



# TACC's 7th Annual Golf Tournament!

## October 11th Golf Tournament

Don't miss the 7th Annual Tuscarora Area Chamber Golf Tournament Friday October 11th at Whitetail Resort, sponsored by Craig, Friedly, Potter & Moore and Penn National Insurance. Registration and a Chili/Soup Lunch opens at 10am. Shot Gun start is 11am. We anticipate 26 teams will enjoy a beautiful day, free beverages, lunch, dinner, and more!

### Upcoming Events

#### Chamber Golf

Whitetail Resort  
 October 11, 2013  
 \$400 per team  
 Includes carts, play, lunch and dinner!  
 \$100 Tee Sponsorships  
 RSVP 328-5827



# TACC



**Tuscarora Area  
CHAMBER OF COMMERCE**

Mercersburg, Montgomery, Peters, St. Thomas, Warren

**Executive Board Members**

***Chair***

Tammy Oberholzer  
Borough of Mercersburg

***Vice-Chair***

John Flannery  
Flannery's Tavern of the Square

***Treasurer***

Melanie Gordon  
First National Bank of Mercersburg

***Secretary***

Judy Boyd  
Whitetail Resort

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Fast Ink

Elizabeth George, MD  
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Travis Hall  
Alliance Elevator

Dwayne Johnson  
St. Thomas Development

Gloria Pine  
Buchanan Lioness & First National  
Bank of Mercersburg

Debbie Rutherford  
Mercersburg Academy

Chris Shelley  
Tuscarora School District

**Staff**

***Executive Director***

Mary-Anne Gordon

The Chamber News is a monthly newsletter of the Tuscarora Area Chamber of Commerce. Submit your information by the 23rd of each month for inclusion. The Chamber reserves the right to edit content of submissions for space limitations. Ideas, opinions and statements expressed in articles by contributors are not necessarily those of the Chamber.

Tuscarora Area Chamber of Commerce Presents

**Mercersburg Townfest**

34<sup>th</sup>  
Annual

**THANK YOU SPONSORS**

APPI Energy  
APX Enclosures, Inc.  
Bell Insurance  
The Borough of Mercersburg  
C&T Industrial Supply  
Columbia Gas of PA  
Cove Valley Camp  
D.A.B. Builders & Home Improvements  
D.L. Martin Co.  
F&M Trust  
The First National Bank of Mercersburg  
First United Methodist Church  
Franklin County Visitors Bureau  
Fast Ink Screen Printing & Embroidery  
Flannery's Tavern on the Square  
Hydra-Pneu, Inc.  
Kuddle Kennels  
Lake Insurance, Inc.  
Linger-Fries Funeral Home  
Long Acres Alpaca Farm  
Lutheran Home Care & Hospice  
M&T Bank  
MACWell  
Mercersburg Academy  
Mercersburg Family Dentistry  
Mercersburg Historical Society  
Mercersburg Lion's Club  
Mercersburg Printing  
Mercer-Vu Farms  
MMPW  
Mooney and Associates  
Musser Mechanical  
Rockwell Construction  
Romeo's Café  
Rotary Club of Mercersburg  
Rotz & Stonesifer, PC  
Sam's Flooring  
Shuster for Congress  
Snider's Jewelers  
State Farm Insurance  
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Subway of Mercersburg  
Summit Health  
Susquehanna Bank  
The Dressing Room  
The Mercersburg Journal  
True Value of Mercersburg  
Tuscarora School District  
Waste Management  
Welsh Run Builders  
Whitetail Resort  
Witter's Septic and Sanitation

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

FRANKLIN COUNTY PA



Great insurance coverage  
Plus earning a dividend  
equals

**Chamber+**

A great benefit for local  
Chamber of Commerce members.

## Manager's Corner: Bad, Better, Best

I talked with a former client this morning. When I asked how his business had fared the economic hardships of the past few years, he replied, "Well, we can see the light at the end of the tunnel. We're just not sure if it's the light of a brighter future or if it's the headlight of a freight train that's going to put us out of business." I hadn't heard that expression before but it clearly articulates what I believe so many small business owners are wondering: Are we ever going to recover to our previous levels of business operations or are we holding on by our fingernails only to ultimately face closure?

I don't have a crystal ball to predict the future, but I can suggest that as a leader in your organization, you plan for not only a successful future, but for an acceptable future, as well as an undesired one as well. By doing so, no matter what future your organization ultimately faces, you'll be able to lead your team through it. I know this isn't an exciting idea, but if you create just a few basic plan outlines, you'll have this information to share and build upon with your team given the actual direction your business moves in the future. You won't be caught blindsided. You will have been strategic and proactive. You will have been a leader and will have planned for the Bad, Better, and Best Scenarios...

So, how do you plan for the Bad Scenarios?

- 1 - Outline how your organization would handle lay-offs or staff reductions, if those are anticipated options for you.
- 2 - Review your Emergency Staffing Plan.

Identify how many and which of your key team members would be affected by a staff reduction. How would their tasks be covered by others?

Identify what cross-training and process documentation needs to occur to ensure knowledge isn't lost if veteran employees leave the organization.

- 3 - Outline what needs to be communicated in a State of the Business meeting with all staff, as well as what needs to be prepared and made available for any staff facing layoff or reduction (i.e., continuation of benefits, unemployment compensation, etc.).
- 4 - Create an outline of how you'd prepare management to communicate and manage the business downturn.

How do you plan for the Better Scenarios?

- 1 - Review your organization's Strategic Plan. Are you moving in alignment with your plan or do you need to modify your plan to align with your reality?
- 2 - Review your Emergency Staffing Plan and Staff Development Plans.

Identify which of your team members are continuing to develop new and needed skills and which have stalled. Acknowledge those who are continuing to grow; identify the reasons others have stalled and identify how to clear the roadblocks for them. You need all staff to continue to grow and develop to keep your organization flexible and nimble.

Identify what additional cross-training and process documentation needs to occur to further support staff and identify best-practices. What can be done more efficiently?

- 3 - Regularly - at least quarterly - communicate to all employees a State of the Business update. Let all employees know how the company is doing given the economy and in accordance with your strategic plan. Keep them informed. Keep them engaged.

How do you plan for the Best Scenarios?

- 1 - Review your organization's Strategic Plan. Is it positioning you the way you believe your organization needs to be positioned to be successful 2, 3, 4 + years from now?
- 2 - Review your Succession and Workforce Development Plans.

Identify which of your team members are continuing to develop skills the company will need 2, 3, 4+ years into the future. You need to determine what skill sets are being developed internally and which you may need to acquire to ensure you have the talent to support, manage, and lead your organization in the future.

- 3 - Regularly - at least quarterly - review your plans to determine when you need to make adjustments to the plans, what you need to communicate to your team members, and how you can best help them help your organization thrive.

Bad, better, best. Each plan type requires you, the leader, to take a pro-active role and have at least an outline of your organization's potential future. Then, no matter which scenario you face, you can lead your team through--it as a prepared leader should.



# Rotary Club of Mercersburg



## *Santa's Toy Box*

P.O. Box 54

Mercersburg, PA 17236

The Rotary Club of Mercersburg is pleased to again sponsor Santa's Toy Box. This program will provide clothing and toys to area children who otherwise may be without a Christmas.

The Rotary is planning to provide gifts to **300 children** this year, based on previous years, but we need your help. As always, the Club will purchase, wrap and deliver the presents for Santa's Toy Box. Gifts are provided for children between the ages of 0-12 years of age. Because clothes and toy prices have increased this year, we are raising the amount we spend on each child to \$70.00. We need your help even more than in the past years, so please consider a donation to this worthy local cause. The success of this project depends on you.

The children selected are from the Tuscarora School District and their names are submitted anonymously as are their wish lists. If however, you know of a family that would benefit from this program and they live in the Tuscarora area please do not hesitate to let a Rotary member know or call Santa's Toy Box Chair, Liza Main @ 328-9009.

If the Rotary Club of Mercersburg receives more funds than are needed to fulfill the children's needs this year, the club will use the extra funds for children's projects in our area.

Thank you in advance for your generous donation.

Sincerely,  
The Rotarians

**P.S. All Applications MUST be received by December 1<sup>st</sup>!**

# TACC 7TH ANNUAL TOURNAMENT

Whitetail Golf Resort Friday October 11, 2013

11:00 am Shotgun Start 4-Person Scramble Brunch Preceding & Dinner/Awards to Follow

## Team Sponsorship Opportunities

<b>Cart Sponsor</b>	<b>\$500</b>	Logo on all cart signs, Complimentary foursome, Special thanks at meal/awards ceremony, Special mention in press release, web site and newsletter <b>3 available</b>
<b>Golf Ball Sponsor</b>	<b>\$500</b>	Your name on Golf Balls made for the event, Complimentary foursome, Special thanks at meal/awards ceremony, Special mention in press release, web site and newsletter <b>1 available</b>
<b>Gift Bag Sponsor</b>	<b>\$500</b>	Complimentary foursome, logo on all gift bags (you provide) and item or literature in the bag (you provide), special thanks at meal/awards ceremony, special mention in press release, web site and newsletter <b>1 available</b>
<b>Game Sponsor</b>	<b>\$500</b>	Complimentary foursome, logo on special signs at each game hole, special thanks at meal/awards ceremony, special mention in press release, web site and newsletter <b>1 available</b>
<b>Range Sponsor</b>	<b>\$500</b>	Complimentary foursome, sign with logo at the driving range, special thanks at meal/awards ceremony, special mention in press release, web site and newsletter <b>1 available</b>
<b>Hole Sponsor</b>	<b>\$400</b>	Logo sign at exclusive hole, Complimentary foursome, Special mention in press release, web site and newsletter <b>18 available</b>
<b>Hole Sponsor</b>	<b>\$200</b>	Logo on sign at exclusive hole, Special mention in press release, web site and newsletter, does not include a team. <b>(no team) 18 available</b>
<b>Tee Sponsor</b>	<b>\$100</b>	Logo on sign at Tee, Special mention in press release, web site and newsletter. This sponsorship is for those who support the chamber and this fundraising event, and does not include a team. <b>(no team) Unlimited</b>

### Tuscarora Area Chamber of Commerce

Phone: 717-328-5827  
E-mail: mgordon@tachamber.org  
PO Box 161  
Mercersburg, PA 17236

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Method of Payment

Bill Me       Payment Enclosed

Sign up for:

<input type="checkbox"/> Cart Sponsor	\$500.00
<input type="checkbox"/> Golf Ball Sponsor	\$500.00
<input type="checkbox"/> Golf Bag Sponsor	\$500.00
<input type="checkbox"/> Game Sponsor	\$500.00
<input type="checkbox"/> Range Sponsor	\$500.00
<input type="checkbox"/> Hole Sponsor w/Team	\$400.00
<input type="checkbox"/> Hole Sponsor without Team	\$200.00
<input type="checkbox"/> Tee Sponsor	\$100.00

**List players on the back of this form.**

Signature \_\_\_\_\_

# TACC 7TH ANNUAL GOLF TOURNAMENT

Players Name:

Phone Number/Email:

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Total Amount Enclosed:

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Make Checks payable to and mail to:

Tuscarora Area Chamber of Commerce  
Attn: Golf  
PO Box 161  
Mercersburg, PA 17236

# Tuscarora & Mercersburg Area Map

## Advertising Rates



Business Card      \$100.00

Double Card      \$200.00

Use this convenient form below to reserve your advertising space.

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Contact Person: \_\_\_\_\_

E-mail: \_\_\_\_\_

Scan or mail form to:  
 Tuscarora Area Chamber of Commerce  
 PO Box 161  
 Mercersburg, PA 17236  
 mgordon@tachamber.org