

Chamber Looks to Build on Collaborative Opportunities in 2020

By Kellie Goodman Shaffer, IOM
President-CEO

The Chamber rings in a new year, and a new decade, with a spirit of optimism and excitement of what 2020 will hold for our organization and our region.

Concluding 2019 with two of our most successful events in recent memory, we are reminded of the magic that can happen when the cooperative forces of our amazing membership come together.

Spotlighting our vibrant business community during the **Annual Dinner and Awards Celebration** at the Bedford County Airport, we were thrilled to work with and showcase dozens of partners to create a special evening of fun, friendship & festivity, enjoyed by the largest audience in the history of the event.

Then came **Holiday Nights of Lights**, which surpassed all expectations due to the unmatched spirit of collaboration, generosity and creativity of more than 70 businesses and organizations, as well as school, church and community groups, who designed and created light displays; joined by more than a dozen other community partners who lent their support to this new venture.

The result was the instant creation of a holiday tradition that brought more than 1,000 cars (3,000+ guests) to the special spotlight on the Bedford County region as we celebrated the season.

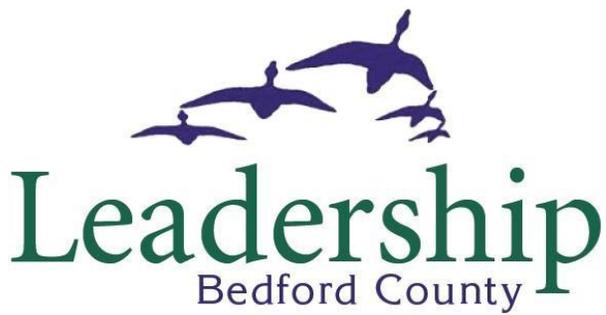
Proceeds will endeavor to create a bright future for our county as our Foundation focuses on programs to prepare our leaders and workforce of the future.

Words are not enough to express our gratitude to everyone who helped make these two events a success; but also to those who support our many efforts, large and small, throughout the year. The work of our boards, committees, volunteers, community partners, friends and especially our members are what make everything we do possible.

We are so honored to work *with you* and *for you*, and we can't wait to see what 2020 and beyond will bring! Here's to another exciting chapter for the Chamber, *Leading Businesses*, *Leading Communities* as a

Catalyst for business growth,
Convener for leaders & influencers
& *Champion* for stronger communities.
Happy New Year!





Leadership Bedford County

The Leadership Bedford County Class of 2020 took a special trip to Harrisburg for their Government Affairs session, hosted by PA Rep. Jesse Topper at the State Capitol.

The Class, led by facilitator Rick Smith, met with Rep. Topper, as well as Rep. Carl Metzgar and Senator Wayne Langerholc, discussing issues of interest to the business community.

Rep. Topper introduced the class on the floor of the State House before the group toured the historic Capitol Building, one of the most grand government buildings in the country. The LBC Class also visited the Pennsylvania Museum during their visit.

Class members representing 20 area companies and organizations completed homework assignments prior to the session, which involved interviewing elected officials about their responsibilities and leadership philosophies.

January marks the mid-way point of the LBC class calendar; the course includes a service project which the class is discussing.

Leadership Bedford County is a ten-month servant leadership program presented by the Bedford County Chamber Foundation, designed to challenge professionals of the Bedford County region from any and all industries to recognize and address the needs of their communities, all while exploring principles of leadership within themselves and their organizations.

The class also enjoys making valuable networking connections, both within the program and through the many community leaders they meet throughout their journey.

Leadership Bedford County began in 2000 and has graduated nearly 300 people over the last two decades.

Recruitment will begin later this year for the Class of 2021. If you're interested, call the Chamber office.

Class of 2020 Visits Harrisburg



Plans Underway for Kick-Off to Home Improvement Season



Home, Garden & Lifestyle Show

The Chamber is already thinking spring, and making plans for the annual Home, Garden and Lifestyle Show: Saturday and Sunday April 4-5 at the Bedford County Fairgrounds. Sponsored by Homewood at Spring House Estates and State Farm Agents Matt Randall and Michael Meehan, the show is the traditional celebration of spring for the business community of the Bedford County region.

Dozens of business take advantage of the opportunity to showcase their goods and services related to home improvement projects, outdoor living and recreation, family-friendly activities, grilling demos and much more!

With exhibitors and activities filling Jordan Hall and spilling out onto the fairgrounds, there's something for everyone: vendor meet & greets, music, food, etc.

Sponsorships are now available, along with booth renewals (2019 exhibitors have until Jan. 30 to renew their previous booth.) New exhibitors are being placed on a waiting list for placement into the show after January 31.



For more information on ways your business could be involved, call Sarah Ferrari at 814-623-2233.

NEW Mega Home Party to Highlight Direct Sales Businesses

Calling all direct sales and home-based businesses and those who love them! The Chamber is planning a special event to showcase your unique brand of entrepreneurship!

The all-new **MEGA HOME PARTY**, **Thursday, February 20th, 5-8pm at the Historic Russell House**, will offer the best of a variety of direct-sales businesses, from shopping and chance to book future parties, to the exploration of direct sales business prospects.

These entrepreneurs are supported by a corporate structure that helps them to build their business in ways that often offer flexibility for those with families, as well as mentorship from local representatives and team leaders in getting new folks started on their way to direct sales success. Some of the businesses expected to participate include: Pampered Chef, Thirty-One, Monat and Tastefully Simple, among others.

Whether you're interested in buying products, hosting a future event, or maybe even considering becoming an entrepreneur through one of these successful franchises, the MEGA HOME PARTY is your change to network with leaders from these companies, while enjoying fun shopping and info sessions, wine and winter comfort foods, and a chance to win the MEGA HOME PARTY GRAND PRIZE BASKET at the end of the evening.

Companies wishing to exhibit should contact Sarah Ferrari for details (or visit the Chamber website for more information.) Cost to attend for guests is \$20 per person. RSVP to the Chamber office.



Business Celebrations

Call Sarah Ferrari to schedule your next celebration: 814-623-2233

#bedfordcountyproud

Magpie's Accents & Embellishments is a fun boutique that carries women's clothing, jewelry and accessories, as well as home décor, located at 125 S. Juliana St. in Bedford. Congrats to Myranda Walker on your December 5th Ribbon Cutting and welcome to Bedford County! #shoplocal



Happy Retirement, Ron McFarland! Thank you for your many years of above and beyond service for Everett, EABBA, the Chamber, Bedford County and beyond! Thank you to Chamber Ambassador Tyler Burchfield for assisting in the celebration.

December 5th Ribbon Cutting: Congratulations to Kerby Hoover on the opening of his great new place to shop: Bluebird Treasures Thrift Store & Artisan Goods, LLC, located at 6613 Lincoln Highway in Bedford. Beautiful antiques, seasonal offerings and much more... plus new items created by area craftspeople. #shoplocal



Congratulations to Bobbi Cunningham and Subway (Bedford, Clark Building) on their recent renovation - beautiful!



Congratulations to Karen Leppert and Milestone Physical Therapy on the their new location at 3029 Valley Road in Fishertown (Ribbon Cutting Jan.8.) The business employs 13 part-time professionals, providing in-home physical and occupational therapy services throughout Bedford, Blair, and Somerset Counties. Milestone is in the process of recruiting a Speech Therapist to join the team. Contact Karen Leppert for details.



Stay in Touch – In Person... Online... On the Go...

2020 First Thursday Breakfasts to Include Education, Enrichment Programs

It's a new year filled with new opportunities to make valuable connections and expand our knowledge and experiences. The Chamber's First Thursday Networking Breakfasts offer those opportunities and more.

Hosted by Homewood at Spring House Estates, the delicious breakfast buffet is prepared each month with new premium offerings prepared by Chef Tim Turner.

NEW in 2020, each breakfast will feature a brief educational program to benefit local business. The February session will include a conversation about Goal-Setting with a take-away worksheet to help you get started.

Please register by calling 623-2233 or by using the online registration platform through the Chamber calendar at BedfordCountyChamber.com.

Sponsorships are available for the 2020 series, and for individual breakfasts, and this is a wonderful opportunity to share your knowledge and expertise with you fellow members. Call Kellie to discuss these opportunities.



2020 Dates to Save: FEB 6 - MAR 5- APRIL 2 - MAY 7 - (NO JUNE/JULY EVENTS) - AUG 6 - SEPT 3 - OCT 1 - NOV 5 - DEC 3



Available on
iTunes



Bedford County...
**It's Your
BUSINESS**

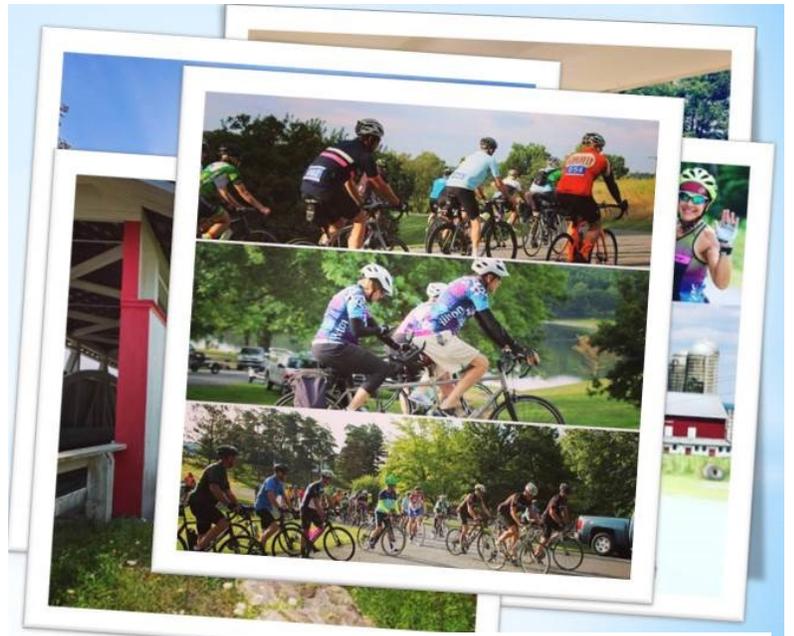
A podcast program of



Bedford County
Chamber of Commerce
Leading Businesses. Leading Communities.™



HEADLINE
MARKETING & COMMUNICATIONS



Follow us on Instagram!
bedfordco_chamber_pa



#bedfordcountyproud
#beautifulbedfordcounty
#bedfordcountyoutdoors
#bedfordcountyworks
#chamber2020
#chamberfoundationeducates

Memories from Holiday Nights of Lights

Special Thanks to All Who Helped Make This a New Bedford County Tradition!

A sampling from the 70+ displays created by businesses, organizations, churches, etc.



UPCOMING EVENTS

- Jan. 1 **New Year's Day (Chamber Office Closed)**
- Jan. 8 **Ribbon Cutting Celebration**
2pm Milestone Physical Therapy
 (3019 Valley Road - Fishertown)
- Jan. 10 **Ribbon Cutting for Business Renovation**
10am Subway Bedford
 (Clark Building - Lincoln Hwy)
- Jan. 16 **Ribbon Cutting for New CT Machine**
1pm UPMC Bedford
- Jan. 16 **Business After Hours**
5-7pm LIFeSTYLE Next Door
- Feb. 5 **Women in Business Winter Luncheon**
11a-2p LIFeSTYLE Next Door
- Feb. 6 **First Thursday Networking Breakfast**
7:45am Homewood at Spring House Estates
- Feb. 20 **MEGA HOME SHOW**
5-8pm Historic Russell House - Bedford
- Feb. 26 **BASICS - Steps to Success**
8am-2pm Omni Bedford Springs Resort
- Feb. 27 **Business After Hours**
5-7pm Evoke (Richard Street, Bedford)

SAVE THE DATES (Signature Events)

- April 4-5: Home, Garden & Lifestyle Show*
May 13-14 - Women in Business Conference
June 4 - Byrne & Kelly Benefit Concert (Foundation)
July 24th - 25th Annual Golf Tournament
Sept. 17th - Business Community Showcase
Sept. 24 - Downtown on the Farm
November 19th - Annual Dinner & Awards Celebration
December 10th - Holiday Open House
December 11-13, 17-23 and 26-27 - Holiday Nights of Lights
TBD : Bike Bedford County and Olde Bedford Beer Festival

MEETING DATES TO NOTE

Special Events (Note Date Change)

Fri. Jan. 10—8:30am—NET DOOR

**Chamber Board of Directors
Chamber Foundation Board
Joint Reorganizational Meeting**
Tues. Jan. 14—7:30am—Bedford Elks

**Ambassador Appreciation Lunch
& Orientation**
Fri. Jan. 17 - 12-2pm - Russell House

YLBC Planning
Mon. Jan. 20 —8am—BCTC

BASICS
Tue. Jan. 21—8:15am—Russell House

LBC Advisory
Fri. Jan. 31—8am—Russell House

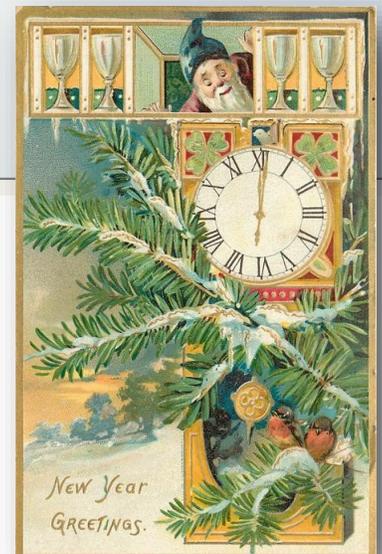
Executive Committee
Tues. Feb.—7:30am—Russell House

Government Affairs
Tue. Feb. 4—10am—Russell House
(Please Note: No Jan. GA Meeting)

~~~~~

*TBA: Agri-Business, Home Show,  
Women in Business Planning*

*For more information on becoming  
involved with a committee, or to register for  
Chamber events, call: 814-623-2233 or visit  
**BedfordCountyChamber.com***





2020 Community Profile & Membership Directory

You should have received a copy of the 2020 Membership Directory and Community Profile publication in your mailbox. Additional spiral bound copies are available at the Chamber office (FREE) and perfect-bound copies are coming soon! Special thanks to our friends at Centre Publications for another outstanding job and to all of the advertisers who make this signature marketing product possible.

## Reminder: Newsletter Delivery Changes in 2020

The Bedford County Chamber of Commerce is reinforcing our commitment to enhance our community and preserve the environment through a *Reduce, Reuse, Recycle* effort.

To this end, the Chamber is changing the way we deliver this newsletter to our members and friends in 2020.

This printed newsletter/monthly direct mail publication will be sent to your mailbox QUARTERLY (Winter, Spring, Summer & Fall Editions.)

You will still receive a MONTHLY newsletter, which will be provided to you as a pdf document to read online; then you can decide which, if any, portions you wish to print.

The pdf of the monthly *Connection* newsletter will be sent to member contacts via email; it will also be posted on the Chamber website, with links additional provided via social media and the *E-Connection* weekly email.

“We are glad to be able to move further in a digital direction with our member communications,” said Kellie Goodman Shaffer, Chamber President-CEO. “By providing the newsletter electronically, we will save thousands of sheets of paper each year.”

Members who wish to include their own fliers/advertisements in the Chamber newsletter will also reap savings from the changes; your inserts will still be included in the newsletter, but you will simply provide the flier via email for inclusion; the distribution will be increased from approximately 640 copies each month to more than 3,000.

Those who wish to include print fliers in the quarterly publication should note the 2020 deadlines: January 15, April 15, July 15 and October 15.

For details about sponsoring our newsletter, contact Kellie at 623-2233 or [director@bedfordcountychamber.org](mailto:director@bedfordcountychamber.org).

Although no one can go back and make a brand new start,  
anyone can start now and make a brand new beginning.

-- Carl Bard

*Happy New Year from the Bedford County Chamber of Commerce*