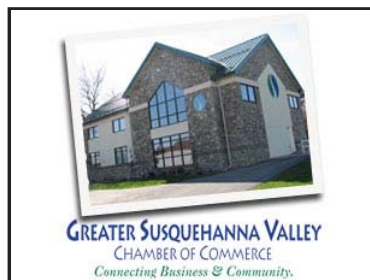


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**Sen. Toomey's State Director Tours Valley**

**Industry**  
 By: Robert Luff, Director of Communications

**In This Issue:**

- Calculating Self Employment Tax
- Reducing Employee Stress

**Mark Your Calendars**

**September**

13 Business After Hours  
 5 – 7 p.m.  
 Mifflinburg Bank & Trust, Shamokin Dam  
*(Across from Chamber offices)*

14 Chamber Learning Forum  
 8:30 a.m. – Noon  
 GSVCC, Shamokin Dam

16 Legislative Breakfast  
 7:30 – 9 a.m.  
 Country Cupboard, Lewisburg

16 Small Business Support Group  
 On QR Codes  
 7:30 – 9 a.m.  
 GSVCC, Shamokin Dam

21 Stauffer Breakfast Club  
 8 – 9 a.m.  
 Country Cupboard, Lewisburg

22 3rd Annual Pig Roast  
 5 – 7:30 p.m.  
 Spyglass Ridge Winery, Sunbury

**October**

4 Women's Leadership Symposium  
 8 a.m. – 4 p.m.  
 Country Cupboard, Lewisburg

5 Business & Education Committee  
 7:30 – 8:45 a.m.  
 GSVCC, Shamokin Dam

6 Downtown Affiliates Committee  
 9:30 – 10:30 a.m.  
 GSVCC, Shamokin Dam

7 Technology Workshop  
 8 – 9:30 a.m.  
 GSVCC, Shamokin Dam

7 Governmental Affairs Committee  
 11:30 a.m. – 1 p.m.



Men and women dressed in business suits filed into the Chamber boardroom early on the Thursday morning as the sun rose above the Susquehanna River. July waned as they settled into their chairs, sipping coffee and orange juice, waiting for the guest of honor.

Robert DeSousa drove into the Chamber parking lot without a police escort. He walked into the Chamber building without and entourage and smiled while shaking hands without making a scene.



Although the tall, thin man carried no outward signs of prestige, he brought a

considerable amount of clout to the Susquehanna River Valley on July 28. As state director for U.S. Sen. Pat Toomey (R-Pa.), DeSousa came personally to gather information on the business environment and local economy of the four-county area and relay it back to Toomey.



Toomey's office had contacted the Chamber earlier in the month, asking President Charlie Ross about the possibility of a tour of the Valley. Ross and the Chamber staff, working with economic development executives in Northumberland, Montour and Union counties, had quickly gathered together a consortium of business leaders for a breakfast briefing with the state director.



Following morning

presentations from Dennis Curtain of Weis Markets, Jeff Stroehman of Moran Industries and Jeff Watson of Carriage Manor Builders, Union County Commissioner Preston Boop and other community leaders chimed in. They all carried the same message: The proposed Central Susquehanna Valley Thruway project is essential to developing the local economy.

Weis Markets trucks make as many as 1,200 trips along U.S. 15 each week to supply the company's 83 stores, Curtain said. Waiting in traffic means a lot of wasted gas, man hours and overall efficiency. Weis could make an even greater impact with an efficient highway next to the Sunbury headquarters.

Moran Industries successfully redeveloped a brownfield – a former industrial site that had fallen into disuse – in Watsonstown as it sought to grow to serve the natural gas drillers in the state's Northern Tier.

"We can't grow fast enough," he told DeSousa. Growth hinges on a north-south traffic bypass.

Boop and Snyder County Commissioner Joe Kantz had a joint message for DeSousa: The vacant lots in local industrial parks will stay vacant until there is convenient access to an efficient highway. Once the bottlenecks clear, they expect the lots to sell faster than hotcakes, meaning an increased number of jobs for the region.

"Are any companies in your area involved in the Marcellus Shale opportunities further north?" DeSousa asked. Charlie Ross rattled off a list of Chamber members that are doing business with natural gas drillers – Moran Industries, Pik Rite, Larson Design Group and Keystone Mobile Shredding.

Bucknell Golf Club,  
Lewisburg

12 Chamber Learning Forum  
8:30 a.m. – Noon  
GSVCC, Shamokin Dam

13 Ambassador Committee  
10:30 – 11:30 a.m.  
Indian Hills Golf & Tennis Club, Lewisburg

13 October Chamber Meeting  
11:30 a.m. – 1:30 p.m.  
La Primavera, Lewisburg

14 Transportation Committee  
7 a.m. (Optional Breakfast)  
7:30 – 8:30 a.m. (Meeting)  
Hoss' Steak & Sea House, Shamokin Dam

21 Small Business Support Group  
7:30 – 9 a.m.  
GSVCC, Shamokin Dam

27 Stauffer Breakfast Club  
8 – 9 a.m.  
Kinfolks Restaurant, Selinsgrove

then turned to the bypass experts.

"This money has already been allocated," Joe McGranaghan, mayor of Shamokin Dam and head of the CSVT Task Force explained. Josh Funk, a representative of state Sen. John Gordner, explained that more than half of the funds have been set aside for the project, but a cap needs to be removed. U.S. Rep Tom Marino (R-Cogan Station), has sponsored a bill that would allow toll credits to be used toward such projects. With Toomey's support, the Thruway could be a step much closer to being built.

Following the breakfast briefing, Chamber officials and business leaders boarded a bus, provided by Susquehanna Valley Limousine, to visit employers in Snyder County.

DeSousa stopped at the Geisinger Health Clinic at Susquehanna University to see the working partnership between education and healthcare – two of the region's biggest employment sectors.

What followed was a three-part tour of Valley manufacturers at Durabuilt Homes, ASET Solar and National Beef. With all three companies situated along the Old Trail through Hummels Wharf and Shamokin Dam, DeSousa, who lived in New Columbia for several years, saw the potential for improved shipping with a streamlined bypass.

The bus returned the state director to the Selinsgrove area to show him where the bypass would connect to the existing expressway portion of Routes 11 and 15. It then led him atop a Union County overlook to see proposed path and anticipated needs from above.

Although DeSousa did not make a firm commitment to the bypass advocates, he promised to relay the information accurately to Toomey. He also said he understands the frustration of traffic bottlenecks on the highway because he lived in New Columbia, north of Lewisburg, for several years.

Joining DeSousa on the bus tour were Denise Prince, chief executive officer of Geisinger Ventures and chair of the Chamber's board of directors; state Reps. Fred Keller, Kurt Masser and Lynda Schlegel Culver; Matt Beck, of PennDOT's design team; Jim Saylor, transportation planning program director for SEDA-Council of Governments; Kantz, Funk, McGranaghan and Ross.

The Chamber wishes to thank everyone who attended these groundbreaking events to help give DeSousa an accurate idea of Valley business and industry.

For this article and more [Click here](#) to download a pdf of the latest issue.

### Secret Ingredients: How women become leaders in today's business environment

By: "Auntie" Anne Beiler, Founder of Auntie Anne's Pretzels, Speaker, Author



*Editor's Note: The following article is one in a series of articles designed to give readers a glimpse of sessions at the upcoming Women's Leadership Symposium on Oct. 4. Anne Beiler will deliver a keynote address at the daylong seminar for professional and collegiate women.*

Everyone is fascinated with secret ingredients. Companies spend millions of dollars discovering their next secret ingredient. Grandparents pass them down to their grandchildren in hopes the next generation will diligently guard it. Still, others

spend hours trying to uncover the secret ingredients that make up their favorite beverage or cookie. I'm still amazed by how many people ask for the secret ingredient in an Auntie Anne's pretzel. Secret ingredients are mysterious and intriguing. Most people think that once they discover what the secret ingredient is, they'll be satisfied. What I've discovered, however, is that it isn't about the ingredient itself, but learning to apply it correctly that leads to satisfaction.

When talking about secret ingredients, much of the conversation centers around what makes up our favorite products. However, there are other secret ingredients, less frequently sought after, but equally important. These are the ingredients that when applied correctly, make us successful, prosperous, and create a life we're excited to wake up every morning and live. These are the secret ingredients I'm passionate about in my life today. However, in the early days of Auntie Anne's I was in desperate need of a secret ingredient to improve our worst product – pretzels.

When Auntie Anne's first opened as a small stand in a farmers market, we sold pizza, stromboli, and pretzels. The pretzels were horrible. After nearly giving up and discontinuing the product, my husband Jonas decided to try something new with the recipe. He pushed through our frustrations and disappointments in search of something that would work. After some tweaking he got it! We knew we had something special when the first tray of pretzels came out of the oven. The pretzels were better than the best we had ever tasted. It was a moment that changed everything. He discovered the secret ingredient that transformed our boring and bland pretzels into the delicious, golden brown pretzels served across the globe today.

As the company expanded we wanted to create a vision that our team of employees could understand. Pulling from my upbringing and life experience, we formed our company vision using the acronym L.I.G.H.T. - Lead by example. Invest in employees. Give Freely. Honor God. Treat all business contacts with integrity. This new vision made sense for our company. It gave us a tool to measure our effectiveness in the marketplace. It was our secret ingredient to success as a company.

Over the years, I've had the chance to experience a wide variety of things. I've endured the loss of a child, survived sexual abuse, led an international franchise company, and have watched my family grow. (I'm the happy grandmother to four wonderful grandkids.) Each new experience brought a new life lesson. Every trial brought out a new character trait. I didn't realize it at the time, but I was building my own little collection of secret ingredients that I could pass on to others. Some have become second nature to me – give to get to give again. (One of my favorites!) Others aren't as easy: learning to forgive or saying "I'm sorry". Every time I'm faced with a situation, I can pull from this collection of secret ingredients and apply them to my life.

I would have never imagined a pretzel would take me where I am today. I've thought about where I might be had I given up. What if Jonas hadn't tried one more thing? What if the secret ingredient for our pretzels had never been discovered?

I think about that in my personal life as well. What if I gave up on learning how to forgive? What if I never learned the value of giving to others? What if I never treated others the way I want to be treated. (All of which have been the "secret ingredients" that have helped make my life successful.)

Think about the things you are tempted to give up on right now: business ideas, projects, relationships. Maybe it's not time to give up yet. Maybe it's just time to find something new to try. Maybe it's time to discover your secret ingredient.

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