



# THE CHAMBER NEWS

**Bedford County Chamber of Commerce**

Leading Businesses. Leading Communities.™

## From the desk of our President...

When I first joined the Chamber years ago, I can remember talking to several people I know and asked them why they weren't active with the Chamber. One response I got was that the Chamber was "too much of a clique" for them. I remember the term being used in a negative light way back in high school where there were definite groups that associated with each other. For the purposes of this article, I thought I would look up the definition of clique... "A small exclusive group of friends or associates". After pondering this definition, I would have to admit that they were partially correct! With nearly 600 members, I would not consider them "a small exclusive group" but, having been actively involved for the past several years I would agree that the Chamber is a "group of friends and associates" that are focused on improving the business climate in the local community. I have met many people that I probably wouldn't have had the opportunity to meet and network with had I not joined the Chamber. I did not see any barriers to me "cracking that inner circle" as you might expect with a true clique. In fact, the position that I am holding in writing this article is testimonial of how involved a person can be should they choose to participate. As a Chamber member, I have seen first hand the many good things the Chamber has done for the community, the schools and area businesses. The friendships and associations I have developed have not only given me great memories but, have had a direct impact on the growth of my business. Why not make the commitment to become involved in the Bedford County Chamber of Commerce?



Mark Szanca

## Welcome to Heartland Hall



Business or Pleasure... Small Groups or Large Events... Heartland Hall is Bedford's first state-of-the-art banquet hall and meeting facility designed specifically to meet the growing needs of the community. Trust your next special event to "The Hi-Tech Conference Center with a Heart" Heartland Hall.

The Heart-Shaped Pond, our one acre showpiece, will be groomed with lovely plantings, surrounded by lights, and flowing with a beautiful fountain. A gazebo for outdoor events is situated just North of the pond, while pathways to the delightful singing forest full of birds, home of five awe-inspiring canopying willow trees, will be leading to the South. This

makes a lovely photo setting for wedding parties and special occasions.

Experience treasures in your own backyard... when you hold your event at Heartland Hall! Join us in celebrating our fourth year of providing elegant events since our opening on July 16, 2005, from the Business-to-Business Expo to... lovely weddings to... sports banquets to... tea parties to... fundraisers to... business meetings and conferences to... video-conferencing you presentation across the state to... Steelers' game on our large screens to... concerts and dinner theaters to... Christmas parties to... our creativity for your special and unique occasions is endless...



## SEPTEMBER AFTER HOURS AT HEARTLAND HALL

September Business After Hours will be held at Heartland Hall on September 30th from 5 PM to 7 PM in conjunction with the Expo. This is one of our largest networking opportunities that you won't want to miss! By pre-registering, you will receive admission into the facility and two free drink tickets. Cost is just \$5 and the required reservations can be made by calling the Chamber office at 623-2233.

## CONSTANT CONTACT

Please join the Bedford County Chamber of Commerce and the St. Francis Small Business Development Center when Gina Watkins, Regional Development Director of Constant Contact, gives the why and the how and real-world examples for effective email marketing.

Friday, September 4, 2009  
10:00 a.m. - 2:30 p.m.  
Heartland Hall  
Registration begins at 9:30 a.m.

This seminar will include two segments with a break for lunch (included). The morning session is *Best Practices in Email Marketing* which is based on building the relationships that are the key to your business success with easy, inexpensive and highly effective email marketing.

The afternoon session is *Getting Started with Email Marketing & Constant Contact*, which is a LIVE demo. In this class you will learn how to set up account options, add signup boxes to your website and emails, load a list, build a campaign and brand your email to match websites and logos.

\$20 for Chamber members, and \$30 for not yet members

Call the Chamber at 623-2233 to register or for more information.

## 2009 BUSINESS-TO-BUSINESS EXPO

Shiver Me Timbers!

Set your sails to ye biggest event of the year, ye "Buy Local, Sell Local... Treasures in Your Own Backyard" Business-to-Business Expo 2009. This excitin' networkin' opportunity be held at Heartland Hall, on Wednesday, September 30th between 1 PM an' 7 PM. Take advantage of this chance t' showcase yer goods an' services. An' keep ye ship afloat wit' ye new treasures & services on the high seas an' ye new contacts that be offered. Yer crew be welcome, so brin' them along. Time be of the essence an' our booths be fillin' fast! Dock ye pirate ship before the storm comes brewing and time be ran out. Aye, me parrot concurs. Don't forget we be havin' a booth competition. Get into ye spirit of this voyage's Expo - hang yer nets, raise yer jolly roger an' dawn ye seafarin' hearty garb an' join in the festivities of ye tide! Fer those of ya who'd be wantin' to visit, we'd be havin' a treasure hunt! Come solve the puzzle an' take ye chance to win ye prize!

Ahoy and a mighty thanks to the sponsors of this voyages event.  
\$750 Sponsors - Bedford Grange Mutual Insurance Co., Evergreen Insurance Associates, Freedom Wireless, St. Francis University, and Wessel & Company  
\$500 Sponsors - Business Records Management, Corle Building Systems, and First Commonwealth Bank (Hospitality Room Sponsor), Wix Pix Productions, Inc.  
\$250 Sponsors - Hometown Bank of PA, and Reed, Wertz & Roadman, Inc.

## BUSINESS @ BREAKFAST WITH A NON-PROFIT FOCUS

Wessel & Company, P.C. presents  
**There's a Monster in the Closet: What Non-profits Need to Know in a Changing Environment**  
Friday, October 2  
The Arena Restaurant  
7:30 Breakfast and registration  
8 - 9 Presentation

**Presentation Topics to Include:**  
• The 5 Most Important Questions You Will Ever Ask About Your NFP Organization (Drucker)  
• The Economic Impact on NFPs in the Current Environment  
• Form 990 Refresher  
This educational presentation is brought to you courtesy of Wessel & Company.  
Although there is no charge to attend, and members and non-members are welcome, registration is necessary by calling the Chamber at 623-2233 by Wednesday, September 30.

## DISCOVER TUSCANY

Imagine Rome, Assisi, Basilica of St. Francis, Montecatini Terme, Florence, San Gimignano. Now imagine being in all those beautiful places! In 2010 the Bedford County Chamber and Bollman Travel working with Collette Vacations will be hosting a trip to Tuscany March 18 - 27. If you have always wanted to travel to (or return to) Tuscany, now is your opportunity. Join us for an information session about the trip details on Thursday, September 17, 7:30 PM at the Bedford County Arts Center. Ci vediamo!!

## NEW MEMBER



Chamber Ambassador Jackie Beegle of Highland's Home Health Care, presents Jeff Creighton, owner of Bedford Computers, with his new membership plaque at the August Business After Hours that was held at Colonial Courtyard. Bedford Computers is located at 154 North Richard Street in Bedford.

## NEW MEMBERS

- ZIRCorp, LLC  
Bill Sujansky  
560 Sunnyside Road  
Bedford, PA 15522
- Bread Basket Café  
John & Patricia Dellos  
112 East Pitt Street  
Bedford, PA 15522
- Bedford Computers  
Jeff Creighton  
154 North Richard Street  
Bedford, PA 15522
- Bunkys Campground  
Larry Barnouski  
166 Fairmont Road  
Hopewell, PA 16650
- North American Payment Solutions  
Penny McFadden  
One Bird Cage Walk  
Hollidaysburg, PA 16648

## THANKS TO OUR FRIENDS

Thanks to our friends who graciously donated door prizes, snacks, ice, etc. to help make our Golf Tournament a successful one! *Blackburn - Russell, Country Side Gardens, The Craftique Shoppe, Elaine's Wearable Art, Everett Flower Shop, Everett Foodliner, Forget me not Flowers, Founders Crossing, Geisinger Children's Network, Giant Eagle, Laurel Sport Shop, Loving Touch Flowers, Amy Mearkle, Kraft/Nabisco, Old Bedford Veterinary Clinic, The Penguin Ice Cream Shoppe, Shear Wonders, Sherwin Williams, Stat Medivac, Tac, Inc., True Value Hardware, Wal-Mart and WTAJ-TV10.*

## ENERGY POOLS POWER PURCHASING

Wondering how you will cope with increased energy costs when rate caps are lifted? Plan ahead by joining us for an informational program that will tell you how Bedford County Chamber members will be able to keep those costs under control by pooling power purchasing. Our presenter, On Demand Energy Solutions, acts as an energy manager, aggregating together the accounts of businesses both large and small, municipalities and school districts to shop around for lower prices from suppliers. Chamber members and potential members are invited to learn about the program on **September 3 beginning at 1:00 PM at the Pitt Theatre in Bedford.** Please RSVP by calling the Chamber office at 623-2233.

## TRAVEL & TREASURES ONLINE AUCTION

Have you checked out our online auction yet? If your answer is no, then what are you waiting for? You are missing out on all the fun! We have many items that should more than peak your interest!! Our auction is in progress and will continue until our Business-to-Business Expo on September 30th at 6PM when the bidding will close. Winning bidders will be announced at the event! (You do not need to be present to win, but we sure would love to have you there!)

The Online Auction is an outstanding "viral" marketing tool. Our members will pass along our e-mail messages to their own friends and family - so there's no telling how many people our message will reach! "Be a Donor and/or Sponsor and You'll See the Rewards, Too!"  
www.bedfordcounty-chamber.com

## CENTRAL PA EXPO

We are pleased to announce our partnership in the upcoming Central Pennsylvania Regional Business & Industry Expo to be held on Tuesday, November 17, at the Bryce Jordan Center on the campus of The Pennsylvania State University.

The Regional Expo, will provide members of each chamber the opportunity to promote their products and services to businesses and consumers from throughout the region. The following Chambers will be partnering in this premiere regional event:

- Bedford County Chamber of Commerce
  - Bellefonte Intervalle Area Chamber of Commerce
  - Blair County Chamber of Commerce
  - Cameron County Chamber of Commerce
  - Centre County Chamber of Commerce
  - Clearfield Chamber of Commerce
  - Clinton County Economic Partnership
  - Greater DuBois Chamber of Commerce
  - Huntingdon County Chamber of Commerce
  - Juniata River Valley Chamber of Commerce
  - Tyrone Area Chamber of Commerce
- For more information and registration check [www.bedfordcounty-chamber.org/development](http://www.bedfordcounty-chamber.org/development)

## TWEETUP

Tuesday, October 6, 5:30 - 7:30 at the Tavern in Bedford.  
What's Tweetup? It's for folks who use those social networking tools like Twitter, Facebook, LinkedIn and the like to come together face to face and actually talk in real life. Watch for more info coming to you on your networks very soon.

## BEDFORD AMBULANCE SERVICE RIBBON CUTTING



The Bedford Ambulance Service held a ribbon cutting ceremony on September 13th celebrating the arrival of their new ambulance. The new 2009 Ford F-450 with a Type I Modular Box by Lifeline is ready for service!

## CALENDAR OF EVENTS

- ❖ Thursday, Sept. 3 - 8-9am - Business BEFORE Hours - Army Recruiting Station
- ❖ Thursday, Sept. 3 - 1-2:30pm - Energy Pools Power Purchasing - Pitt Theatre
- ❖ Friday, Sept. 4 - 10am-2:30pm - Constant Contact Workshop - Heartland Hall
- ❖ Thursday, Sept. 17 - 7:30pm - Discover Tuscany - Bedford County Arts Center
- ❖ Wednesday, Sept. 30 - Business to Business Expo - Heartland Hall
- ❖ Wednesday, Sept. 30 - Expo After Hours - Heartland Hall

## ~ SAVE THE DATES ~

- Friday, October 2 - 7:30am - Business @ Breakfast - Focus on Non-Profits - The Arena Restaurant
- Tuesday, October 6 - 5:30-7:30pm - Tweetup - The Tavern
- Friday, October 16 - 7:30am - Government - It's Your Business with PennDOT's Tom Prestash

FOR MORE ABOUT ANY OF THESE EVENTS SEE:

# www.BedfordCountyChamber.org

137 E. Plitt St., Bedford, PA 15522

814-623-2233

info@bedfordcounty-chamber.org

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