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**New Chamber Members!**

**Upcoming Ribbon  
Cuttings**

**Member Renewals**



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From Jason Fink's Desk - President/CEO of the Chamber

While the calendar says it's the beginning of October, it feels more like early June. This last burst of warm weather appears to be driving people outside for one last shot of enjoying their favorite outdoor recreation activities. The parks and trails appear to be getting crowded. Now, this warm weather isn't great for all, as I know several hunters that would like to see the cooler weather for archery season.

For those that regularly listen to WILQ in the morning, you know that the Chamber has for many years joined Ted Minier on the last Thursday of the month to talk about business and community activities here in the county. I've been fortunate over the last almost 5 years to have the opportunity to join Ted and talk with him about what we have going on here at the Chamber as well as those items that involve the business community. You were probably as surprised as I was the other week when Ted told his listeners that he was going to be retiring this Friday, October 6. He's been in radio for 43 years and at Backyard Broadcasting for 32 years. Ted's been doing the Q's morning show since September of 2001.

If you've seen him at a live remote or caught him doing one of our Grand Slam Parade broadcasts, you never would have guessed he was 64 years old. However, as he told me when we were talking prior to our last program in September, he said "Getting up at 4am for 29 of the last 32 years has finally caught up with me. I still feel like I am 40 years old, and I want to carry that feeling into my retirement years."

Ted has been a great supporter of the Chamber and many other organizations in the community. He's helped us for many years in serving on the broadcast team for the Grand Slam Parade and has also done the voice work for our annual meeting video. While I'll miss seeing him at least monthly, I know he's not going far and will look forward to hearing from him about how much he's enjoying his retirement. He'll also still probably give me some grief as well about not being able to fly out of our local airport. I want to wish Ted a long and enjoyable retirement and thank him for all he's done for us and so many others here in the community.

Speaking of the airport, you may have caught that the commissioners were speaking at a recent meeting about some of the impacts that could affect our county should the government shutdown occur. It was rather discerning to hear that among the various items mentioned, that the airport was included as potentially being affected. Fortunately, there's been a 45 day extension of the budget to allow for all parties to come to some resolution. The maddening aspect to it is seeing that this may occur again if they don't and knowing that this could further add to the challenges we're seeing in getting air service returned to Williamsport. I know that the director of the airport has been in discussions with various airlines trying to get service back to Williamsport. Hopefully, we'll see something in 2024 on that front.

Another item that I wanted to note was the recent announcement that the United Automobile, Aerospace and Agricultural Implement Workers of America (UAW) Local 787 accepted Lycoming Engines' new five-year contract. Members of the UAW 787 union voted and approved the agreement on this past Thursday, which covers over 365 employees working at the local Williamsport plant. The contract expired back in July and the union had been working without a contract from that point to last week when the new one was ratified. It was great to see that Lycoming Engines has a strong partnership with its union and their membership. I'm glad to see that they have a good working relationship in comparison to what we're seeing with the automotive industry.

Before wrapping up, I'd be remiss to not remind you to catch the information we have about some of our upcoming community events in November and December. Our annual Pie Day 5k on Thanksgiving morning had over 560 participants last year. If you're looking for a way to justify eating that extra piece of pumpkin pie, this event should do the trick for you. We also have details about the annual Trolley Tour of Lights and Santa Express. These events will sell out, so if you missed out last year and said you were going to do it this year, now's the time to act. This time next month we'll almost certainly be sold out for both of these events. That's all the talk I'm going to do about November and December. I'm going to focus now on the next couple of days and try to enjoy this last taste of warm weather before fall really hits us.

Williamsport/Lycoming Chamber of Commerce Staff  
Main Office - 570-326-1971

President/CEO.....Jason Fink  
570-320-4213 - jfink@williamsport.org

Vice President & Chief Financial Officer.....Bo Hornberger  
570-320-4206 - bhornberger@williamsport.org

VP of Operations, Marketing, Communications.....Mark Stankiewicz  
570-320-4202 - mstankiewicz@williamsport.org

Tourism & Group Tour Director.....Gina Edwards  
570-320-4208 - gedwards@williamsport.org

Accounting Clerk/Executive Assistant.....Cindy Robbins  
570-320-4201 - crobbs@williamsport.org

Membership Director.....Taryn Hartle  
570-320-4209 - thartle@williamsport.org

Leadership Lycoming/Special Events.....Meghan Quinn  
570-320-4216 - mquinn@williamsport.org

Front Desk Receptionist.....Becky Steppe  
570-326-1971 - chamber@williamsport.org

## Welcome New Chamber Members!

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Montoursville, PA 17754  
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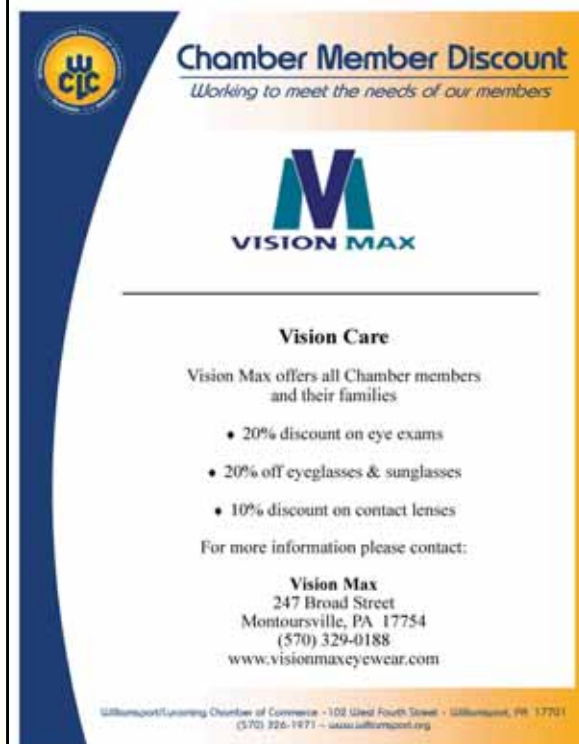
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[www.visionmaxeyewear.com](http://www.visionmaxeyewear.com)

Williamsport/Lycoming Chamber of Commerce - 102 West Fourth Street - Williamsport, PA 17701  
(570) 326-1471 - [www.williamsport.org](http://www.williamsport.org)

## ***Upcoming PM Exchanges***

### **Williamsport Sun-Gazette**

Thursday, October 12, 2023

5:00-7:00pm

252 West Fourth Street, Williamsport

There will be a wide variety of hors d'oeuvres and beverages for guests. There will also be gifts for all attendees and several door prizes, including a 3-day 2-night trip voucher. Staff will be available to talk about all of their new products and services.

### **WILLIAMSPORT SUN-GAZETTE**

### **Greater Lycoming Habitat for Humanity**

Thursday, October 26, 2023

5:00-7:00pm

335 Rose Street, Williamsport

Check out the ReStore for exciting home improvement items. Finger foods and beverages will be provided.





# September PM Exchanges/Ribbon Cuttings



Congratulations to Don Marcolo for their Grand Opening and Ribbon Cutting. They are committed to providing fashionable and functional styles that will keep up with you while you go about your day.



On September 21, the group from Grampian Hills Apartments hosted a PM Exchange on their gorgeous property. Chamber and community members alike came together for networking, food, drink and music.



Bella Glow Med Spa showcased what they had to offer at their Ribbon Cutting and Open House. They take pride in their natural approach to medical aesthetics. Their goal is to enhance and preserve the beauty that is already there.



Congratulations on your opening and welcome to the Chamber to Shali Rose Co. Boutique. This great location is a clothing boutique that specializes in unique, trendy & cozy clothing!



# Jersey Shore Chamber End of Summer Picnic

The Jersey Shore Area Chamber of Commerce celebrated the end of summer with a picnic at Nippenose Tavern. Guests enjoyed dinner on the patio, ice cream from The Dairy Shack and browsed the antiques available at Pine Creek Picker. Thank you to our sponsors for making this evening possible: Geisinger, Jersey Shore State Bank, Masters Excavating, R&B Insurance Services, Senator Gene Yaw, Steinbacher, Goodall & Yurchak, The Muncy Bank & Trust Company, Wayne Township Landfill, Woodlands Bank & XW Construction. Thank you to Bekka & Ray Smith and the staff at the Nippenose Tavern for hosting a beautiful evening!



## 2023 JERSEY SHORE AREA CHAMBER OF COMMERCE END OF SUMMER PICNIC AT NIPPENOSE TAVERN



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# FEATURE MEMBER

## Owners of hotel, country store appreciate 'perfect' location

By MIKE REUTHER  
Sun-Gazette Correspondent

Waterville is a sleepy rural village not exactly teeming with activity, a stopping point for anglers, hunters, hikers, and other outdoor enthusiasts, many of them heading deeper northward into the Pine Creek Valley.

But that doesn't keep Jason McConnell and Vanessa Brown from being plenty busy.

The couple own and operate the Waterville Hotel and McConnell's Country Store, which sit next to each other in the heart of the community along Route 44.

"We bought the store five years ago," Brown said. "Jason's dad owned it. I had been working there since I was fourteen."

McConnell's might be described as the very nerve center of Waterville, a busy enterprise where locals and others can pick up anything ranging from hunting and outdoors supplies to food, even gasoline at the pumps outside the store.

The delicatessen at the front of the store keeps the staff busy making sandwiches and filling orders.

Anglers have longed stopped off at McConnell's to stock up on supplies, particularly the fly-fishing materials located in the store's outdoors shop.

Pine Creek and Little Pine Creek, both noted fine trout streams, are literally a stone's throw away.



Marking the new ownership of McConnell's Country Store in Waterville in March of 2018 were, from left, Brenda Holdren of the Lock Haven University Small Business Development Center, and store co-owners Vanessa Brown and Jason McConnell.

The Pine Creek Rail Trail running just behind the store draws cyclists as well as walkers.

Brown felt their initial business decision to purchase the store has worked out just fine.

"I'm really glad we did it," said Brown, a Lock Haven University graduate and like McConnell a longtime Waterville resident. "Jason's dad (Glenn) was ready to sell."

With outdoors activities as the draw, the seasons of spring, summer, and fall are the busiest times for the store.

The COVID pandemic, Brown noted, seemed to lure more people to the outdoors and to their business. "We got a lot of tourists that first year," McConnell added.

Both feel the location of the store about 12 miles from Jersey Shore makes it

a prime site.

"The location is perfect," McConnell said.

They don't do a lot advertising to get the word out about either the store or the hotel.

"We don't have to," Brown said.

Neither McConnell nor Brown were experienced entrepreneurs, but it helped that the two were familiar with the store and the hotel.

Having in place experi-

enced staff at both businesses has been a big plus, they said.

The hotel, which can trace its origins to 1825, includes a full inside bar and dining as well as lodging upstairs.

"The outdoor bar is a big thing when the weather is good," Brown said.

Diners can select from a menu that includes sandwiches, burgers, steaks, seafood, appetizers, soup and salad, as well as weekly specials.

"We bought it (hotel) in July," Brown said. "We are just now finding our balance."

The two have worked out a plan to operate both enterprises.

"I am over at the store more," Brown said. "He's here (at the hotel) more."

The biggest challenge in running two businesses, she said, is simply finding the time to do everything that needs to be done.

"It keeps us moving," she said.

On any given day, their duties include everything from serving customers, dealing with vendors, check-

(See OWNERS, Page 8)

LOCK HAVEN EXPRESS FILE PHOTO

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# SMALL BUSINESS

## Regardless of changes, Janney Montgomery Scott continues to serve

By **SETH NOLAN**

Sun-Gazette  
Correspondent

The team at Janney Montgomery Scott works hard to help clients connect their lives with their finances in every stage of life.

The local office in Williamsport, at 25 W. Third St. Suite 600, opened in 1994 and is celebrating 30 years in November. The firm's roots go back to 1832 and there are over 120 offices stretching the East Coast.

Janney Montgomery Scott has clients that are individuals, businesses, and institutions. "And we are dedicated to providing each with tailored financial advice," said Michael Bennett, branch manager and financial adviser. "Whether they have questions about an investment strategy, comprehensive financial planning, or raising capital, we are committed to understanding and responding to their unique needs."

As a firm, Janney Montgomery Scott has been recognized as a Best Employer for Veterans by Forbes, one of the 100 Best Places to work in IT by Computerworld, and has been certified as a Great Place to Work for the second consecutive year.

Clients of Janney Montgomery Scott find the size of the firm and the experience of the professional approachable, accessible, and accountable, Bennett said.

Over the years, the local branch hosts a client appre-



SETH NOLAN/Sun-Gazette Correspondent

**From left, front row, Matthew Cramer, William Daniels, Bethany Bair, Christine Marrazzo, Courtney Kasenchak & Brandy Plocinski. Back row, Michael Bennett, Christopher Hoagland, Allen Kiessling and JR Confer.**

ciation event that has become an annual highlight.

"Each fall, our branch hosts the event to express gratitude for their commitment and trust with us managing their financial lives," Bennett said. "The event also has a charitable twist. When clients sign in to the event, they are asked to write down the name of a charity. Then the office draws one organization to donate to from all the clients' charities of choice."

In recent years, the branch's staff has doubled in size and welcomed five experienced financial advisors and three additional staff members. Across the entire firm, there are over 2,200 employees. The local branch has grown to 10 dedicated staffers.

As the firm and branch has

grown, as with any industry, they've seen many different trend shifts over the years.

"We've seen a big shift from offering individual stocks and bonds to taking a bigger picture view and building financial plans to help clients meet their individual goals," Bennett said. "Financial planning is not a one-time conversation. It is foundational to our relationship and is continually updated as life events, situations or client goals evolve over time."

Regardless of change, the local branch continues to serve as they always have.

We're going to keep doing what we're doing," Bennett said. "We will be continuing to provide tailored financial advice to our clients and support our community through vol-

unteerism and partnerships."

For a full description of Janney's investment advisory products and services, including investment programs managed by Janney Capital Management LLC, please refer to Janney's and Janney Capital Management's Form ADV Part 2 (i.e., Investment Management Disclosure Brochure), available on Janney's website or by contacting your Janney Financial Advisor. For more information about Janney, please see Janney's Relationship Summary (Form CRS) at [www.janney.com/crs](http://www.janney.com/crs) which details all material facts about the scope and terms of our relationship with you and any potential conflicts of interest. Janney Montgomery Scott LLC. Member: NYSE, FINRA, SIPC

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# Owners of hotel, store appreciate 'perfect' location



PHOTO VIA LYCOMING COUNTY VISITORS BUREAU  
The Waterville Hotel, 10783 Route 44, offers lodging in the Pine Creek Valley.

(From Page 6)

ing the inventory, and directing employees.

Brad Wyland is a business partner with the hotel.

Brown noted their many friends in the area, including owners of restaurants up and down Route 44 who are helpful.

She gives much credit to her employees at both businesses with working hard and together to make it all a success.

The couple have learned a lot in the few years they've been entrepreneurs and hope to enjoy many more in business.

"It's something we are glad we did," Brown said.

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## Enjoy a scenic "Tour of Lights" aboard a Williamsport Trolley!

Bring the entire family for a sightseeing tour of the beautiful holiday lights! Families will have the opportunity to have photos with Santa. Tours will begin at the Lycoming County Visitors Center.

Tour of Lights tickets can be purchased online by visiting [www.williamsport.org](http://www.williamsport.org). Each trolley has limited seating, so get your tickets soon!

*\*The Tour of Lights is a rain or shine event and tickets are non-refundable. If you have a child 2 and under they're free, but they must sit on your lap.*



**LYCOMING COUNTY VISITORS CENTER**  
102 W. 4TH STREET | WILLIAMSPORT, PA 17701

**DECEMBER**  
**7<sup>th</sup>-10<sup>th</sup>, 2023**

5:45 PM - 8:45 PM

**\$10/person**

Free to Children 2 & Under\*

### TROLLEY SCHEDULE

Trolleys will depart every 15 minutes starting at 5:45pm

The departure times for December 7<sup>th</sup> & 10<sup>th</sup> are:

5:45 PM	6:00 PM	6:15 PM
6:30 PM	6:45 PM	7:00 PM
7:15 PM	7:30 PM	7:45 PM
	8:00 PM	

Dec 8<sup>th</sup> & 9<sup>th</sup> will have additional departures at:

8:15 PM	8:30 PM	8:45 PM
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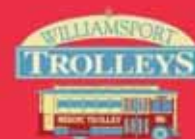
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The Williamsport/Lycoming Chamber of Commerce is proud to partner with Williamsport Trolleys on the Tour of Lights





# Williamsport/Lycoming Chamber of Commerce Morning Member Connection



**Thursday, October 26, 2023— 8:00AM - 9:15AM**

**Featured Speakers: State Senator Gene Yaw, State Representatives Joe Hamm and Jamie Flick**

**Topic: Legislative Briefing with State Elected Officials on Current Affairs**

**Williamsport Country Club—800 Country Club Drive, Williamsport**

**Program Cost: \$20**

**The annual legislative breakfast brings together our state legislators, local officials, and business leaders to network and discuss current and upcoming policy issues.**

**Join us to hear from our state legislators about what is taking place in Harrisburg. Learn about legislative initiatives being advanced and considered that may impact your business and our communities in Lycoming County.**

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**For reservations go to [www.williamsport.org](http://www.williamsport.org) or call 570.326.1971, by Monday, October 23.**



# 2023 THE SANTA EXPRESS ON THE LYCOMING VALLEY RAILROAD

DECEMBER 9<sup>TH</sup> & 10<sup>TH</sup>  
DECEMBER 16<sup>TH</sup> & 17<sup>TH</sup>

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

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Parking is available at Burger King free of charge.

## COST

\$13 per person (Children 2 and under are FREE as a lap child)

## DEPARTURE

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[www.williamsport.org](http://www.williamsport.org) Look for the "Santa Express" button.

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**WILLIAMSPORT**  
LYCOMING COUNTY, PA



## DEPARTURE TIMES:

11:00 AM  
1:00 PM  
3:00 PM  
5:00 PM  
7:00 PM

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Stay up to date on Lycoming County events through our Facebook page.





# 34th Annual ChamberLinks Golf Outing - Another Great Year!

The 34th Annual ChamberLinks Golf Outing was a great success. Sixty foursomes came out to enjoy the gorgeous weather with other Chamber members. Thank you to everyone who golfed, the volunteers and the following sponsors:

## Tournament Sponsors

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C&N Bank  
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T-Ross Brothers Construction  
Woodlands Bank

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Senator Gene Yaw  
The Flatiron Salon  
USI Insurance Services  
Valley View Rehab & Nursing Center  
Williamsport Crosscutters

## Food & Refreshments Supplied By:

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PennCore Consulting  
Roche Financial, Inc.  
Staiman Recycling Corporation  
The James Restaurant and Bar  
UPMC  
Williamsport Crosscutters  
White Deer Golf Course  
Wine & Design



*Thank you to the Golf Committee: Heather Allison, Donna Bastian, Becky Bauer, Chris Confer, Mike Davis, Kory Datres, Mike Gaetano, Paula Holmes, George Johnson, Allen Kiessling, Paul Nyman, Kyle Smith, Bruce Smithgall, Todd Musheno, and Mike Pontious*



# Leadership Lycoming Welcomes the Class of 2024

*The Leadership Lycoming Class of 2024 would like to thank the following for making their Opening Retreat at Gray's Run a great bonding experience. First and foremost, Donna and Mike Bastian and Tisha and Travis Lumbrezer for making the Opening Retreat at Gray's Run possible; and including, David Boyle, Geisinger; Adam Dincher, C&N Bank; Brittany Fischer, YWCA; Tye Sheets, Miller Financial; Jessica Laubach, UPMC; Keith Kuzio, P.E., International AdVennTures, LLC.; Mackenzie Howe, Hope Enterprises, Inc.; Chris Confer, Aspire Wealth; and Mike McCullen; Geisinger; the Leadership Lycoming Operating Committee Attendees; the class sponsors and everyone who attended the reception and dinner. Thank you to our Leadership Lycoming 2024 Annual Sponsor, UPMC, Tier 3 sponsor, The Muncy Bank & Trust Company; Tier 2 sponsor, Donna and Mike Bastian and Tier 1 sponsors, Intentional AdVennTures, LLC and Rosko's Brew House. Thank you to Bald Birds Brewing Company for the beer and seltzer donation for our Opening Retreat Happy Hour and Corn Hole Tournament!*

*Thank you Ann Baker, Borough of Duboisstown; Ellyn Lester, Pennsylvania College of Technology; and Sarah Yoder, Pennsylvania College of Technology, for being class reporters.*



UPMC

The Muncy Bank  
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**Intentional AdVennTures, LLC**  
Leadership & Performance Management Consulting

## Leadership Lycoming Class of 2024 (left to right)

*Sarah Yoder, Ann Baker, Robbie Wendeborn, Lindsay Crist, Suzanne Glisan, John Armstrong, Jolie Wenner, Samantha Tompkins, Jamie Mahoney, Laurel Cowher, Danielle Forker, Nikolina Cleaver, Chelsea Reichard, Abdul Walker, Brandy Smith, Ellyn Lester, Karley Welsh, Melissa Shaffer, Toni Levandoski, Michael Hickey, Nichole Frye, Whitney Rae Haldeman, Emily Leidhecker, Rebecca Bay, and Jennifer Stehman.*



**Member Renewals**  
**August 30 through September 25**  
**Thank you....you are appreciated!**

**First Year Renewals**

Acme BBQ Company	Shore Diner
Anderson Signs	Susquehanna Unlimited LLC
Central Keystone Counseling, LLC	The Barn Fabric Center
Infinity Hydration & Wellness Bar	The Potting Bench
MicBee Transportation, LLC	UniFirst Corporation
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 Lycoming Bakery  
 Natural Waterscapes LLC  
 Ozzie & Mae's Hacienda  
 Professionally Empowered Performance LLC  
 Schoonover Plumbing & Heating, Inc.  
 Shop-Vac USA

**Members 6 - 10 Years**

Brelsford Motors & Equipment Company  
 Crown Fried Chicken  
 Delta Development Group, Inc.  
 Evergreen Wealth Solutions  
 Families United Network, Inc.  
 Farrington Place  
 Gold Leaf Frame Shoppe, LLC  
 Herman & Luther's  
 Mid-Penn Engineering Corporation  
 Susquehanna Gallery & Frame Shoppe  
 The Bicycle Center  
 The Crazy Tomato

**Member 13 Years**

Real IT Care LLC

**Member 20 Years**

Moran Logistics

**Upcoming Member Events**

**Ribbon Cutting - Honeyella**

Friday, October 6, 2023 | Ribbon Cutting @ 5pm  
 416 William Street, Williamsport  
 Curated vintage & secondhand clothing for Women, Men & Baby.

**Ribbon Cutting - Beauty in the Making**

Saturday, October 7, 2023 | Ribbon Cutting @ 9am  
 27 S. Main Street, Hughesville  
 Home Decor and gifts that are out of the ordinary, beautiful, inspiring + functional.

**Ribbon Cutting - Fitness Factory**

Saturday, October 7, 2023 | Ribbon Cutting @ noon  
 330 Hughes Street, Williamsport  
 Grand Opening Birthday Celebration with food trucks, cornhole tournament, wrestling match and more!

**Franchise Party - Helping Hands Home Health**

Friday, October 13, 2023 | 6pm  
 Sticky Elbow - 631 Washington Blvd., Williamsport  
 Come help celebrate their next chapter and learn about franchising

**PRINCE FARRINGTON'S**  
 BOOTLEGGER TOUR

**LIBATIONS & ADVENTURE AWAIT!**  
 Prince Farrington's Bootlegger Tour is a year-round, self-guided tasting adventure, designed for you to explore at your own pace.  
 All you need is an official passport and sense of adventure.

**\$30/PASSPORT**

Visit [princefarrington.com](http://princefarrington.com) to get your passport!

\*Passport holders must be 21 years old or older to participate. Only one passport per person is permitted.

**Upcoming Member Events Cont'd**

**Ribbon Cutting - Christine Doty LLC - Individual, Couple and Family Therapy**

Thursday, October 19, 2023 | Ribbon Cutting @ 4:30pm  
 425 Market Street, Suite 3A-2, Williamsport  
 Christine Doty, PHD offers individual therapy for adults, adolescents and children, couples therapy and family therapy.

**Ribbon Cutting - Clubhouse Concessions**

(Food truck at Pennsylvania College of Technology)  
 Wednesday, October 18, 2023 | Ribbon Cutting @ 5pm  
 Intersection of 3rd & Susquehanna Street  
 Clubhouse Concessions LLC is a food cart on the campus of Penn College. The student-run business will be offering late-night snacks & beverages.

**Ribbon Cutting - Iron Valley Real Estate - North Central PA**

Thursday, October 26, 2023 | Ribbon Cutting @ 3pm  
 1020 Commerce Park Drive, Williamsport  
 We are so excited to be officially open in Williamsport and we want to celebrate with you! Join us for an afternoon of food, music, great conversations and a ribbon cutting to mark the opening of our office!

**Ribbon Cutting - Six West Settlements, Inc.**

Thursday, November 2, 2023 | Ribbon Cutting @ 6pm  
 201 Bason Street, Unit 11, Williamsport  
 Join us for an afternoon of food, music, great conversations and a ribbon cutting to mark the opening of our Williamsport office!



# 2023 Santa Express Sponsorships

## Presenting Sponsor - \$10,000 - 1 available

- Lead position in all social media, radio & newspaper advertising
- Company representative to record for reading of the Polar Express and played for your day of choice for all 5 excursions on that day
- Logo incorporated into photo backdrop used for Santa photos in lead position
- Opportunity to put items in childrens goodie bags
- 20 tickets for the Dining Car

## Bell Sponsor - \$7,500 - 1 available

- Tier 1 position in all social media, radio & newspaper advertising
- Sole sponsor of the bells provided to each child
- Logo incorporated into photo backdrop used for Santa photos in 1st level position
- Opportunity to put items in children goodie bags
- 20 tickets for the Dining Car

## Excursion Day Sponsor - \$5,000 - 3 available

- Tier 1 position in all social media, radio & newspaper advertising
- Opportunity to have company representative recorded for reading of the Polar Express and played for all 5 excursions on that day
- Logo incorporated into photo backdrop used for Santa photos in 1st level position
- Opportunity to put items in children goodie bags
- 20 tickets for the Dining Car

## Dining Car Sponsor - \$2,500 - 4 available

- Tier 2 position in all social media, radio & newspaper advertising
- Sponsor of the Dining Car for (1) of the (4) days
- Logo incorporated into photo backdrop used for Santa photos in 2nd level position
- Opportunity to put items in children goodie bags
- 20 tickets for the Dining Car

## Car Sponsor - \$1,000 - 16 available

- Tier 3 position in all social media, radio & newspaper advertising
- Day sponsor of (1) of the (4) cars used for the excursions
- Logo incorporated into photo backdrop used for Santa photos in 3rd level position
- Opportunity to put items in children goodie bags
- 10 Santa Express tickets

2023 Santa Express Train Excursion  
December 9 & 10 and 16 & 17  
Williamsport to Montoursville  
Head to [www.williamsport.org](http://www.williamsport.org) for more information!



# TOUR OF LIGHTS SPONSORSHIPS



The Williamsport/Lycoming Chamber of Commerce & Lycoming County Visitors Bureau are excited to be coordinating the annual **Tour of Lights** this December. We're partnering with the Williamsport Trolleys through River Valley Transit Authority to once again provide this holiday tradition. Help sponsor this fun holiday trolley ride and provide your business with the opportunity to reach over 1,700 riders. This is your chance to be associated with one of the area's best Christmas season events. The Tour of Lights annually sells out and we're already getting calls for tickets. It will be running December 7th - 10th with a total of 46 runs over this span of evenings.

## TOUR OF LIGHTS SPONSOR LEVEL - \$5,000 (4 AVAILABLE)

- Dedicated Sponsor Night for one of the four nights
- Ability to distribute branded materials to the public
- Logo included on lead position for print and social media
- Company mentions in all radio advertising
- Sponsor mentions on all 46 tours
- Company logo incorporated into Santa photo backdrop
- 20 VIP tickets
- Opportunity to include item in kids goodie bags
- Logo included on event banner

## WHITE CHRISTMAS SPONSOR LEVEL - \$2,000

- Ability to distribute branded materials to the public
- Logo include on print and social media
- Company mentions in all radio advertising
- Sponsor mentions on all 46 tours
- Opportunity to include item in kids goodie bags
- 8 VIP tickets
- Logo included on event banner

## GOLD BELL SPONSOR LEVEL - \$1,000

- Ability to distribute branded materials to the public
- Business listed in all print and social media advertising
- Company mentions in radio advertising
- Sponsor mentions on all 46 tours
- Opportunity to include item in kids goodie bags
- 6 VIP tickets

## TINSEL SPONSOR LEVEL - \$500

- Ability to distribute branded materials to the public
- Business listed in all print and social media advertising
- Sponsor mentions on all 46 tours
- Opportunity to include item in kids goodie bags
- 4 VIP tickets



Be a sponsor for the  
7th Annual...  
**Pie Day 5k  
Run/Walk**  
Thanksgiving Morning  
Thursday November 23, 2023

The Pie Day 5k Run/Walk was established in 2017 by Be You Boldly founder Cecilia Fink, a 2021 graduate of Williamsport Area High School. The 2022 event had over 560 participants. Thanksgiving Day is the number one day for 5k runs in the US and this is the only one here in Lycoming County. A portion of the event proceeds will be directed by the race founder to local charities of her choice.

Get your business associated with the biggest 5k events here in Lycoming County.

## Sponsorship Packages

### Pumpkin Pie Package - 1 available \$5,000

- Presenting Sponsor
- Logo on top of back of t-shirt
- Item for runners bags
- Lead sponsor for all forms of advertising
- Logo on top of Media Backdrop for award photos

### Apple Pie Package \$1,000

- Item for runners bags
- Logo 3rd from top on back of t-shirt
- Overall Top Male/Female Pie award sponsor
- Included in all advertising
- Logo on third row of Media Backdrop for award photos

### Cranberry Pie Package \$250

- Logo 5th from top on back of t-shirt
- Logo on fifth row of Media Backdrop for award photos

### Pecan Pie Package \$2,000

- Item for runners bags
- Logo second from the top on the back of the t-shirt
- 1st Place Age Divisions Pie award sponsor
- Included in all advertising
- Logo on second row of Media Backdrop for award photos

### Sweet Potato Pie Package \$500

- Logo 4th from top on back of t-shirt
- Item for runners bag
- Included in all advertising
- Logo on fourth row of Media Backdrop for award photos





**Starts & Finishes in Downtown Williamsport at 102 West Fourth Street**



# PIE DAY

**Thursday November 23, 2023  
Thanksgiving Morning - 9:00AM**

**Entry Fee By 11/1: \$20  
After 11/2: \$25  
Registration 7:30AM - 8:45AM**

# 5K

**Presented by  
Geisinger**



Shirt Logo Design By Tanner Hostrander  
WAHS Student

## RUN/WALK

Race Form Design By  
Eli Dobeler-Wyland, WAHS Student

**Additional Sponsors**



Keep up with the Thanksgiving morning tradition and take part in the 7th Annual Pie Day 5k Run/Walk coordinated by the Williamsport/Lycoming Chamber of Commerce. Be You Boldly and race founder Cecilia Fink (who's now a Pitt junior), will still be involved with the event. A portion of the proceeds from the event will be donated out by Cecilia to local charities of her selection including, K's for Cancer, created in memory of Justin Flannery Hilton raising money to provide direct and immediate support to cancer patients and their families here in Lycoming County and the River Valley Regional YMCA Livestrong Program benefitting their Cancer Survivors Program.

**Race Details:** T-shirt & swag bag guaranteed to those registered by November 1. Course begins & finishes at the Chamber office located at 102 West Fourth Street in Williamsport. Awards given to overall Male & Female Winner & top 3 Male & Female Runners in each age group. Pies given to 1st place winners in all categories. Free food for all participants & post-race raffle prizes.

**7th Annual Pie Day 5k Run/Walk 2023  
Save time by registering on-line at [falconracetiming.com](http://falconracetiming.com)**

