



MEMBERANDUM

JUNE 2005 • Volume 19 No. 6

Annual Business and Entrepreneurship Awards Cap a Week Long Spotlight on the Small Business Community

Two worthy award recipients will be honored at the LVCC Annual Luncheon on June 10 at the Lebanon Country Club. It will be a fitting conclusion to Small Business Week in the Lebanon Valley.

2005 Small Business Person of the Year

It began simply enough. Jeff Steckbeck founded his company as a sole proprietorship in 1990, about 10 years after his career in engineering began and after graduating from Penn State University. During this time he gained valuable work experience on federally funded wastewater projects in Houston, Texas. He then returned to the area to work for Huth Engineering in Lancaster for two years before branching out on his own.

Today, Steckbeck Engineering & Surveying, Inc. is an S - Corporation with a staff of 31 people – triple the number of employees since 2000. The company serves an impressive client list that includes an engineering consulting relationship with 22 municipalities. Additionally the Steckbeck organization has also worked with over 500 clients in the private development market on projects ranging from small surveys to large subdivision plans. The company’s impressive growth is also a testament to its understanding of how to do business in the “frugal” market place of Central Pennsylvania. Steckbeck is consistently price



Jeffrey D. Steckbeck, President
Steckbeck Engineering & Surveying, Inc.



Stacey Pennington, Owner
Resource Island

2005 Small Business Person of the Year Leon Hoover Entrepreneurial Spirit Award

competitive without compromising the quality of service that has been a trademark of the company.

Steckbeck is also a firm believer in pride of ownership. Eligible employees have a vested interest in the company through a stock ownership plan. “In recent years, I have found employee retention to be my number one concern.

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2005 Leon Hoover Entrepreneurial Spirit Recipient

It was 1995 and then Pre-K Teacher/daycare facility director Stacey Pennington found herself traveling outside Lebanon County to find necessary teaching supplies and tools for her classroom work. Out of that problem was born an opportunity, which is now Resource Island. Resource Island is a 5,500 square foot store at 473 West Penn Avenue in Cleona, specializing in educational materials for professional educators and parents in the private sector.

Now celebrating its 10th Anniversary, Stacey’s dream has grown from a one person “search for supplies” to a company with ten employees and business relationships with school districts in Lebanon and surrounding districts, plus countless parents and student teachers from all over the area.

“The mission of our unique educational supply and toy store is to provide our customers with the highest quality learning

tools and services available,” states Pennington. “We are committed not only to providing educational products that stimulate and challenge children, but also fun and unique toys for every age to enjoy.”

Community involvement is another source of great pride for Ms. Pennington. Resource Island has partnered with the Toys for Tots program through an

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at a glance

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**LEBANON VALLEY
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Larry Stohler, County of Lebanon

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Amanda Kneasel, Secretary

ext. 100 • sec@lvchamber.org

Leader Lines

Can you believe we are at the halfway point for 2005? Many of you have recently attended graduation ceremonies for daughters or sons who have successfully completed high school or college. Myself, I fit into both categories. And the only question on your mind and you ask it once a day is, "have you found a job yet?" or maybe "have you looked for a job yet? Just asking." If your business warrants it, I encourage you to hire our recent high school grads for the summer. This is a big step towards our effort to retain these future American leaders in the Lebanon area. Of course, it goes without saying that those in college and those who recently graduated from college need our help too. It's about our business leadership, too.



We believe that leadership goes hand in hand with excellence. When we encounter excellence we need to celebrate it. In May, the Chamber honored the top students from the high school graduating class of '05 at its annual "Excellence in Education Banquet" held at the Hershey/Harrisburg Holiday Inn. Eighty-four students, who represented the top 5% of their graduating class from high schools throughout the valley, were honored for their outstanding academic achievements. The Master of ceremonies, Ben Simmoneau, anchor for "News 8 Today Saturday", individually recognized each of the students, an attending mentor chosen by the student, and a chamber business sponsor. To be part of a ceremony celebrating excellence among young adults possessing so much brainpower is truly an inspiring event. As I mentioned to the group that evening, "I feel like I am a 286 computer operating in a Pentium world, I'm out of memory and now much too slow."

Dan Fisher, Annville-Cleona Class of '01 addressed the group giving insight to his college career. Ten-year educator honors awards were given to Lynn Aponick, John Coles, and Eugene Yenser.

Once again, the chamber has strived to promote quality education in the Lebanon Valley by celebrating the excellence of our students and educators.

Mark you calendars for May of 2006 and sponsor a student.

Tony Lucci, Chairman – LVCC Board of Directors
VP Murrys

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Safety Council

Bruce Kauffman, Kauffman's Fire Equipment
Committee Chair

We welcomed a representative from the DEP at our May meeting as well as Chamber Staff, Board, and Government Affairs Committee. The DEP representative spoke on the upcoming primary election specifically on a referendum on the ballot for \$625 million dollar bond issue to be used on environmental programs that are in need of finances. The programs are well deserving of funding but in the end all of our concerns focused around the plan to pay for this bond issue. Unfortunately, there is no plan in place. We all agreed that while we all want clean air and water, we also realize the importance of fiscal responsibilities too.

The committee is also establishing guidelines for an "emergency" temporary office to be located on the second floor of the chamber office. This office will be made available to Chamber businesses that suffer from a fire or other disaster that need a short term temporary office to have computer access, fax, and phone services. Once these guidelines are established they will be presented to the Board for approval.

As with any committee, it is your input that makes it successful whether it be suggesting topics or attending our monthly meetings which are held the first Wednesday of the month at 11:30 AM. Please visit the LVCC website and access the Safety Council survey to make your voice heard. The Committee is looking for new ideas and attendees. Feel free to contact me with your suggestions by calling 717-866-0062 or by email at kfe@nbn.net.

ALERT

Susan Eberly,
Committee Chair

Business Retention and Expansion Program Presentation:

Mary Krysakowski, Regional Director for the State's Business Retention and Expansion Program attended a recent ALERT meeting. She gave a Program update to Committee members, and stated that over 40,000 calls have been completed in the past seven years. Ms. Krysakowski noted that the Program was designed to communicate with and understand the needs of business. She presented statistical information to the Committee. In Central PA, 728 companies were visited, 119 in Lebanon County. She noted that data for Lebanon County reflected that the top three business challenges were: competition, cost of health care, and workforce issues. Lebanon Valley Economic Development Corporation does the interviewing in Lebanon County.

Agriculture

Bonnie Wenger, Wen-Crest Farms
Chairman

The Agriculture Committee is planning an Eggs & Issue Breakfast at the Fair on August 2, 2005 at 7:30 a.m. See the flyer in this month's Chamber PAK for more information.

The Agriculture Committee has started planning the fall Farm City Program. The committee is looking for a business person who would be interested in being a Farm City Exchange. The exchange would spend one full day on the farm and then the exchange farm partner would spend a day at their business. Anyone interested in

participating in this program please call Donna at ☎ for more information.

The committee would like to recognize a business that has been in the same family for one hundred years as a Century Business at the annual Farm City Banquet. Please call Donna at ☎ for more details.

Sponsorships are available for the Farm City Program. For more information call the Chamber office at ☎.

Mark your calendars for November 17, 2005 for the Farm City Banquet.

Government Affairs

Matthew Boyer
Staff of U.S. Representative Tim Holden,
Committee Member

The monthly meeting of the Government Affairs Committee convened on Friday, May 6, 2005. The normal committee meeting day of Thursday was changed to Friday this month to accommodate the Eggs & Issues breakfast and tour held at Fort Indiantown Gap. The meeting was well attended, however some members of the committee were absent due to the change in meeting day. Chairman Buzby offered a special "thanks" to all those in attendance for re-arranging their schedules.

Discussion of the committee opened with a thorough overview of the Lebanon County Comprehensive Plan. Earl Meyer, County Planning Director, updated the committee on the efforts of the fifteen member County Task Force to work with the 26 municipalities of Lebanon County, and many other entities to move forward with the Plan. Mr. Meyer commented the next meeting will occur on May 17th, from 3:00 pm to 5:00 pm.

The committee had the pleasure of hearing the final report from Intern Roberta

Gantea on her attempt to research the complexities and costs of health care. Her presentation was extremely informative and thought provoking for all members of the committee. Discussion on the report was lively and clearly had a direct effect on all committee members. Chairman Buzby, and the committee as a whole, commended Roberta on her efforts, thanked her for her time and commitment to the project, and received a written copy of her final report with much appreciation.

On the day prior to the committee meeting, approximately forty to fifty LVCC members attended the Eggs & Issues event at Fort Indiantown Gap. The Government Affairs Committee was well represented with no less than six members in attendance! Adjutant General Jessica Wright and the entire Gap staff are to be commended for their efforts to educate chamber members on the daily operation of this outstanding installation. In addition to a once in a lifetime tour of the Gap, discussion topics of the day included, but were not limited to: state and federal budget issues; use of military equipment and weapons simulators for National Guard and Army Reserve training; implementation of the Stryker Brigade to Indiantown Gap; development of the new tank range and the need for additional land as part of the buffer zone into State Game lands; and an introduction into the training offered by the Northeast Counter-drug Training Center (NCTC) to law enforcement officials on the local, state and federal levels. The May meeting of the Government Affairs Committee closed with a brief wrap up of the Eggs & Issues breakfast featuring State Senator David Brightbill; additional comments on Intern Gantea's health care project; and general conversation on the role donuts play in the healthcare needs of our committee members.

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short takes

Ronald Toll, a biologist and university administrator, has been named the vice president of academic affairs and dean of the faculty at **Lebanon Valley College**.

Timothy Erdman, a former soloist with the U. S. Marine Band and conductor of the Lebanon Community concert Band, is teaching trumpet and cornet students at **Marty's Music Store** at 1245 E. Main St. in Annville.

Quality Inn has joined **Commerce Bank** and the **Lebanon Daily News** as a facility sponsor for the **Lebanon Valley Expo Center and Fairgrounds** at Cornwall and Rocherty Roads near Lebanon. The west hall at the center will now be known as Quality Inn Hall.

Craig Gates, Lebanon, was recently named mortgage originator of **Fulton Mortgage Co.**, a division of **Lebanon Valley Farmers Bank**.

High Construction Co., based in East Lampeter Township, Lancaster County, has completed interior renovation work at the former Alcoa plant in South Lebanon Township.

Mo's On Main web address is www.mosonmainjewelry.com.

D & E Communications, Inc. has started a new service to monitor customers' online presence and communication ability.

The **Pennsylvania Chamber of Business and Industry** launched its own dialog, or Web-based diary. The chamber's top lobbyist, **Jim Welty**, promises a "behind-the-scenes takes on life" of Capitol Hill in Harrisburg, according to a chamber news release. *The Current* can be accessed from the chamber's Web site.

Lee Carroll, Circle C. Corp. was named 2004 "Small Group Franchise Operator of the Year" by **Papa Johns**.

Louis DeAngelis has been named associate of the month for February at **Murry's Inc.**, a food-processing company in Lebanon.

Ephrata-based **D & E Communications Inc.**'s chief executive officer, **James W. Morozzi**, was elected to the company's board of directors at D & E's annual reorganization meeting. Morozzi was also named president of the company. Previous President G. William Ruhl is chairman of the board.

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Leadership Lebanon Valley: Heritage and Culture Day

DJ Stack — Jonestown Bank

Diana Hromco — Veterans Administration



According to several of our members, "This was the best day yet!" The weather was perfect — warm, sunny and smelling of spring. The day started as we met at the Lebanon County Historical Society on Cumberland Street, where Juan Rodriguez, a LLV alum, delighted us with a 15 minute landscape painting. He related the steps of completing a painting to the steps needed to complete a work project.

After breakfast, Phil Feather, president of the Lebanon Historical Society, introduced us to our museum tour guides, Warren Parks and Bill Sattazahn. The next hour was spent touring the Stoy Museum. Our group was intrigued with, among many things, the jail cell, fire trucks, and various medical displays.

The group was then introduced to european history of Lebanon County, including a dance demonstration by the Polka Pals of Lebanon County. They performed 5 different dances originating from different countries. Members of LLV accompanied them with bells and clappers.

Jane Miller led us in a discussion of chapter 4 of John Maxwell's book *Developing the Leader within You*. The topic was change. We used this topic to discuss all the changes we had seen on our museum tour.

The group then traveled to Annville to meet with Dick Charles who gave us a walking tour of the new Annville streetscape, (historic downtown Annville). After the tour we met at the Batdorf Restaurant. Jean Wertz and Shelby Applegate, both well known local artists, talked about their art and art appreciation in Lebanon County.

We were then treated to an excellent lunch buffet hosted by the Batdorf Restaurant. While dining, we were entertained by a local jazz trio — Jay Umble, Dave Lazorcek, and Andy Alanzo. Dave gave a talk on the music scene in south central PA. We were impressed with the programs and events available in the area.

Following lunch we had the opportunity to hear a longtime resident and former mayor, Jack Worrirow. He discussed various aspects of Lebanon County Heritage. To quote one of our



The Polka Pals of Lebanon County perform a number of dances in the Lebanon County Historical Society auditorium

members, "Mr. Worrirow is a treasure and has a wealth of knowledge to share." I know many of us would liked to have had more time to discuss local issues with him.

Before adjourning for the day, we traveled to the Union Canal Park, a National Historic Landmark. We took a barge ride on the canal, hosted by Jim Shuckers. This was the first opportunity for many members to see the canal and tunnel. We were impressed with the work it took to build the tunnel and canal in the early 1800's. Work continues on the tunnel and they recently started work to open the last 500 ft of the canal. This barge ride was a wonderful way to wrap-up our day and enjoy the great spring weather. The members of LLV would to thank all the people involved in this memorable day.



The LLV class takes a boat trip at a historical landmark — the Union Canal Park

■ CLA Organizes for Annual July Pride Month Activities

Jack Cantwell, SkyLimit Marketing



What do music, fireworks, and a great fair have in common? They are all under the

umbrella of July Pride Month in the greater Lebanon Area!

For the third consecutive year, the CLA has designated the month of July as Lebanon Pride Month to show residents and visitors alike that there is a lot to be proud of in this very special place we call home.

Coleman's Park is the scene of the first two activities. Music in the Park, featuring the Lebanon Big Swing Band, will entertain us on

July 2. And then the annual Fireworks display will cap off Lebanon's 4th of July celebration.

Area Banks will sponsor Lebanon Pride Day on July 8. Watch and stay tuned to the local media for more on this.

Music returns to Coleman's Park on July 16 when the Heritage Brass Quintet will be in concert. And the Annual Lebanon Area Fair from July 30 through August 6 will provide a fitting conclusion to Pride Month.

The CLA, in cooperation with the Mayor's office, will also be selling official *Lebanon, PA Proud* caps and golf shirts. Watch for signs at participating CLA member merchants.

■ Meet the New Director of Marketing & Public Relations

Please join us in welcoming Debbie Bertolet to our Chamber staff as the Director of Marketing and Public Relations.

Debbie joins us from the Institute of the Arts in Wyomissing, PA where she served as the Executive Director. She brings us 20 years of experience in management, marketing, publications, programming and event planning.

Debbie is a graduate of the Pennsylvania State University with a Bachelor of Business Administration degree majoring in marketing and economics. She is the Chairman of the Arts & Entertainment Committee for the Berks County RiverFest, a member of the Board of

Directors of the Lebanon Valley Arts Council, and the Greater Reading Leadership Alliance.

Before moving to Lebanon, she was Vice President and Councilwoman of the Robesonia Borough Council from 2000 to 2004.

We look forward to working with Debbie and introducing her to our Chamber community.



Debbie Bertolet
Director of Marketing
& Public Relations

■ Lebanon Valley Chamber of Commerce Announces Monthly PCI Insurance Day

The Lebanon Valley Chamber of Commerce and PCI Insurance invite chamber members and small business owners to PCI Insurance Day at the Chamber, on the 3rd Tuesday on every month. Beginning on June 21 JoAnn Morrett, the Chamber's regional account executive, will be in the chamber offices to meet with members from 9:00 a.m. to 1:00 p.m. JoAnn will be available to discuss healthcare and other employee benefit options specifically designed for small business owners.

PCI Insurance, appointed Highmark Blue Shield's "Small Business Employee Benefit Solution" for central PA and the Lehigh Valley, offers the highest quality and most versatile insurance solutions for small business owners. Highmark Blue Shield is an independent licensee of the Blue Cross and Blue Shield Association.

The PCI Insurance regional account executive will be on hand to review benefit solutions that best meet the needs for business owners and employees. To schedule an appointment or to learn more about the PCI Insurance benefit solutions, please contact the Lebanon Valley Chamber ☎. PCI Insurance Day is sponsored by the Lebanon Valley Chamber and presented as a benefit of membership to the Chamber.

It's official: **Hershey Foods Corp.** changed its name to **The Hershey Co.**, a move approved at a shareholder meeting at the Giant Center in Derry Township.

The mailing address for **Kolovani & Co.** is 136 South Eighth Street.

Hershey Foods Corp. has named **Michele Buck** as senior vice president and president of its recently formed U.S. Snacks Group.

Jan Filippello of **PCI** has been promoted to supervisor of customer relations.

The new executive director for Lancaster-Lebanon IU 13 is **Dr. John Bonfield.** He can be reached at 569-7331.

Natalie Wolfe has the development coordinator position at **Susquehanna Association of the Blind and Vision Impaired** at 1126 Walnut Street, Lebanon.

Cornwall Manor of One Boyd Street, Cornwall was ranked #13 in the retirement communities in the Central Penn Business Journal.

Horst Service Care Company, **Columbia Cottage**, received a new CPR Unit donated by Pennsylvania Automotive Association (PAA) and National Automobile Dealers Charitable Foundation (NADCF).

Ed Copenhaver, owner of **Stony Bridge Landscaping and Garden Center** donated a red buckeye tree to Union Canal Park.

Anita Funyak is the new Community Director for **Outlook Pointe** and **Romaine Halupa** is the new Marketing Coordinator for **Outlook Pointe.**

Frank Kocher is the new executive director of the **Lebanon Builder's Association.**

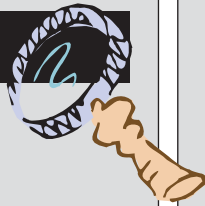
Larry E. Rabold, CPA has moved to 129 West Lincoln Avenue, Myerstown.

First National Bank of Fredericksburg appointed **Eugene R. Kreitzer** and **Paul W. Kilgore** to its board of directors.

Good Samaritan Hospital received a Distinguished Hospital Award for Patient Safety from HealthGrades, a Colorado-based company that rates hospitals.

Palmyra Bologna Co. Inc. announced it is now producing Baum's Old-Fashioned Sweet Bologna.

business spotlights



Miller's Asphalt Sealing Joseph F. Miller, Jr.

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Plain 'N Fancy Kitchens, Inc. Loretta Achey

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Over 35 years ago, Plain & Fancy founder John Achey's hobby was building cabinets, the kind he would be proud to have in his home. His hobby later became full time employment along with his wife and four children in their Richland garage. In 1972 they opened their first plant. In 2004 Plain & Fancy's manufacturing consolidated as one location in Schaefferstown, PA. Plain & Fancy is one of America's most sought after custom cabinetry manufacturers.

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Irvin G. Ebersole started an auto repair business in Cleona in 1920. He moved to North Ninth street and opened a parts & service center. Ebersole's moved to 1900 Cumberland Street in the 1960's. Over the decades Ebersole's has franchised Pontiac, Buick, GMC Truck & Honda. In 1980's Mervin & Randy Ebersole became involved in the dealership.

Today Ebersole's is Central PA's oldest established new car dealership. This year they plan on finishing their major renovations and expansion to the GM Showroom. Look for their new look in 2005.

new members

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volunteer in focus

Tom Buzby



Tom Buzby is Vice President of Corporate Affairs for Weaber, Inc. where he manages the company's public & governmental relations. Tom chairs the Chamber's Government Affairs Committee which meets monthly to stay abreast of public policy & regulatory issues of concern to the chamber's membership. Tom's other volunteer work includes: Board member and legislative chairman of the Hershey-based Pennsylvania Forest Products Association, board member of Department of Agriculture, Conservation & Natural Resources, Penn State University School of Forest Resources, Lebanon Valley YMCA, committee member of YMCA's Strategic Planning & Human Resources. His other activities include reading, traveling, golf & fishing. Tom resides in Lebanon with his wife Isabel.

anniversaries

We congratulate the following Lebanon Valley Chamber of Commerce members who are celebrating their membership anniversary this month!

FIRST YEAR ANNIVERSARY

Bud's Mini Market, Inc.
Historic Schaefferstown Inc.
Stouchsburg Nursery & Garden
Visual Legacy
Wertz Candies

FIFTH YEAR ANNIVERSARY

Dutchland Collector Auto Auction & Show
Optical Storage Solutions, Inc.

10TH YEAR ANNIVERSARY

NAI/Commercial-Industrial Realty Co. (CIR)

20TH YEAR ANNIVERSARY

Simone Associates, Inc.
Taylor-Ruffner Funeral Home, Inc.
Trefsgar & Co.



membership corner

Please see ChamberPAK fliers for additional information on these upcoming events:

- Spotlight Breakfast, Tuesday, June 28, 7:30 a.m.
- 11th Annual Membership Picnic, Wednesday, August 10, 4:30 p.m. - 8:30 p.m.

The following businesses *do not accept* Certifichcks: **Kleinfeltersville Hotel and Hoss's Steak & Sea House.**

Thank you to the following businesses for participating on Friday, May 6 for Chamber Business Work Out day sponsored by Lebanon County Community Health Council:

E & E Discount Beer Warehouse, Lebanon Family YMCA, Lebanon Valley Farmers Bank and Anville Fitness Center. Each participant received a Smart Zone Bar donated by **Hershey Foods.**

Did you know... *The Chamber will assist you with your grand opening & ribbon cutting at no charge.* This is just one of the many benefits of your chamber membership. Please call Judy ☎ or email: jplummer@lvchamber.org for more details.

making your membership work

Karen Groh, IA Design — I joined the Chamber in 1998 with the goal of bidding on the annual Membership Directory. I was grateful to be able to work on the directory for four years, however, my goals and priorities changed as I learned of all the Chamber had to offer. I became involved and learned that to make my membership work, I had to put a little time into the Chamber. The payoff has been tremendous in so many ways.

Eight years later I can say that at least 80% of my new business comes from contacts I have made with Chamber members.

I must admit I am a very active Chamber member. I have sat on many committees, organized Chamber events, attended many Chamber functions and talked to a lot of Chamber members.

But far beyond the new business, I have had the privilege of getting to know business owners and their hard-working staff, community leaders and volunteers — most of whom I would not have had to the chance to meet on my own. Many of these inspirational individuals have become my friends and clients. I look forward to seeing their familiar faces at Chamber functions as well as meeting new ones.

If you want your membership to work, join a committee, attend an event, get involved. The benefits are priceless.

we'll celebrate you!

We would like to recognize our Chamber members that have continued their support of the chamber for 15 years or more. If you are one of our valued long term members, please contact Judy ☎ or email: jplummer@lvchamber.org

renewals

THANK YOU to the following Chamber Members who continued their support of the business community by renewing their annual dues in February.

AES Ironwood, LLC
American legion Home Association of Anville
Dennis L. Baum
Big Brothers Big Sisters of Lebanon County
Certified Carpet, Inc.
Child Care Information Services

Comcast
CTSI (Commonwealth Telephone Services, Inc)
Custom Real Estate
Daniel C. Deck, Inc.
Designer Window Fashions
DMK Sound Productions
E & E Discount Beer Warehouse
Ebersole Pontiac, Buick, GMC Truck, Honda
ELCO School District
Faith Fellowship Church, Inc.
Fitz Security Company
Food Kart, Inc.
Friends of All Animals
The Good Samaritan Physician Services

GSH Home Med Care
Harrisburg Area Community College
Susan E. Hartsock Insurance Agency
Heidelberg Twp. Board of Supervisors
Hoffer Paving
Kauffman's Animal Health, Inc.
Kim Studio of Karate at Lebanon, Inc.
Labor Ready
Lebanon Ophthalmic Assoc., P.C.
Lebanon Valley Farmers Bank
The Medicine Shoppe-Lebanon
Morgan's Welding, Inc.
New Covenant Christian School
Rita's Italian Ice
Rag Time Cleaning Service
Ronald L. Roberts
Schaedler/Yesco Distribution, Inc.

Sheridan Supply Co., Inc.
Shyda's Clothing Barn
St. Luke's Episcopal Church
State Farm Insurance - Bob Phillips
The Patriot News Co.
United Way of Lebanon County, Inc.
Veterinary Medical Center of Lebanon, Inc.
M. Webster Construction, Inc.
Wood-N-Stuff

Thank You!

Learning About Business

Where can local students run a business from the ground up without spending a penny of their own money? Where can they then lead a stockholders' annual meeting and hear from some of today's most dynamic and leading Pennsylvania businessmen and women? Area 10th and 11th graders can experience all that and much more at Pennsylvania Free Enterprise Week, (PFEW)!

PFEW is open to area sophomores and juniors who are looking to expand their knowledge of our American private enterprise system. This world-renowned program has been educating Pennsylvania's youth for a quarter century and is completely funded, taught and staffed by practitioners from the Pennsylvania business and industry community. Nearly 1,400 students from across Pennsylvania attended this past summer's program and 97.9% of those attendees said that "their sponsor's money had been well invested in their scholarship."

PFEW holds four-one week individual sessions in July and August. At the start of each week all participants are assigned to be a member of an imaginary "company." This firm, under the guidance of an "executive-on-loan," known as a Company Advisor, operates their company for a computer simulated three year time period. During that time each participant and their teammates are faced with decisions that any real life businessperson confronts daily. Each student "company" is competing against other student teams that manufacture and distribute the same product. Every firm decides how much of their product to produce, where to sell it, and what to charge as a price.

continued on next page

■ The Daytime Purchasing Power Study

Brenda Wurges — Executive Director



A "Daytime Purchasing Power Study" is being conducted in Downtown Lebanon. The South Central Assembly for Effective Governance is partnering with downtown improvement organizations

from around the region to study the potential for retail activity in 11 traditional downtowns. Our downtowns have historically been the heart of our communities. With proper promotion, they will continue to be a rich and stimulating mix for business, shopping, entertainment, and living.

The "Daytime Purchasing Power Study" will assess the potential for retail in each downtown, as well as describe a portrait of downtowns across the South Central region. These studies are intended to provide a tool to Lebanon 2000 to attract investment and activity to the heart of our community.

The study has three parts. The first is a Visitor Intercept Survey, which will be conducted through mid June. This will give a profile of the citizens in

the downtown during the day. The second part will be an analysis of marketing data, which will tell the demographic and socioeconomic characteristics of each downtown. The third part will be a Business and Merchant's Survey, which will tell us more about the retail and non-retail business activity downtown. These three analyses will be combined to give a strong understanding of the purchasing power in our business district. This study follows on the heels of the very successful "Drive Shed Study" that was released in 2002.

The 11 communities in this study are: Carlisle, Chambersburg, Elizabethtown, Ephrata, Gettysburg, Hanover, Harrisburg, Lancaster, Lebanon, Shippensburg, and York.

Please take time to fill out the survey if you encounter one of the survey takers. Your input is very valuable to this study and always!



■ Women in Business in the Lebanon Valley

Meet Bonnie Bender, Administrator and Accounting Manager for the Lebanon Country Club, active member of the Women in Business Committee, Chairman of the Program Committee, volunteer for the Arthritis Foundation, volunteer for the American Heart Association, co-chair for the Emmanuel United Methodist Annual Bazaar and most importantly, proud grandmother of four. Bonnie is happiest when everyone else is happy.

Bonnie has worked at the Country Club for 15 years and says that she loves the variety her position provides. With her flexible work schedule, she is able to be active with Women in Business, which she enjoys very much. Through WIB, Bonnie said she has met many new people and made many new friends.

As program chair, Bonnie says, "I would like to offer women good educational programs that are also fun and entertaining." Bonnie would like to enhance the networking opportunities for women. She says, "I like to know what businesses are out there and who is involved in what." Bonnie is currently working with Olga Nugent to introduce a new WIB program in the fall — speed networking.

When Bonnie is not working or volunteering, she likes to keep herself busy with crafts, knitting and crocheting. She also enjoys traveling with her husband. Of special interest are lighthouses — she and her husband have toured lighthouses in New Jersey, North Carolina and Maine.



Bonnie Bender
Administrator and Accounting Manager,
Lebanon Country Club

“FORE” Women Only Begins Classes

Diana Hartman, COMP Assist — Class Participant

“Think about the hot dog in the bun.”

“Focus on a clock and remember the 9 o’clock, 3 o’clock rule.”

“I can’t see your knuckles.”

Sounds strange for these comments to come from a golf pro, but these were some of the tips Lebanon Country Club Pro, Eric Bamberger shared with the 11 women who participated in the LVCC Golf Lessons program.

Eric was calm and methodical in his teaching style and provided the women ample opportunity to try the many golf stroke techniques he taught in this, the second year of the “Fore Women Only” Chamber program.

Some of the participants never set foot on a golf course and were eager to learn the basics; some played golf occasionally and admitted to having a “dangerous knowledge” of the sport; and some wanted to simply improve the techniques they have learned from playing with friends who helped them along the way. Eric was able to share special tips with the women to meet all their expectations.

The weather cooperated for the most part. During one class, some of the women looked like they were



FORE participants pick their clubs for the next lesson at the Lebanon Country Club

ready for a ski slope rather than a golf course but the cold weather did not reduce the enthusiasm and excitement of the LPGA “wannabe’s.”

Each class participant was given individual attention by Eric on grips, swings, stance, posture, etc. Everyone in the class agreed that the cost of this special chamber program was well-worth it and everyone seemed ready to “hit the links” with their graduation certificate in hand.

Learning About Business cont’

In addition to all these decisions, speakers from throughout Pennsylvania and across the business spectrum come to PFEW to share their experiences, insights and perspectives with the students. Topics include: International Trade; the Role and Relationship of Business and Government; Labor Relations, Business Ethics, and much more. The main focus of PFEW is to educate young people about the challenges that face American businesses and to correct some of the misimpressions they often have about the private sector. PFEW also concentrates on teaching them about their roles as consumers and future members of the workforce.

The Chamber is proud to support PFEW and encourages our local companies to provide sponsorship for our students. Each young person attends PFEW on a \$425 fully tax deductible scholarship provided by a local company or civic organization. Companies that donate to the scholarship fund are recognized and thanked in a variety of ways for their sponsorship. Each PFEW participant will wear their sponsor’s name throughout their stay at PFEW and is encouraged to correspond with them following the program. PFEW is also an approved Educational Tax Credit program through the Pennsylvania Department of Community and Economic Development.

PFEW is not just about scholarships as the program is completely taught by and staffed by business volunteers. If you would like to learn more about this one-of-a-kind program and how you can help shape the attitudes of our future workforce, please call the Chamber or contact PFEW directly at (814) 833-9576 or visit their website at www.pfew.org.



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LEBANON VALLEY
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High School Students, Mentors, and Teachers Honored at Annual LVCC Excellence in Education Banquet

With an audience of over 400 in attendance, 84 students from 10 area high schools were honored May 11 at the 15th Annual Excellence in Education banquet at the Holiday Inn in Grantville. Each student was accompanied by his or her teacher/mentor, family members, and a business sponsor.

This special event, hosted by the Lebanon Valley Chamber of Commerce, with premier sponsor PCI Insurance, Inc. has been a much anticipated tradition since its inception in 1990. Three of the mentors – Lynn Aponick of ELCO High School, and John Coles and Eugene Yenser, both of Lebanon High School – were given special recognition for being selected as mentors each year for ten years.

Ben Simmoneau of the WGAL-TV NEWS 8 Team emceed the event, which also featured remarks by LVCC President Harriet Faren, Board Chair Tony Lucci, and Keith Peifer of PCI Insurance.

The keynote speaker was Dan Fisher, a 2001 graduate of Annville Cleona High School and current Penn State University student working on his degree program in music education. Mr. Fisher directed his remarks to the students in the audience, remarking that just four years ago he was in the audience himself and has now been given the honor of addressing them.

Harriet Faren noted that this event is an excellent example of the business and education communities coming together to honor some of the best and brightest students and educators in the schools throughout the Lebanon Valley.



Emcee Ben Simmoneau, WGAL-TV NEWS 8, signs autographs for students at the EIE Banquet sponsored by PCI Insurance

BUSINESS After Hours

What a great networking opportunity!

July

Good Samaritan Ambulatory Services
Thursday, July 21 • 5 p.m. - 7 p.m. • 1400 South Forge Road, Palmyra

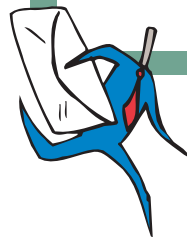
August

Cornwall Manor
Wednesday, August 17 • 5 p.m. - 7 p.m. • Boyd Street, Cornwall

September

Commerce Bank
Tuesday, Sept. 20 • 5 p.m. - 7 p.m. • New office, W. Cumberland Street, Lebanon

Please contact Judy Plummer to register for any of these events
(717)273-3727 or visit www.lvchamber.org.



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Around Town with the Chamber



COL Hulings, Fort Indiantown Gap Garrison Commander, describes the Multi-Purpose Training Range (MPTR) being designed for construction at FTIG



FORE participants share a joke during the golf lesson at the Lebanon Country Club



LVCC members try their hand at using the table-top Advanced Tactical Trainer simulators for the M1 Main Battle Tank & the M2 Bradley Fighting Vehicle



Pat Claffey, Mauree Gingrich, President of Landmark Builders Cliff Weaver, and Bob Talbot held a ribbon cutting at Briar Lake, a 55 plus retirement community in North Lebanon Township



Mauree Gingrich, Ed Copenhaver, Pete Zug, Secretary of PA Dept of Agriculture Dennis Wolff, and Phil Feather participate in the Arbor Day tree planting at the Union Canal Tunnel Park



Hank Hummel, Human Resource Manager at Elk Manufacturing, speaks to Chamber members before giving a tour of the facility




Employees from the Lebanon VA Medical Center team participate in the Cyclathon at the LV Mall sponsored by American Heart Association



The Rescue Mission held a Ribbon Cutting for the newly opened Lazarus House, a temporary housing unit



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*We value your input and feedback. It helps us serve you better.
Thanks for your continuing support of your Chamber publication!*

June

Schedule of Events

All events are held at the Chamber Offices unless otherwise indicated.

3	ALERT Meeting, 9 a.m.
6	Small Business Week (Tour of Coleman's Park "Water Park"), 4 p.m.
7	Golf Committee Meeting, 8 a.m.
8	Small Business (Mid-Atlantic Supreme Trucking Tour); meet at Career Link parking lot for departure at 8:30 a.m.
8	Agriculture Committee Meeting, 8:30 a.m.
9	Picnic Committee Meeting, 8 a.m.
9	Small Business (Tour of Downtown Facades), 12 noon
10	Military Affairs Meeting, 10 a.m.
10	Small Business Luncheon, 12 noon
13	Foundation Board Meeting, 4 p.m.
14	Leadership Lebanon Valley Days
15	Chamber Golf Outing (Pine Meadows Golf Course), 11:30 a.m.
16	LLV Board, 4 p.m.
17	Small Business Committee Meeting, 8 a.m.
17	LLV Alumni Meeting, 8:30 a.m.
17	SOHO Executive Committee Meeting, 9:30 a.m.
20	Executive Committee Meeting, 4 p.m.
21	PCI Insurance Day, 8:30 a.m. - 1 p.m.
23	Ambassador's Committee Meeting, 8 a.m.
24	SOHO Committee Meeting, 12 p.m.
27	Board of Directors Meeting, 4 p.m.
28	Spotlight Breakfast (Country Fare Restaurant, Palmyra), 7:30 a.m.

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Small Business Person Award *Continued from Page 1*

I have spent many years building an experienced and qualified staff. Creation of the ESOP in early 2005 – making each employee an owner of the company – will be the key to keeping our good people working here. In this business, your people are your biggest asset," says Steckbeck.

Jeff Steckbeck, a Lebanon native, showed his leadership promise in high school when he was elected president of his class at Cedar Crest High School in 1976. Today he is the primary catalyst for the growth and diversity of his company over the past 15 years.

"It's all about the people you surround yourself with," Steckbeck says. "We've methodically selected individuals for the company to provide our clients with a full compliment of engineering, surveying, land planning, land development and landscape architectural services. We are also proud of the professional atmosphere we have created at our Cornwall Professional Building headquarters."

Leon Hoover Award *Continued from Page 1*

annual fund raising event built around "Breakfast with Characters." The company supplies character costumes such as the "Cat in the Hat", "Clifford", "Berenstein Bears", "Curious George" etc. The efforts of Resource Island have resulted in over \$6000 in donations to the Toys for Tots campaign in the last 3 years. Resource Island also provides support for the Good Samaritan Street Fair through costumes and "manpower" for the sand art booth.

Resource Island serves its customers with retail sales, plus sales through a 400 page catalog specifically designed for the company. Stacey Pennington is also a contributing writer for *Educational Dealer Magazine*, a publication for educational supply stores, manufacturers, and educational representatives.

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