target. I compose the submission package for that specific publisher so that often it will be read, draw their interest... It helps my clients who are local authors."

Hayward, who has a degree in physics from Lycoming College, worked as an engineer for over 30 years.

"When I got tired of working with the intense technology and security and hackers ... I was looking for a creative outlet," she said. "It works in my favor because I can go into an organization, if it's a technical business, I have an understanding for the jargon ... I can create a piece that isn't just the jargon and give more information to the human side of it."

She said her background gives her a special ability to work with businesses in helping them explain difficult concepts or services to everyday customers who might not understand complicated technical terms.

As far as the change in her specialties, she said she loves getting to have a creative outlet.

"I love it. Everything about it is great," she said. "It's meeting the people, it's hearing the stories, it's being creative ... Working out of the Pajama Factory has been awesome. The creativity in this place is wonderful."

For more information, visit www.writersqi.net or call 570-258-5455.

NEW MEMBER

Trinity Farm: A place for dogs to stay

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

Visitors taking the winding road up to the farm atop a hill affording a sweeping view of rolling forested land are likely to catch the sounds of barking.

It's here just outside Pennsdale where Sam and Anne Shea operate Trinity Farm Dog Boarding.

"We have a lot of different breeds of dogs," Anne said.

The two have a love of not only dogs, but all animals.

The working farm serves as dog kennels, but is the home also to several horses, two goats, even a donkey. There are also the couple's pet dog and cats roaming about the property.

"I grew up on a farm," Sam said. "For us, it just seems part of farm life."

Anne said Trinity Farm also boards horses, and has an indoor arena in a barn for riding.

"I always rode horses," Anne said.

But the bread and butter of the business remain



MIKE REUTHER/Sun-Gazette

Sam and Anne Shea are the owners of Trinity Farm Dog Boarding. The business, located on 24 acres of farmland near Pennsdale, includes grooming services and boarding for horses.

the kennels.

Anne said she finds the work enjoyable.

She and her husband are up to the challenge of taking care of dogs brought to them by pet owners who need temporary quarters for them.

The 24-acres of farmland provide dogs with plenty of space to be walked and to take in the outdoors.

"We bring dogs up here," Sam said as he stood with Anne on a slope of land behind the kennels. "It's always nice for them to get out. They get a nice country country walk. We offer that as a service."

Future plans include putting in a fenced-in play area for the dogs.

"People want a place where their dogs can play with other dogs," Anne said.

Trinity Farm also has a certified groomer for the canines. As a special service, dogs can be given a Welcome Home Bath before they are returned to their owners.

The couple take the business of caring for other people's dog quite seriously, and they see a lot of repeat customers.

"We like to give our customers flexibility when they can pick up dogs," Sam said. "We live here and that makes it easier."

Summers and weekends are usually the busiest times for the business.

"We just really enjoy doing it," Sam said.

At one point, he paused to look at the surrounding countryside. "The nice thing about this property is you get a whole view of the valley."

Trinity Farm can board up to 20 dogs.

Each kennel space allows a dog to roam freely from inside and outside the connecting building.

"They get morning sun and afternoon shade," Sam said. "And they are away from the highway."



Member Renewals

Received between September 25th and
October 27th

Thank you to our renewing members. We do appreciate your membership and involvement in the Chamber!

Members 1-8 Years

Alta Resources, LLC
AristaCare at Loyalsock
Christian Light Books & Gifts
Colburn Industrial Supply
Evergreen Wealth Solutions
Flemington First Church of Christ
Friedman Electric
Gateway Cafe
General John Burrows Historical Society of Montoursville
Goodwill Industries of North Central PA
Halliburton
Hampton Inn & Suites Williamsport-Faxon Exit
Joe's Pizza West End
JumpWireless.org
Le Chocolat
Mid-Penn Engineering Corporation
Montgomery Area School District
North Central Services, Inc.
Papa John's Pizza
Penn Group Insurance Services
RE/MAX EDGE
River Valley Financial Advisors, Inc.
Road Radio USA, Inc.
Select Motors
Simply Savor Cafe
Sooner Pipe, LLC
Special Occasion Florals
Sprinkled Sweet Bakery and Artisan Creamery
Steve Shannon Tire and Auto Centers, Inc.
Susquehanna Gallery & Frame Shoppe
The Bicycle Center
The Carwash at Faxon
The Lycoming Foundation
Watsonstown Comprehensive Treatment Center
Williams Transcontinental Gas Pipe Line Company
Williamsport Honda
YorkHoist, Inc.
Zeigler Law Firm, LLC

Interested in joining the Chamber?
For more information, call the office at
(570) 326-1971 or apply online at:
www.williamsport.org

**Call for
exhibitors!**



EVENT COORDINATED BY

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**LYCOMING
COLLEGE**

Science Festival

Thursday, February 15, 2018

SNOW DATE: FEBRUARY 22

Pennsylvania College of Technology

FIELD HOUSE

9 a.m.-2 p.m.

Sneak peek for 5th grade classes (up to 1,500 students expected)

5-8 p.m.

Open to the public

The festival is geared toward elementary and middle school students and their families. Hands-on activities and demonstrations are best suited for the event.

Don't miss out on this great opportunity to spark excitement about science, math, engineering, and technology in our youth!

Reserve your FREE booth today.

Booths are limited and available first come, first served.

☐ **Yes, we would like to exhibit.**

Company _____

Address _____

Contact name _____

Phone _____

Email _____

How many tables (6' x 30") will you need? _____

How many chairs will you need? _____

How many electrical outlets will you need? _____

Additional set up requirements _____

Return completed form to

- College Transitions, DIF 129
- Pennsylvania College of Technology
- One College Avenue
- Williamsport, PA 17701
- 570.327.4527 (fax)
- collegetransitions@pct.edu
- Or sign up online at k12.pct.edu

Revolving Loan Fund

To assist businesses with their financial needs for construction, renovations, equipment purchases and working capital.
For more information or application, contact Nancy Eischeid at the Williamsport/Lycoming Chamber of Commerce at 570-326-1971.

Chiropractic Care

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

Spinal Nerve Survey - C3

The 3rd cervical nerves communicate with the face, outer ear, teeth, the facial nerve from the brainstem, and the diaphragm, which is the muscle for breathing. Misalignment and loss of motion with C-3 vertebra can cause problems in any of these areas.

Fred Barge, D.C. a noted chiropractor states "There is but one cause in disease, the body's inability to comprehend itself and/or its environment. There is but one cure in disease, the body's

ability to heal itself. And there is only one thing any doctor can do for a patient. And that is to remove an obstruction to healing, thus facilitating it."

Make an appointment with your chiropractor to remove any obstructions that are making you sick. Always remember good health is the best kind of health insurance.

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

November Chamber Business Spotlight



There are over 900 member businesses in the Williamsport/Lycoming Chamber of Commerce. In October and November we are featuring our member Restaurants. We encourage you to choose these Chamber members in our community when you dine out.

Look for Members in Retail Shopping in December

Restaurants (M-Z)

Martins Pantry **
(570) 324-2774
www.martinspantry.com

McDonald's Restaurants **
East Third Street—(570) 323-4880
Lycoming Creek Road—(570) 326-5006
www.mcdonalds.com

Mel's Deli & Café **
(570) 666-3780

Moe's Southwest Grill **
(570) 216-8346
www.moes.com

Moon & Raven Public House **
(570) 651-9441
www.moonandravenpub.com

Morrone's Cafe, Lounge & Banquet Room **
(570) 323-3030

Mountaineer Lounge **
(570) 326-2537

Old Corner Hotel **
(570) 326-4286
www.oldcornerhotel.com

Orlando's Restaurant **
(570) 546-8844
www.orlandosonline.com

Ozzie & Mae's Hacienda **
(570) 322-8141
www.ozzieandmaes.com

Papa John's Pizza **
(570) 321-1234
www.papajohns.com

Perkins Family Restaurant & Bakery, Inc. **
(570) 323-4114
www.perkinsrestaurants.com

Pier 87 Bar & Grill **
(570) 435-0290
www.thepier87.com

Pudgie's Pizza **
(570) 322-0300

Red Lobster **
(570) 323-0423
www.redlobster.com

Santino's Italian Cuisine **
(570) 398-4484
www.santinosjerseyshore.com

Simply Savor Café **
(570) 326-3499

Sunshine 6-Packs & Subs **
(570) 368-1258

TGI Fridays **
(570) 320-8443
www.tgifridays.com

The Brickyard Restaurant & Ale House **
(570) 322-3339
www.thebrickyard.net

The Crazy Tomato **
(570) 567-7528
www.thecrazytomato.com

The South Side Restaurant & Pizzeria **
(570) 323-4045
www.thesouthsideitalian.com

The Sticky Elbow **
(570) 323-8888
www.thestickyelbow.com

The Stonehouse Wood Fired Pizza & Pasteria **
(570) 322-3344
<https://thestonehousepizza.com>

Tiadaghton Inn **
(570) 398-7474
www.tiadaghtoninn.com

Vinnie's Italian Eatery **
(570) 326-1998
www.govinniesitalian.com

Waterville Tavern **
(570) 753-5970
www.watervilletavern.com



Shopping local isn't just about convenience. Much of the money you spend at a local business will remain in the community, ensuring the vibrancy and sustainability of our quality of life.

Break the Connection.



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Missed a Chamber Connection newsletter in 2017?
You can find past issues on our website at www.williamsport.org or search for the Williamsport/Lycoming Chamber of Commerce on Facebook and look in our albums. There you will find all 2016 and previous Chamber Connections. Oh, and don't forget to like us!



THE SANTA EXPRESS

on the Lycoming Valley Railroad

FRIDAY, DECEMBER 8TH • SATURDAY, DECEMBER 9TH • SUNDAY, DECEMBER 10TH

TICKETS ARE ON SALE NOW AND CAN BE PURCHASED AT:

102 WEST FOURTH STREET • WILLIAMSPORT, PA 17701 • P: 570-327-7700 • 800-358-9900

MON.-FRI.: 8:30AM - 6:00PM • SAT.: 8:00AM - 3:00PM • SUN.: 11:00AM - 3:00PM

The entire family will enjoy meeting Santa and his friends aboard each trip. Listen to the wonderful Christmas story along with holiday music! Children ages 2-10 will receive complimentary goodie bags!



Search for:

Lycoming County
Visitors Bureau

TRAIN SCHEDULE:

Friday, December 8th • ~~6PM~~ & ~~8PM~~ ^{SOLD OUT!} ^{SOLD OUT!}

Saturday, December 9th
10AM, 12PM, 2PM, ~~4PM~~ & ~~6PM~~ ^{SOLD OUT!} ^{SOLD OUT!}

Sunday, December 10th
12PM, 2PM, 4PM & ~~6PM~~ ^{SOLD OUT!}

FREE PARKING:

Parking is available at Burger King free of charge.

DEPARTURE:

Maynard Street Burger King (Exit 28 on I-180)
Please plan on arriving approximately 15-20 minutes prior to your excursion departure.

COST:

\$10 per person (Children 2 and under are FREE as a lap child)



For more information and directions: VISITORINFO@WILLIAMSPORT.ORG • WWW.VACATIONPA.COM

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OUR SPONSORS:



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The Williamsport/Lycoming Chamber of Commerce in partnership with SEDA-COG Joint Rail Authority, Lycoming Valley Railroad and Penn Valley Railroad and through the support of the above businesses.

Goodie bags are for children ages 2-10 years old only. 2017 Impact Advertising • 17LCVB-SantaExpress-ChamberConnectionInsert-10x10

