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CHAMBERLINE

*Shippensburg
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It feels like home.

November 2022



As we enter into the next season in many aspects, many would argue this season is the most wonderful time of the year. I would agree, I love this time of year when change is in the air. Change is good! It provides opportunities for new perspectives and a new beginning. This year has been full of challenges for the business world with many ups and downs and uncertainties which can

make it difficult to be successful. One of the largest challenges has been around the issue of workforce. How do you attract them to work and what is the trick to keeping them? I can tell you several countywide efforts have been initiated to assist with this issue.

In the meantime, I want to challenge you to continue to be creative as you do business. Don't be afraid to think outside the box, as you consider how to market your small business or execute your business plan. Maybe look to some non-traditional methods of encouraging patrons to visit your place of business or event(s) that you are hoping to have a good crowd in attendance. Due to our current state of economy, community members are really looking for steals and deals. Be strategic in creating the steals and deals opportunities to make it a win-win for everyone. Lastly, collaboration seems to be a very strong buzz word in this season. This is not common practice when you think about business to business. This is a new day with opportunities. Think about how you can work together with another small business to strengthen your efforts. I know this is different, but this may strengthen your impact. Consider it!

Saturday, November 28th is Small Business Saturday. This is one day that we encourage the general community to support our small businesses. This is very critical for the success of our community businesses. Shopping local means more to our businesses than you may imagine. We hear that patrons will go outside of Shippensburg to shop because they believe the items they need are not available in here. I am encouraging you to visit the local businesses first before going outside of town. You may be surprised. I say all this as a reminder that we have to stand together to keep our community strong. Let's continue to make Shippensburg a great place to live, work and play.

Scott Brown
President/CEO

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Office Manager
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chamber@shippensburg.org

Shippensburg Area Chamber of Commerce Committees

Awards Breakfast Committee
Back to School Family Fun Day Committee
Bloom Festival Committee
Central PA Chainsaw Carvers Festival Committee

Chamber Golf Tournament Committee
Community Christmas Party Committee
Membership Committee
Promotions & Program Committee
Shippensburg Beer & Wine Festival Committee

OUR MISSION To provide members with services that promote and support economic vitality as well as develop Shippensburg as a great place to live, work, play, visit and invest.

OUR VISION To be recognized as the premier membership-based organization for professional networking, development, and stimulating economic growth in the vibrant and prospering business community of Shippensburg.

SHIPPENSBURG.ORG
717.532.5509 | 68 West King Street | Shippensburg, PA

CHAMBER TIERED MEMBERSHIPS

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Shippensburg University Foundation
Shippensburg University
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Events Calendar

November 24, 2022 - Thanksgiving Day (Chamber Closed)
November 25, 2022 - Chamber Closed
December 14, 2022 - How To Do Business With Parx; Conference Center at Shippensburg University
December 15, 2022 - Community Christmas Party; ShipRec; Shippensburg University



November 13 - Salute to Veterans; Hagerstown Municipal Band & Special Guests; Capital Theatre; Chambersburg
November 14 - Fall Fun! Maze, Hayride, Jump Pad, PYO Pumpkin; Country Creek Produce, Chambersburg
November 16 - Country Line & Partner Dancing; Scotland Community Center; Scotland
November 17 - Community Prayer; Star Theatre; Mercersburg



November 18-19 - 67th National Fall Eastern Antique Show & Sale; Carlisle Expo Center
November 19 - Holiday Parade; Downtown Harrisburg
November 20 - Candy Cane Walk; Downtown Camp Hill
November 20 - Merry Merchants Holiday Market; PNC Parking Lot; New Cumberland



November 12 - Colby Dove; University Grille
November 16 - Holiday Wellness Workshop; WellSpan Health; Zoom
November 18 - Kevin Shannon; CJ'S American Pub & Grill
November 20 - Shippensburg University Community Orchestra and Concert Choir; Luhrs Performing Arts Center
November 21 - Farm-City Banquet; Tuscarora Room @ Reisner Hall; Shippensburg University



November 18 - French Cooking Classes; Mercersburg Inn, Mercersburg
November 18 - 2022 Heritage Christmas; Downtown Greencastle
November 19 - 4th Annual Festival of Trees; 11/30 Visitors Center; Chambersburg
November 19 - Socrates Cafe; Alexander Hamilton Memorial Free Library; Waynesboro
November 20 - Waynesboro Bluegrass Hootenanny; Music Makers; Waynesboro
November 23 - WIND-DOWN Wednesdays; Fireside Pub; Greencastle
November 24 - Greencastle Flyers Turkey Trot 5K Run/Walk & Kids Race; Greencastle-Antrim High School; Greencastle

November 26 - The Odd Ones Holiday Bizarre; The Millworks; Harrisburg
November 26 - December 11 (select dates) - Ken Ludwig's 'Twas the Night Before Christmas; Little Theatre of Mechanicsburg
November 30 - December 4 - PA Christmas & Gift Show; Farm Show Complex Harrisburg

November 22 - Thanksgaming Family Camp; Coy Public Library of Shippensburg
November 24 - Thanksgiving Day
November 26 - Lightwire Theatre A Very Electric Christmas; Luhrs Performing Arts Center
November 30 - The Perfect Blend: Coffee, Crafting & Conversation Grief Support; Drew's Hope Grief Center
December 3 - 30th Annual D.O.I.T. Shippensburg Christmas Parade; Downtown Shippensburg
December 3 - Shippensburg Christmas Market; Shippensburg First Church of God Annex
December 8-11 - Volvo Lights 2022; Volvo Construction Equipment

PRESS RELEASE



PACP Column
November 2022

For more information, contact Jon Anzur
717.720.5447

Critical CNIT Rate Reduction Within Reach as Fiscal Year Wraps Up

There's leadership through partnerships. Local chambers of commerce prove this every day.

The Pennsylvania Chamber of Business and Industry values and trusts our local chamber allies to communicate their members' top issues and challenges so we can advocate for their best interests in Harrisburg and Washington, D.C. After all, local chambers of commerce are closest to the small businesses in their communities and deeply understand the issues affecting them.

PA Chamber President and CEO Luke Bernstein and our entire team have prioritized engaging with local chambers statewide to understand what knits each community together and determine ways we can work as one to move Pennsylvania forward. We celebrated the enactment of this year's comprehensive tax reform package with visits to local chambers of commerce and economic development groups in Lancaster, York, Pittsburgh, and the Lehigh Valley, touting our collective success in reducing the Corporate Net Income Tax in half (from 9.99 percent to 4.99 percent by 2031) along with other small business tax reforms that are making Pennsylvania the most competitive it has been in decades.

Even more recently, our team has held meet-and-greets with local chamber leaders in every region of the state. Luke spoke at the Legislation Education and Advocacy Day (LEAD) Conference, an annual gathering of several northeast Pennsylvania regional chambers of commerce; at the Carlisle Chamber's Annual Meeting; and provided a comprehensive legislative update at the Pennsylvania Association of Chamber Professionals Conference in Gettysburg, among other visits.

And this is just the beginning. As we continue to travel our great Commonwealth, the PA Chamber's leadership through partnerships philosophy is focused on how we can continue forging relationships with local chambers and work together to make Pennsylvania the best place for investment, job growth, and economic opportunity.

We've worked together when it counts and achieved real results for Pennsylvania's business community.

Consider, for instance, our recent success in advancing legislation that will help a group of employers avoid an unfair increase to their unemployment compensation taxes. This issue arose when a local small business contacted the Schuylkill County Chamber, who in turn notified the PA Chamber, allowing us to engage our elected officials in Harrisburg.

Within three months, legislation reached the Governor's desk fixing the issue – underscoring the effectiveness of local businesses and chambers working with the PA Chamber to advocate for pro-business legislation. Together with our statewide local chamber partners, we were able to advance legislation that will help many of our small businesses facing what would have been an imminent tax increase.

The PA Chamber is committed to working with you, our member businesses, elected officials from both parties, and pro-growth advocates statewide to advance additional policies that will build on our past accomplishments. There is so much opportunity to make progress on policies that will boost our competitiveness; make our infrastructure safe, modern and efficient – not just roads and bridges but future-forward projects like autonomous vehicle development and broadband expansion; harness our natural resources so we can provide low-cost, low-emissions energy to the world; and ensure that everyone has access to the training and education they need to prepare them for the jobs that will keep their kids and grandkids in Pennsylvania for generations to come.

To do that, we need people at the local level to get involved and stay involved – and that starts with the great work being done at our local chambers. Now is our time. As we have already proven, when we put the best interests of Pennsylvanians first and work together, anything is possible.

As we commit to working with our local chamber partners, we take to heart the words of former U.S. House Speaker Tip O'Neill – "All politics is local." The PA Chamber is dedicated to keeping local chambers' needs top of mind as we move forward with the shared mission of creating the strong, safe, and economically vibrant communities we all deserve.

Jon Anzur
Vice President, Public Affairs
PA Chamber of Business and Industry

The Pennsylvania Chamber of Business and Industry is the state's largest broad-based business association, with its statewide membership comprising businesses of all sizes and across all industry sectors. The PA Chamber is The Statewide Voice of Business™.

Nationally Recognized Cancer Care. HERE IN CARLISLE



World-renowned UPMC Hillman care is available to you right in your community. As one of only three NCI-designated Comprehensive Cancer Centers in the state, we give patients convenient access to top cancer specialists and more than 500 breakthrough clinical trials, all right here in Carlisle. With advanced research and the latest cancer prevention, diagnosis, and treatment in your backyard, you don't have to travel for world-class cancer care. Learn more at UPMCHillman.com/CentralPa.



**UPMC HILLMAN
CANCER CENTER**



Snoke's Excavating & Paving, Inc.
33 East Main Street
Walnut Bottom, PA 17266
(717) 532-2857
www.snokesexcavating.com

Snoke's has been in business since the 1950's. The company started out as Snoke and Myers, and soon became Snoke's Excavating and Paving. Walter Snoke was the owner until he sold it to his son Glenn Snoke, the current owner.

Excavating services include site clearing, fence rows, utilities, storm water management, building pads, sink holes and snow removal. Snoke's also offers residential paving for driveways and patching/repairs as well as commercial paving for parking lots and new roads.

The company became incorporated in 1974 and continues to grow. Currently they have 23 full-time employees and a handful of part-time employees.



www.shippenburg.org

October

EVENT RECAP

Chamber Golf Tournament

Friday, October 7th was a beautiful fall day for the Chamber's annual Golf Tournament held at Eagles Crossing Golf Club.

A total of 22 teams joined us this year!

Thank you to our sponsors for partnering with us:

- WellSpan Health** - Title Sponsor
- Parx Casino Shippensburg** - Platinum Sponsor
- Truck Mart/Car Starz, LLC** - Prize Sponsor
- Members 1st Federal Credit Union** - Gold Sponsor
- Shippensburg University** - Gold Sponsor
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- Shippensburg Beverage** - Beverage Sponsor
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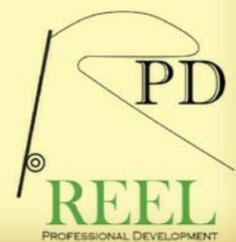
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- And More



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SHIPPENSBURG AREA CHAMBER OF COMMERCE &
C.A.N. (CHRIST AMONG NEIGHBORS) PRESENT:

11th Annual Community Christmas Party

Open to Families of the Shippensburg Area School District

THURSDAY, DECEMBER 15, 2022
6:00PM - 7:30PM

Shippensburg University Rec Center
Shippensburg



DEADLINE TO RSVP:
Monday,
December 12, 2022
Contact: 717-532-5509



You must pre-register to attend
Children must be present to receive a gift

Food, Toys, Music & Santa Claus!



Randy Wilson, Owner
REEL PD

Raise Your Leadership Lid - It Matters!



If I were to ask you, what your leadership lid is, how would you respond? For clarity, I'm asking on a scale of 1-10, with "1" being very little leadership Experience, knowledge and understanding, to "10" being a leadership expert, what would you tell me? For a visual, you can imagine the two people in the picture are at the bottom of the leadership scale or ladder looking upward to higher levels.

This is a very important question, no matter whether you have a formal leadership title, or you are leading and influencing people in informal ways.

How would you rate yourself? How would others rate you? It's a good question to think about and here is why it matters.

The organization or team that you are leading will perform at a level that is in proportion to your leadership abilities. If you rated your leadership at a 6, for example, the team you are leading will perform at a level of 5 at best. The same relationship goes for any other level you rated yourself at.

If you aren't sure about this, here is something to think about. Can you think of a team you were on and what your leader's ability was? How was that team's performance? Then think about when you changed teams and had a different leader. How did the team perform there?

Think about your favorite sports team perhaps. People can say that a team has all the talent in the world, and all the potential too, but they just never do well. Or, maybe they do well, but not at a championship level. But then a leadership change happens, and bam...the team's performance goes through the roof.

What's the difference maker? The leader is. You may be thinking, "But Randy, I've been on some really strong teams and we did well. I mean, our leader wasn't the best, but we still did well."

I hear you. And then I will ask, "How do you think you would have been if you had a better leader?" That's right, your team would have been super...not just "well".

I personally can think across my USAF and corporate careers and recall numerous situations where this was the case. An outstanding leader produced outstanding morale, communications, teamwork, honesty, growth, excitement and so on. A so-so leader certainly decreased the level of all those factors.

Simply put, the organization or team goes as the leader goes. Look across our country. Our country is starving for leadership. Bring in stronger leaders and things will change. It's the truth. If you are like me, I am praying that will happen.

OK, one more thought here. No matter where you rated your leadership abilities, you can get better! You don't have to remain where you are at. Become intentional about your growth and routinely do things like read great leadership books (I recommend *The 21 Irrefutable Laws of Leadership* as a start), listen to podcasts from leadership experts (I recommend John Maxwell of course, Simon Sinek, Patrick Lencioni, Jim Collins, and more), attend leadership seminars, conferences, or leadership focus groups, and/or work with a business coach (I can point you to at least one that I know!). Perhaps find a leadership expert you admire and ask them to mentor you.

Intentionally grow your leadership abilities and you will be better and those you are leading will be better too. You can do it!

As always, I Am Keeping it REEL, and I'd love to hear your perspective!

Randy Wilson owns REEL PD, is a Maxwell Leadership Executive Program Team Member, and is a 25-year Air Force Veteran. He can be reached at randy@reelpd.com, or 717-414-6064.

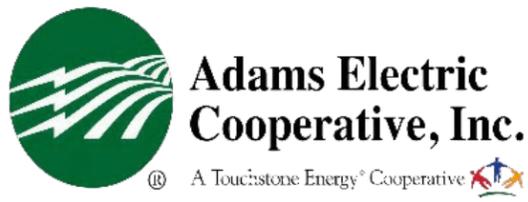
WE FIGHT THE UNIMAGINABLE SO WE CAN WITNESS THE INCREDIBLE.

Here, compassionate experts and determined patients unite for lifesaving results. We believe in cancer care that goes beyond leading-edge treatment. It builds you up while tearing cancer down. The WellSpan Cancer Institute is five locations, an experienced roster of subspecialists and hundreds that care from the heart — all with one mission: remission.



That's fighting cancer together.
Learn more at WellSpan.org/Cancer





Kami Noel, Communications/Member Relations Coordinator
Adams Electric Cooperative, Inc.

Holiday Energy Choices That Make Sense

Remember, as you are decking the halls, and the porches, less is more. If you need lots of extensions cords to make your connections, you aren't only going to pay more on your electric bill for all that power, you are also increasing your risk of electrical issues.

According to the National Fire Protection Association, 47,700 home fires in the U.S. are caused by electrical failures or malfunctions each year. These fires result in deaths, injuries, and property damage. Overloaded electrical circuits are a major cause of residential fires.

As the season of "Merry and BRIGHT" approaches, help lower your risk of electrical fires by not overloading your electrical system. Look for signs of an overloaded circuit, like:

- Flickering, blinking, or dimming lights
- Frequently tripped breakers or blown fuses
- Warm or discolored wall plates
- Cracking, sizzling, or buzzing from receptacles

In addition, major appliances or electrical loads should always be plugged directly into a wall receptacle. Power strips may give you more outlets, but they don't change the amount of power flowing through the outlet. Other options for taking it easy on your electrical system include using more efficient holiday lighting, like LEDs. LED bulbs use about 90 percent less energy than traditional light strands. You could also consider the switch to fiber optics, which use only one bulb instead of several. Another option to stay bright this season, but still be energy conscious it to set timers. How many times have you gone to bed without turning off your tree lights or outside decor? Your electric bill will reflect this. Try implementing one or all these suggestions this holiday season. Your house and wallet will thank you.

We hope you have a wonderful holiday season, and warmest greetings from your friends at Adams Electric Cooperative.

Keep Your Holidays
MERRY & BRIGHT

Don't add stress to your holiday season. Knowing how to properly use and hang lights could prevent injury or fire.

1. Make sure your home's electrical system can handle the load.
2. Unplug lights or decorations before changing a bulb or other parts.
3. Do not use cords or plugs that are damaged, frayed or cracked.
4. Only use lights certified by a reputable testing lab.

In addition, consider LED lights when replacing old light strands. LEDs use 80 to 90% less energy than incandescent bulbs.

Learn more: SafeElectricity.org

(Cont'd)

• **Ask questions, and don't assume you know the answer.** Be open to what the other says, and don't immediately discount their point of view. Asking questions is the best way I know to actually figure out what's going on in someone else's head.

• **Share your experiences, your thoughts and your dreams, but don't take up all the air in the room** – be a good listener for your partner, too. If you want them to hear you, let them know you hear them, too.

In every relationship, it's important to stay focused. Being all in is one way of being more positive; of being more open to getting out of yourself and accepting another, with all of their foibles and faults (remembering you have these, too).

I urge you to consider all your relationships, and see where you need to be more all in.

At Sanctuary Christian Counseling, we like to challenge people – and we help grieving individuals, distressed kids and teens and couples in conflict find peace, solutions and connection. If we can help you, please let us know.

Sanctuary Christian Counseling
9974 Molly Pitcher Highway, Suite 4
Shippensburg, PA 17257
info@sanctuarychristiancounseling.com
717-200-3158

Our service is free to job seekers!

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Ascend Career Services is a local, veteran-owned, direct-placement staffing agency. We are advocates for job-seekers, and we provide support and information as we guide candidates through the search process. We are proud to deliver quality candidates to employers and wish to be an asset to the Shippensburg community.



Source: Ellen J.W. Gigliotti, LFMT, Clinical Director; Sanctuary Christian Counseling



Being “All In”

Years ago, when I was beginning my speaking career, I developed several talks I call the “hand talks.” Basically, I took five key concepts and used my hand to tick them off as I spoke. They were great because not only could I remember them without notes for the most part, my audience could remember them, too.

There was only one tiny problem. You may have already thought of it.

When I got to my middle finger, I had to develop a strategy so I wasn’t offending part of the audience. A flaw in my plan. Eventually I learned to hold up THREE fingers when I got to that part, and everyone seemed to understand.

Crisis averted.

One of the “hand talks” was on marriage ... which makes sense since I was, and still am, a relationship therapist. Thankfully, my first finger – my thumb – was the primary talking point for the whole speech.

And it was: Take divorce off the table. My point then – and now – still is that, if you refuse to entertain the idea of breaking up, you will go to great lengths to make your relationships work.

This cuts across all relationships! Obviously it’s significant in marriage, but it also works in friendships, business and personal partnerships and all kinds of other close relationships. Refuse to entertain the idea that it won’t work, and it will, because you will make it work.

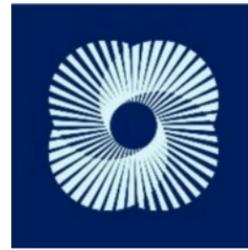
In other words, be all in.

All in is a concept I really like. What is the point of NOT being all in? Ever? In anything?

In all you do, be there. Be present. Really BE where you are and make the most of all of it. If you are doing something hard, be all in and do it. If you are with someone, be all in and be with them. All in honors the person you are with, personally, professionally, or otherwise. It lets them know you care, and are committed to making your relationship work, no matter what it is or how hard that might turn out to be. It says that you have commitment, compassion and reason.

Here are some ideas to help:

- **Understand there are subjective realities.** I can look at something from one side and see something different than someone looking from the other side can. Grace, patience and understanding go a long way toward letting people know that you can be non-judgmental and compassionate, even when you don’t see eye-to-eye.
- **Talk out your differences.** Don’t stuff them or lose it. Try to be calm, rational and discuss things like adults. If you can’t, table the discussion, calm yourself, and come back to it later.
- **Cultivate a positive approach.** Don’t only think to yourself, say it, act it. Make it the way you focus your energy and thoughts about your relationships.
- **Remember, it’s unlikely your partner is the enemy.** We get caught in the trap of thinking of them that way, and that leads to disaster, and sometimes the end of the relationship.



Source: Stephanie Sims; Founder, Finance Ability. Finance Ability is a member of the Chamber’s Small Business Council, a capital strategist, startup advisor and author of *Funding Your Business Without Selling Your Soul*.

How Small Business Owners Can Navigate Inflation and High Interest Rates

According to the latest MetLife & U.S. Chamber of Commerce Small Business Index, small businesses’ concern over inflation has reached a new high as more brace for an uncertain future. The survey found 71% of small business owners believe the worst is still to come with regards to inflation. With inflation keeping costs high, and escalating interest rates, smart business owners are asking themselves how to weather the storm.

Here are three things small business owners can do now to identify their best path forward.

1. Review your key business metrics regularly.

The best way to navigate challenging economic conditions is to know what’s happening in your business NOW, not what was happening last quarter or last year. Keeping your basic financial reporting updated not only gives you a better understanding of what’s changing in your business, but also keeps you ready to negotiate extensions or new financing with lenders or potential investors.

Don’t stop with a clean set of historical financials—compare your plan (budget and projection) to your actual performance so you can see where your thinking was on target, and where it might have been off. Clarity around the assumptions that you made that didn’t work out gives you a great place to start when it comes to adapting your business plan to your current situation.

You can also try to identify any leading indicators that help you identify changes in your customers’ or your vendors’ behavior. Whether it’s the number of conversations it takes to get a “yes” from a client or the time it takes for a supplier to confirm your PO, do all you can to track information that can help you “see” any changes coming your way with enough time to adjust course.

2. Evaluate every product for a profit.

One of the easiest ways to navigate high inflation, tight labor markets, and wonky supply chains is to confirm that every product or service you sell makes a profit. And if it doesn’t, identify what needs to happen to make that possible. Calculate your average revenue and costs for every product, cart, project, or customer (your unit economics) so you know your average gross margin and net profit per unit. Then, compare individual products, services, or projects to that average so you can decide how to adapt your pricing or go-to-market strategy, or which offerings should be cut out.

For example, one of my clients that resells goods moved from guaranteeing fixed prices for their large clients to guaranteeing a fixed discount on manufacturer suggested retail price (MSRP), so that any price increases from their vendors would be passed to their clients and their gross margin would remain stable.

3. Figure out the impact of inflationary pressure.

Each business is affected by inflation differently, so a quick analysis of the following areas can help you identify the potential impact:

Unit economics: Ask yourself which of your products or services (your unit economics) are most vulnerable to inflation? How much can you absorb costs, deliver your product/service, and keep customers happy grow before you need to raise prices?

Your business financing: Do you have any variable rate financing agreements? Will you need to secure additional financing within the next 18-24 months?

Your personal financial situation: Take a look at your other personal obligations that may increase with inflation such as credit card debt or a variable rate mortgage. As you prep for potential business slowdowns, think through how your personal and business finances work together and depend on each other.

Taking one or more of these steps not only improves the resilience of your business during challenging economic conditions, but will also make you less dependent on outside capital. Knowing your numbers and the specific challenges for your business will help you navigate the uncertainty that the economy may be experiencing in the months to come.

And most importantly, becoming an expert on what’s working (and what isn’t) in your business helps you stay nimble and build your own confidence in each decision you make.



South Central PA Women in Business Conference



Patricia Rooney, PHR, Director of HR Training and Development - Parx Casino



Panel of Speakers from Shippensburg University's Career, Mentoring, and Professional Development Center



Amazing Breakout Workshops!



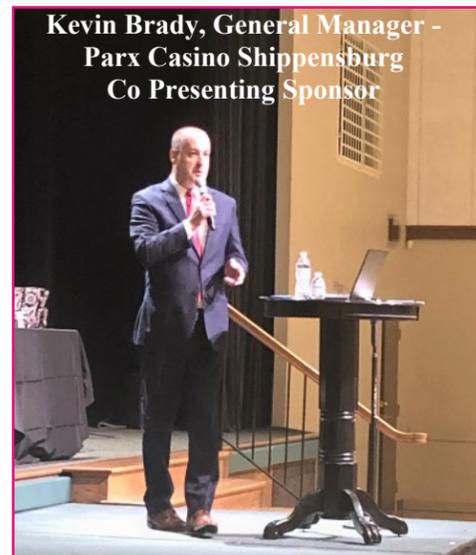
Free professional headshots courtesy of Pictures Plus!



Afternoon Keynote Speaker:
Lori Wriston, Executive Director - ValorExcel



Morning Keynote Speaker:
Betsy Hamm, CEO - Duck Donuts



Kevin Brady, General Manager - Parx Casino Shippensburg
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Meghan Heebner, Assistant Vice President - F&M Trust
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