



Chamber News

September/October 2008

Mercersburg Area Chamber of Commerce

19 North Main Street • Mercersburg, PA 17236 • Phone: 717-328-5827
Email: info@mercersburg.org • Website: www.mercersburg.org



SCHOLARSHIP WINNER ANNOUNCED

The Chamber proudly announced the winner of the annual MACC Leadership Franklin County Scholarship at the September Power Lunch. Rachel Sheaffer, currently the office manager of chamber member Express Employment Professionals, not only met, but exceeded all the requirements set forth in the scholarship.

“I am honored to be selected for the Leadership Franklin County Program. I must thank Larry Lederer of Express Employment Professionals for allowing me to be a part of this program during working hours. I must also thank the Mercersburg Area Chamber of Commerce for awarding me their scholarship for the Leadership program.” Rachel said, “I believe that the program will be a unique and exciting experience. I expect the benefits from this program will not only help my professional career, but also my family and I personally.”

“Rachel has been a consistent front line volunteer for the chamber,” executive director Mary-Anne Gordon shared. “We are proud to be part of the positive experience she will have with Leadership Franklin County.”

LFC instituted in 1986, is designed to produce well-informed, motivated leaders who are willing and capable of working together for a better Franklin County. Contact Noel Purdy at the Chamber Foundation npurdy@chambersburg.org with any questions about this program.

ANNUAL BREAKFAST

Mark your calendars, our Annual Breakfast will be held Monday November 24, 2008 in the Edward’s Room at Keil Hall, Mercersburg Academy, 7:30-9am. We are proud to have Col. Shapiro of Letterkenny Army Depot as the key speaker this year. The Gold Sponsor is First National Bank of Mercersburg, and Silver Sponsor Summit Health. If interested in sponsorship participation, please contact the chamber.

CHAMBER ACCEPTING BOARD MEMBER NOMINATIONS

Mercersburg Area Chamber of Commerce will have 2 openings on its board in 2009, long time members Vicki Kiefer and Carrie Heckman are retiring. Directors serve 3 year terms, no more than 3 consecutive, and meet once a month. They are the front line of the chamber, steering and molding it. This is a great opportunity for any chamber member. Nominations are taken through October 31st, voted on in November and announced at the Annual Breakfast November 24th. Please call 328-5827 if you are interested.

Upcoming Events

Power Lunch
October 8, 2008
American Legion 12-1pm
Speaker - Embarq

Autumn Golf Tournament
October 10, 2008
Whitetail Resort

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Board of Directors

Executive Board Members

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Theresa Gourley
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Vice President

Shawn Meyers
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First National Bank of Mercersburg

Secretary

Judy Boyd
Whitetail Resort

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Tea Time Tasties
Vicki Kieffer
Associate Member
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Mercersburg Printing
Rick Hendrickson
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Liz Martin
M&T Bank

Michele McFadden
Briar Patch Primitives
Rebecca E. Erb Ed.D.
Tuscarora School District
Amy Hissong
First National Bank of Greencastle

Staff

Executive Director
Mary-Anne Gordon

The Chamber News is a bi-monthly newsletter of the Mercersburg Area Chamber of Commerce. Submit your information by the 19th 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.



Mary-Anne Gordon - Executive Director

BUSY TIMES

Members and Friends,

This is undoubtedly the busiest time of year here in the chamber office. With Townfest just around the corner, our 2nd annual golf tournament October 10th, new board member nominations/appointments at the start of November and the annual breakfast November 24th there are no idle hands here. This is a time the chamber reaches out for volunteers, both for event planning and staffing and to be involved in the management of the chamber as a board member. Please review our mission statement;

“The Mercersburg Area Chamber of Commerce exists to improve the quality of life of those living and doing business in the greater Tuscarora community by working in partnership with its members, affiliates, and government. Focusing leadership on challenges and opportunities, the Chamber strives to empower individual businesses to fulfill their financial and human potential.”

if it speaks to you, consider serving on our committees or board. Feel free to contact me anytime with questions.

Respectfully,

Mary-Anne

Chamber ⁺Plus Equals Dividend Dollars To You

GREAT SERVICE AND A DIVIDEND



“It's great dealing with a local business agent,” says Daryl Warrenfeltz, CFO of GRC General Contractor, Inc., which specializes in commercial, industrial and institutional construction. “If there's a problem, even in the evening or over a weekend, we know how to get a hold of them and they'll be out here for us.”

GRC, who employs 49 people full time, has been insured by Craig, Friedly, Potter and Moore Insurance Agency since the construction company was started in 1983 by Jim Rock and a partner.

“We have our general liability, auto and workman's comp insurance with them,” says Warrenfeltz. “We've gotten good service and are very satisfied.”

“And with the Chamber ⁺Plus program, we also got a dividend of around \$10,000.”

Visit our website for more information www.cfpandm.com

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3 West Main Street, Waynesboro, PA
717-762-3147



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MAACC Autumn **Golf Outing**

Whitetail Golf Resort Friday October 10, 2008

1:00 pm Shotgun Start 4-Person Scramble Dinner to follow at Whitetail Tubing Lodge

Event Sponsored by  **PENN NATIONAL INSURANCE** & Craig, Friedly, Potter & Moore **CFP & M INSURANCE AGENCY**

Sponsorship & Team Opportunities

Cart Sponsors	SOLD to F&M Trust and Bell Insurance	
Meal Sponsor	SOLD to First National Bank of Mercersburg	
Beverage Sponsor	SOLD to Auto Sales Unlimited	
Snack Sponsor	SOLD to Office of Admission and Financial and the Summer and Extended Programs office of Mercersburg Academy	
Range Sponsor	SOLD to First National Bank of Greencastle	
Hole Sponsor (with team) 8 available	\$350	Logo sign at exclusive hole, Complimentary foursome, Special mention in press release, web site and newsletter
Hole Sponsor (no team) 8 available	\$200	Logo on sign at exclusive hole, Special mention in press release, web site and newsletter
Tee Sponsor Unlimited	\$90	Logo on sign at Tee, Special mention in press release, web site and newsletter

Mercersburg Area Chamber of Commerce

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

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 Address _____

 Phone _____

Method of Payment

Bill Me Payment Enclosed

Sign up for:	Price
<input type="checkbox"/> Hole Sponsor w/Team	\$350.00
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<input type="checkbox"/> Tee Sponsor	\$90.00

NEWS.....

TUSCARORA AREA DEVELOPMENT ASSOCIATION ANNOUNCES NEW MEMBERS

The Tuscarora Area Development Association is proud to announce its newest members:

Rockwell Construction
D.L. Martin Co.
Bell Insurance
Whitetail Resort
Valley Quarries
F&M Trust
First National Bank of Greencastle
Patriot Federal Credit Union

TDA reorganized and launched June 3, 2008. One time payment Life Memberships are available for all Franklin County headquartered businesses for \$1,500. Out of county businesses may join for a one time fee of \$1,000 to become an Associate Member. Call TDA President Mary-Anne Gordon 328-5827 for membership details.



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FCADC INDUSTRY APPRECIATION DINNER

The Franklin County Area Development Association held their 22nd Annual Industry Appreciation Dinner Thursday September 4, 2008. This event, which brings together business and community leaders, is an evening to recognize the invaluable contributions made by businesses...both large and small...to the economic well being of Franklin County. This year the FCADC proudly awarded former First National Bank of Mercersburg CEO Marelin Sites the Zane Miller Award. The following is the decree:

Whereas, Marelin Sites retired as President and CEO of the First National Bank of Mercersburg on April 25, 2008 after 38 years of dedicated service; and

Whereas, her personal goal upon accepting employment at First National Bank of Mercersburg was to simply “make a difference”; and

Whereas, First National Bank of Mercersburg prospered under her leadership. When Marelin Sites assumed the role of President and CEO in 1988, First National Bank of Mercersburg had assets of \$42 Million, and upon her retirement the assets had increased to \$140 Million. In addition, she directed the construction of new branch facilities in Mercersburg, Greencastle, Chambersburg, Waynesboro, and Scotland, as well as the Data Center and Mercersburg Financial Center; and

Whereas, Marelin Sites exemplified a commitment to professional and community service by having served on the Board of Directors of the Pennsylvania Association of Community Bankers as well as the PACB Finance/Budget Committee. Locally, she served on several Boards including the Mercersburg Development Association, Mercersburg Area Chamber of Commerce, Mercersburg Rotary Club, Mercersburg Area Youth Organization, the Tuscarora Education Foundation, and the Franklin County Area Development Corporation; and

Whereas, during retirement Marelin plans to pursue her favorite hobbies including walking, golfing, gardening, traveling, and most importantly, spending time with her grandchildren; and

Whereas, Marelin Sites is the first female to be honored with the Zane A. Miller Award.

Now Therefore It Be Resolved, that the FCADC herewith honors Marelin K. Sites with its highest recognition... the Zane A. Miller Award.

MEMBERS IN THE NEWS

FIRST NATIONAL BANK OF MERCERSBURG



Robert J. Fignar, CEO of The First National Bank of Mercersburg, is pleased to announce that John R. Rotz has been employed as Business Development Officer. In this position, Mr. Rotz will be calling on area businesses and using his extensive financial expertise to further the Bank's strategic goals and establish mutually beneficial financial relationships.

Mr. Rotz, a life-long resident of Franklin County, has an impressive resume including not only high-ranking positions within the local banking industry but also extensive community service. Most recently he served as Executive Vice President and Commercial Relationship Supervisor for Susquehanna Bank. From 2002 – 2005 he was President, CEO and Chairman of the Board for Citizens Bank of Southern Pennsylvania. Over the years he was SVP and Market Leader for Financial Trust Company/Keystone Financial Bank; Executive Vice President and Commercial Lender for Chambersburg Trust Company; SVP of Credit Administration, Commercial and Agricultural Lender for Valley Bank & Trust Company.

Community involvement has always been important to Mr. Rotz. He is a member of the Chambersburg Church of the Brethren, and has served on many Franklin County community service agencies over the years. An abbreviated list includes Franklin County Extension Association Board of Directors, United Way Board of Directors, St. Thomas Township Planning Commission, Lutheran Social Services' Home Care Finance Committee, Francis Leiter Center Advisory Board, Chambersburg Rotary Club, Salvation Army Advisory Board, Tuscarora Education Foundation Board, Capitol Theatre Foundation Board, and Greencastle Chamber of Commerce Board. He currently serves on the Franklin County Area Development Corporation's Loan Committee, the Penn State Mont Alto Advisory Board Executive Committee and is a member of the Greencastle Rotary Club.

CEO Fignar stated, "John is a valued member of our team and I am confident he will do a great job for our current and future customers."

JAMES BUCHANAN HOTEL, PUB & RESTAURANT



Proprietors John and Deniz Celestin, staff, family and friends recently celebrated their first year anniversary as owners of the JB Hotel, Pub & Restaurant.

ROTZ & STONESIFER, P.C.



Rotz & Stonesifer, P.C. announces the hiring of Tom Maurer, CPA and Tiffany Widder at its Chambersburg office. Maurer joins the firm as an Auditing Manager. Widder is a part-time staff accountant who will work in the Personal Income Tax division.

Maurer has over 33 years experience as a CPA. He spent the first 18 years of his career with a large national firm. The last 15 years he was worked at regional firms in the South Central Pennsylvania area. Maurer has provided audit, tax, A-133 Single Audit and consulting services to local, regional, and national non-profit organizations. He is a member of the American and Pennsylvania Institutes of Certified Public Accountants and has served as a board and committee member for many non-profit organizations. He earned his Bachelor of Arts degree in Accounting from Elizabethtown College.

Tiffany Widder graduated from the Pennsylvania State University with a Bachelor's of Science in Accounting. After graduation, she joined Arthur Andersen at its Washington, DC office. While at the firm, she became a tax manager specializing in tax exempt organizations.

WASTE MANAGEMENT

Waste Management, Inc. launched ThinkGreenFromHome.com, a streamlined online service for the recycling of universal household waste including compact fluorescent lamps (CFLs), batteries, and eventually other household electronics. ThinkGreenFromHome.com offers consumers convenient mail-in solutions to safely store and recycle heavy metal containing household devices, as well as resources to encourage household sustainability. "Waste Management is providing solutions to help customers responsibly handle their household universal waste," said Cheryl Shields of Community Relations. The Think Green® From Home program makes recycling this waste as safe and convenient as possible." For more information on CFL, battery and electronic waste recycling, or to order recycling kits, visit <http://www.thinkgreenfromhome.com>.

Trudy Spielman
Owner

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Direct Line: (717) 709-7083
scottdonghia@remax.net

Each Office Independently Owned and Operated

SPOTLIGHT ON NEW MEMBERS

BAB AUTOMOTIVE



Robert Bard Jr. - Owner
5086 Lincoln Way W.
St. Thomas, PA 17252
Phone: 717-369-4378

Call BAB for all your automotive needs. Conveniently located on Rt. 30 in St. Thomas.

MOTHER MARTIN'S COUPONS



Edward & Marcia Warren
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Hagerstown, MD 21742
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Fax: 717-765-8789

Email: ewarren@mothermartin.com
Website: www.mothermartin.com

Mother Martin's Coupons, a staple of Franklin, Frederick and Washington Counties. Direct mail and website coupon advertising. Visit www.mothermartin.com and read testimonials, download coupons and get recipes.

ESTER SPRENKLE SCHOOL BUSES



Esther Sprenkle - Owner
3478 Horst Lane
Chambersburg, PA 17202
Phone: 717-263-9559

A bus contractor for Shalom Christian Academy.

PATRIOT FEDERAL CREDIT UNION



Peggy Bosma-LaMascus, President/CEO
Samantha Evans, Business Development Officer AVP
800 Wayne Avenue
P.O. Box 778
Chambersburg, PA 17201
Phone: 717-263-4444
Fax: 717-263-6020
Website: www.patriotfcu.org

Patriot Federal Credit Union is a full service credit union, serving its members with world class service. Established in 1965, Patriot Federal Credit Union is a not-for-profit financial cooperative, democratically owned and run by its members. The credit union is governed by a volunteer Board of Directors, elected by the membership. Peggy J. Bosma-LaMascus is President and Chief Executive Officer.

FORT LOUDON INN



Dawn + Richard Gogin - Owners
13703 Main St.
Fort Loudon, PA 17224
Phone: 717-369-5002
Email: fortloudoninn@yahoo.com
Website: www.fortloudoninn.com

As you enter the Inn and look around, you will find an inviting, warm, and down home atmosphere. Our goal is to provide a relaxed, comfortable, worry free setting for everyone who walks through our door. We are now renting the common areas of Fort Loudon Inn for events of any kind.

SPOTLIGHT ON NEW MEMBERS

STAR THEATER/PA OPRY



Jim Bailey
23 West Seminary St.
Mercersburg, PA 17236
Phone: 717-328-5959
Email: startheatre07@comcast.net
Website: www.paopry.com

Originally built in 1911 as an Opera House and later used for school functions by the Franklin and Marshall College (known as the Mercersburg Academy), the Star Theatre has undergone many changes to look like it does today. Fire damaged the theater in the 1930's, after which a decorator from Philadelphia was called in to restore the damage. A massive overhaul was done which included Art Deco light fixtures and Flocked wallpaper. Experience the Music, Entertainment and Hilarious Comedy of Pennsylvania's Premier Variety Musical Show. Also, showing movies every Friday and Saturday night.

THE FRANKLIN SHOPPER

The Franklin Shopper 25 Penncraft Ave.
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Website: www.thefranklinshopper.com

The Franklin Shopper is audited and is distributed to over 60,000 homes and businesses weekly. In addition, all of our classifieds are now also online. Distribution areas are: Franklin County, PA and Washington County, MD.

THE FOUNDATION FOR ENHANCING COMMUNITIES/ THE FRANKLIN COUNTY COMMUNITY FOUNDATION



Ellen Kyzer, Sr. Manager
200 N. 3rd Street
P. O. Box 678
Harrisburg, PA 17108
Phone: 717-236-5040
Website: www.tfec.org

TFEC was founded in 1920 (as The Harrisburg Foundation). The Foundation grew slowly during its first 60 years. Today, TFEC's assets represent tens of millions of dollars, all for charitable benefit of our communities

Mission "To stimulate philanthropy and enhance the quality of life in the community through accumulating, managing and disbursing financial assets, and to serve as a catalyst and neutral convener to meet a wide range of community needs in the south central Pennsylvania counties of Cumberland, Dauphin, Franklin, Lebanon, and Perry, and also in the Dillsburg area".

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MORE NEWS.....

FRANKLIN COUNTY VISITORS BUREAU LAUNCHES FREEDOM TOURS

The Franklin County Visitors Bureau launched its first Freedom Tour of 2009 with the John Brown Franklin County Experience. Frederick Douglass, portrayed by living history interpreter Fred Morsell, recalled his visit to Chambersburg in August 1859 to meet with John Brown and recreated both his commitment to the anti-slavery movement and Brown's lifelong commitment to the cause. Dennis Frye, a noted John Brown historian, also spoke. Sites visited on the tour include Mary Ritner's Boarding House, Franklin County Old Jail, Emmanuel Chapel, Mont Alto State Park, and the capture site of John Cook, one of Brown's key men.

Upon arriving in Chambersburg on August 19, 1859, Douglass was recognized by the citizens of Chambersburg and pressed for the purpose of his visit. Douglass said he was in town to give a speech. The true reason for Douglass' presence was the meeting with John Brown. Shortly after his arrival, Douglass connected with Henry Watson, an African American barber in the community, who was known for his association with the Underground Railroad. Watson arranged the meeting of John Brown and Frederick Douglass, a key connection of Brown to the Franklin County Underground Railroad. Another connection between Brown and the local network of the Underground Railroad is Mary Ritner, whose boarding house is located on present-day King Street in Chambersburg, where Brown and his men headquartered the northern location of the insurrection.

In an effort to solidify the Underground Railroad connection of the Ritner Boarding house, also known as the John Brown House, the Franklin County Visitors Bureau submitted an application of the Mary Ritner Boarding House/John Brown House to the National Park Service Network to Freedom on July 15, 2008. Two additional applications were submitted at the same time and six additional are planned for submission in December 2008.

The John Brown Sesquicentennial Tour launched a year-long series of events and activities that commemorate the John Brown Sesquicentennial. The John Brown commemorations are the initial collaborations of four states—Maryland, Pennsylvania, Virginia, and West Virginia—and marked the first of several sesquicentennial events in the historic Great Valley region, including commemorations related to Abraham Lincoln, the Emancipation Proclamation, and the Civil War.

The Franklin County Visitors Bureau will offer an Underground Railroad Tour on September 27, 2009 and celebrate the PA Civil War Trails Discovery Weekend in Franklin County with the *Road To and Retreat From Gettysburg* on October 17-19. For additional information on these tours or information on what to see and do in Franklin County, contact the visitors bureau at 866.646.8060 or 717.709.7204.

SUMMIT ENDOWMENT ANNOUNCES 2008 GRANT AWARDS SUMMIT ENDOWMENT—INVESTING IN TOMORROW'S COMMUNITY HEALTH AWARDS MORE THAN \$400,000 TO COMMUNITY-BASED PROGRAMS ADDRESSING HEALTH ISSUES

Investing in Tomorrow's Community Health has awarded more than \$400,000 to nine community-based, non-profit organizations for the 2008 funding cycle. This brings the total funding granted since the endowment's inception in 1998 to nearly \$3 million. Summit Endowment has supported more than 45 community-based, non-profit organizations to date.

The mission of the Summit Endowment is to support and encourage the development and success of programs of 501(c) 3 organizations addressing recognized health issues affecting residents of Summit Health's service area.

Grants for 2008, beginning July 1, 2008, were awarded to:

Fayetteville Elementary's Lewis & Clark Trail Project: Chambersburg Area School District Foundation to develop a walking and fitness program for 3rd through 5th grade students at Fayetteville Elementary School based upon the Lewis & Clark Trail Program in the Greencastle-Antrim School District.

Faust Hip-Hop Dance Club: Chambersburg Area School District Foundation to expand the after-school program offering an hour of tutoring/study time and an hour of hip-hop dance instruction twice a week for junior and senior high school students.

Franklin County 4-H Therapeutic Riding Program: to expand the Therapeutic Riding Program to provide targeted services for Autism Spectrum Disorder children and youth.

Lutheran Home Care Services to develop a pilot program to provide home Tele-health monitoring to residents of Franklin County who are living with chronic cardiopulmonary conditions.

ENDOWMENT AWARDS GRANTS

Shippensburg WALKS!: Shippensburg Area School District Foundation to develop a walking and fitness program to address overweight and obesity in children in grades K-8 in the Shippensburg Area School District based upon the Lewis & Clark Trail program in the Greencastle-Antrim School District.

Penn State Mont Alto to provide support for two nursing faculty positions.

Mini-grants were awarded during the spring of 2008 to:

Rhonda Brake Shreiner Women's Center to provide a cookbook for patients undergoing breast cancer treatment.

Waynesboro Human Services to provide financial assistance to low-income individuals to purchase prescription drugs.

Women In Need to conduct a summer Camp for children who have experienced domestic violence.

For information about Summit Endowment – *Investing in Tomorrow's Community Health*, contact Ann Spottswood, Endowment Manager, at (717) 267-4861, or by email at aspottswood@summithealth.org.

All businesses have one thing in common: Recordkeeping. Whether you are a large or small business, you must have a system in place to organize all the necessary supporting documents that are required for taxes, audits, and managing your business.

What does recordkeeping mean? Recordkeeping is maintaining accurate information that represents the transactions of your business and keeping this information on file for a specific period of time.

How is recordkeeping accomplished? Any item you record as a transaction must have supporting documentation. Following is a list of items that you should keep and the supporting documentation that is required:

Gross Receipts- These documents show the income to your business. Types of gross receipts are cash register tapes, deposit slips, invoices, credit card slips, 1099's.

Purchases – These documents are for items you purchase and resell to customers, or goods you buy to manufacture a product. Types of purchase supporting documents are receipts, cancelled checks, and invoices.

Expenses – These documents are for items that are necessary to carry on your business. Types of supporting documentation are cancelled checks, invoices, account statements, receipts, and credit card slips

Travel, Transportation, and Entertainment expenses - If you travel, keep all parking and toll receipts. If you deduct mileage on your car, record all travel miles from starting mileage to ending mileage along with the date traveled.

Assets – These documents support the property you use for your business, including machinery and furniture.

Employment Taxes- These supporting documents are Employer Identification Number, amount and dates of wages and tips, names, addresses, social security number of employees, dates of employment, W-2 returned undeliverable, copies of employee income tax withholding, date and amount of tax deposits, copies of returns filed, and records of fringe benefits.

Recordkeeping can be completed daily, weekly, or monthly depending on the volume of your business. If your business has multiple transactions daily, then doing your recordkeeping daily or once a week is a good idea. If you wait till the end of the month, you could miss important transactions that need to be recorded.

Common ways to manually complete recordkeeping include ledgers or a journal. Other options include computer software programs such as QuickBooks, Peachtree, and Quicken. QuickBooks offers a free sample of Simple Start 2008 CD that you can order or download at www.quickbooks.intuit.com. Or you can contact the Shippensburg SBDC for a free sample of the Simple Start 2008 CD at 717-477-1935 or sbdc@ship.edu.

Additional resources can be found on IRS Publication 583: Starting a Business and Keeping Records, IRS Publication 463: Travel, Entertainment, Gift, and Car Expenses at www.irs.gov. SBA Publication FM-10: Recordkeeping for you Small Business at www.sba.gov.

The Shippensburg University Small Business Development Center will have two upcoming workshops titled "Basic Recordkeeping for your Small Business". The workshops will be on November 12, 2008 at 10:00AM in York, and November 19, 2008 at 9:00AM in Carlisle. Please contact the SBDC at 717-477-1935 for more information or to register for one of the workshops.

FALL WORKSHOP SCHEDULE

**The First Step: Starting a Small Business
Web Site Optimization for Search Engines**

Location: West Shore Chamber of Commerce
4211 Trindle Road, Camp Hill, PA

September 17, 2008 | 1-3:30 PM
Cost: \$20

Doing Business with the Commonwealth

Location: Murata Business Center
453 Lincoln Street, Carlisle, PA

September 23, 2008 | 9 AM-NOON
Cost: Free

The First Step: Starting a Small Business

Location: Murata Business Center
453 Lincoln Street, Carlisle, PA

September 24, 2008 | 1-3:30 PM
Cost: \$10 (Free to veterans)

Writing an Effective Business Plan

Location: Shippensburg Area Chamber of Commerce
53 West King Street, Shippensburg, PA

September 30, 2008 | 9AM-NOON
Cost: \$15 or \$25 for combination with
Financial Projections for Small Businesses

Financial Projections for Small Businesses

Location: Shippensburg Area Chamber of Commerce
53 West King Street, Shippensburg, PA

September 30, 2008 | 1-3:30 PM
Cost: \$15 or \$25 for combination with
Writing an Effective Business Plan

Manager's Corner: *Plot Your Plan*

I was recently asked by an executive team, "How do we start pulling a Succession Plan together? We believe we have many of the pieces already, but we don't know what to do with them." That's a great question and a great position to be in. The answer though, requires you to first be clear on what you really want your Succession Plan to do for you. Once you're clear on that, you can then better appreciate how to start.

When most people think of Succession Plans, they imagine some document that outlines who's going to step up into a vacant spot when the current position-holder retires, moves up him or herself, or experiences the "hit by a bus" scenario - which is any emergency or unexpected situation that requires someone else to quickly step in temporarily or long-term. That singular focus type of plan is great and basically outlines who some of your "fall back" or "go to" people may be. That's good to know when you need to make a quick personnel decision.

The other and more comprehensive purpose for succession planning is to not only create the above document, but to also plan for acquiring, recruiting, or developing internally the skills your organization will need as it continues to move forward. So instead of just filling a spot with someone who can hold things together, you're creating depth and talent throughout your organization. This will allow you to have a pool of individuals with high-level, broad-based skills capable of filling one or more positions within your organization. This provides greater flexibility, increases employee knowledge and skills, and also increases employee commitment to the organization.

So, back to the initial question: "How do we starting pulling a Succession Plan together?" I'd suggest you follow four initial steps:

1. Plot Your Organization Chart - Print out your organizational chart and list in each box the current position/position holder. Below that person's name, list the names of three to five people. List the names of anyone who could step in quickly at least on a temporary basis. Then, list the names of individuals who have the potential to be viable candidates for the position long-term -- if they have more time, training, and development opportunities. Print the names of anyone currently capable of stepping in and filling a position in black; print all other names in red. If you have no name to put in a spot, put "???" and print those in red too.
2. Assess Your Chart - Review your color-coded organization chart. How much red are you seeing? Are you also seeing situations where you have one back-up person identified, but that person is planning to retire within the next few years? Do you have several positions where only one person knows or does the job and you simply don't have any other employees? In this type of situation, if you lose that person, who's going to do the work?
3. Prioritize Your Plan - For any position boxes that have more red than black, highlight the box in yellow or some other obvious color.
4. Plot Your Plan - Review the highlighted areas to determine "Hot Spots" or priority areas. These Hot Spots are areas or positions that need attention quickly to develop skills, transfer knowledge, initiate cross-training and mentoring, or at least document critical procedures.

Though the above is a quick overview, once you know what you have – or don't have – you're better able to know where to start in Succession Planning. Be clear on what you want the plan to do. Then use your organizational chart to plot the direction and immediacy of your plan. Plot your plan to your future success.



Mercersburg Area Chamber of Commerce Presents

Mercersburg Townfest



29th Annual

AREA ATTRACTIONS

Saturday, September 27, 2008

**7th Annual Fall Festival
and Silent Auction
8:00 AM- 2:00 PM**



First United Methodist Church

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Stoner's Dairy Farm & Corn Maze

Season Opening

Saturday, September 6th

5-acre Pirate-themed Corn maze,
Hayrides, Petting Area, Pumpkins

Hours: Saturdays 10-5, Sundays 12-5
Pre-Registered Group Discounts available

Harvest Farm Festival

Saturday, October 4th

Haunted Maze Nights

Friday, October 24th & 31st

www.StonersDairyFarm.com

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Mercersburg Area Chamber of Commerce Presents



29th Annual

Mercersburg Townfest

Saturday September 27

Downtown Mercersburg
mercersburgtownfest.com

Artisans & Crafters
Entertainment
Delicious Food
Kids Corner



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We hope you can attend

*National Alpaca Farm Days
Open House*

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Don't miss the
 October 8th
 Power Lunch

Speaker - Embarq
 Location - American
 Legion
 Time - Noon-1pm
 Cost - \$5

RSVP is required!



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