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WINTER 2021

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The Show Must Go On. But How?

An inside look at the live theater industry

pg. 14

Major Dairy Development

Oregon Dairy's First-in-the-Nation natural Omega-3 Milk is here

pg. 20

16 Good Lancaster County Business Moments In 2020

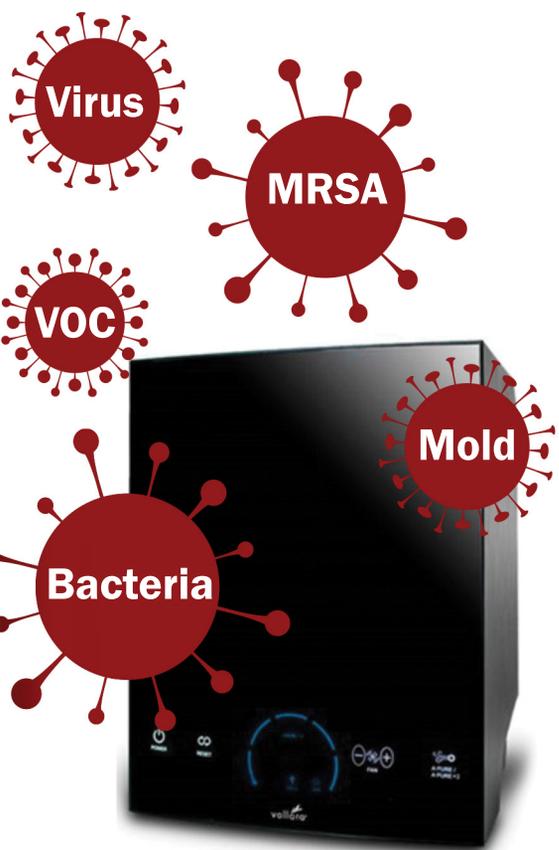
Be inspired by these stories as we head into 2021

pg. 24

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FEATURE STORY

14

The Show Must Go On. But How?

Explore this article to get an inside look at the live theater industry in Lancaster County and how it is transforming to adapt to the current challenging landscape.

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2021 Lancaster Chamber Strategic Plan: An Outlook

We at the Lancaster Chamber are committed to business success in 2021 and beyond. Explore our 2020 Annual Report & 2021 Plan for Prosperity. Then, visit blog.lancasterchamber.com to watch our virtual recorded Annual Business Meeting that happened on January 27 for more information on how we can help you.

8

Words That Activate Change: Two New Inspiring Stories

In our ongoing series, we are excited to feature two more powerful stories to invoke thought, inspire action, and encourage dialogue.

20

Major Dairy Development

Oregon Dairy has become the first dairy in the nation to produce natural Omega-3 milk products. Check out this Q&A with the team to learn more about this monumental development!

24

16 Good Moments In 2020

There is no doubt that 2020 was a difficult year. But we wanted to showcase the incredible moments by businesses and organizations that stepped up. Be inspired by these 16 good business moments as we head into 2021.

COVER PHOTO:

Marc Robin, Executive Artistic Producer at the Fulton Theatre. Image shot by PhotOlé Photography.

DEPARTMENTS

29 // Lancaster Chamber Member Anniversaries



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Like many of us, I am looking ahead to all of the opportunity ahead of us in 2021. The hopes for mass vaccine distribution and an economy that is on the rebound lead the way for a bright horizon in Lancaster County.

Yet, I also believe (particularly as a son of a history professor), that your past can be very helpful in guiding your future.

So, it is in that vein, that I take a look back at the lessons-learned at the Chamber in 2020, as we look ahead with hope and optimism to 2021.

HAPPY NEW YEAR!

1. Never doubt the resilience of the Lancaster County business community.

While this might read simply like a nice platitude, I cannot stress enough how true I found this to be over the course of the last year. I have never been so inspired by what I witnessed in our local business community through their innovation, their generosity, their compassion and their commitment to their workforce, their business and our community. We now know, with certainty, that our business community can be counted on to step up when needed, show leadership when required and, frankly, protect our County's prosperity. That lesson bodes extremely well for our collective future.

From the Chamber's perspective, we cannot thank you all enough for staying with us. Your financial and volunteer support was essential in enabling us to continue to serve the broader business community.

2. Never get complacent with the way you do business.

The unknowns, fear and company shut-downs of March 2020 reminded us all that companies always have to be prepared for change....dramatic, gut-wrenching change. The early days of the pandemic caused many businesses to re-evaluate the way they were doing business. While few could have possibly planned for the extent of the moment, those that had plans for "disaster," those that had a culture of innovation, those that had invested in their teams and their leaders and those that expressed confidence in their business, their product and their teams were well equipped to do what they had to do to regroup, reposition and re-enter the marketplace under

challenging circumstances. A pandemic is what crisis planning was made for and those who had the vision, the game-plan and the team to execute were in a position to meet the challenge with hopeful resolve.

From the Chamber's perspective, I am pleased to note that we pivoted from Day One. Thanks to our amazing team, we were able to move all of our programming virtual, making much of it free and open-to-all to meet the entire business community's needs for information and guidance. The result was a year when more than 17,000 people participated in our programming and over 27,000 people accessed our business-related COVID information hub on our website to help in navigating the pandemic. In addition, we partnered with the County of Lancaster and the Economic Development Company of Lancaster County to create Recovery Lancaster, a program that distributed \$40,963,759 in grants to local businesses and delivered 8,244 personal protective equipment (PPE) kits to more than 117,000 Lancaster County employees.

3. Never doubt that culture matters.

We knew this already, right? But, was it ever tested more than in 2020? Over the past few years, the Chamber has found more-and-more companies being intentional about their workplace culture. As such, we've offered dozens of programs to assist in your journey. What I witnessed over the past year was how those journeys paid off. Those companies with well-defined cultures of teamwork, innovation, flexibility, inclusion and authentic communication saw their work on culture pay off as they navigated the crisis.

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Lancaster Chamber

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From the Chamber's perspective, in 2021 the emphasis on workplace culture is as relevant -make that, essential—as ever as businesses continue to manage remote work and morale and assess the role they play in supporting mental health and cultivating diversity, equity and inclusion. It requires the ongoing need to be nimble and innovative to adjust to the challenge of the moment - from workplace environment, to offering opportunities to all, to assessing company values. Rest assured, the Chamber will continue to offer programming to support businesses as they learn, develop and move forward. From our always popular New Manager Academy series to our Excellence Exchange programs and from our mental health webinars to our virtual resources, we hope you consider these as critical aspects of your 2021 workplace strategy.

4. Never stop communicating.

Whether it be in sharing news with your team to keeping your brand out in front, 2020 demanded more open, honest and strategic communication than ever before. From the early fear of the unknown to the later drag on morale, the need to share your story, your brand, your vision, your hope and your plan for the future was in constant demand. Recent surveys suggest that an "employer" has emerged as one of the most trusted "institutions" in America today, making it critical for you to find ways to live up to those expectations.

The Chamber remains committed to helping you with your communication needs. Whether it be through the factual information we post on our website; the latest on COVID restrictions, protocols and (for 2021) vaccine distribution; leveraging our virtual platform to help you connect to other businesses; and/or marketing your brand in a cost-effective way, we look forward to continuing our partnership with you in the coming year to help you communicate effectively.

5. Think Local!

While the generosity of the Lancaster County business community was on all-out-full-display this past year, resulting in record-breaking contributions to non-profits, there's another piece to the puzzle that can made a big difference in managing through these challenging times and helping your business "neighbor" succeed: Thinking Local! This past year the power of thinking local was on full display as new local business connections were made, people found the power (and the great satisfaction!) in using take-out to support local restaurants and new Think Local traditions were born during the holiday season.

For 2021, we intend to double-down on our Think Local efforts and encourage every business to review their client list and explore any and all opportunities for using services from the local business community. Feel free to start by taking a look at the Chamber's Value-added products and services designed to save you money while thinking local and please take advantage of our Get Connected series to maximize your local business connections in a virtual format.

In summary, 2020 has certainly been a year of lessons. And it is our pledge to you that we will learn from these lessons and ensure we deliver the most relevant products, services and advocacy to meet this year's demands...with determination and with optimism for the future.

Here's to a Prosperous New Year! **LT**

BY TOM BALDRIGE,
President & CEO, Lancaster Chamber
Contact Tom at tbaldrige@lancasterchamber.com



Lancaster Chamber

We are committed to business and community success in 2021 and beyond. Explore our 2020 Annual Report & 2021 Plan for Prosperity. If you have any questions, we would love to discuss with you. Feel free to reach out to info@lancasterchamber.com.

2020 By The Numbers:

17,216

participants benefited from Chamber events and programs

8,244

Personal Protective Equipment (PPE) kits provided to cover 117,591 employees in Lancaster County

45 free COVID-19 webinars offered to benefit all Lancaster County businesses

More than

2,000

proactive calls to Chamber members were made to stay engaged & informed of needs through the pandemic

27,000+

visits to our online COVID-19 resource hub that offered updates, guidance and more

\$40,963,759

dollars in grants awarded to 1,298 businesses in Lancaster County

Over **150**

business and community leaders volunteered to collaborate on the Recovery Lancaster project

\$79,987

and growing in dividends returned to participating members from our Workers' Compensation Program

1,609

unique businesses utilized Chamber events and programs

6 positions taken on COVID-19 legislative items to directly support businesses

13 meetings hosted with College Presidents to discuss the business and education landscape

13

Words That Activate Change articles focused on uplifting voices in our community to encourage dialogue and be advocates for systemic change

84%

of businesses surveyed feel the Chamber is meeting or exceeding expectations at being a champion for a stronger community

131

new members joined the Lancaster Chamber

87%

of business professionals surveyed feel the Chamber is meeting or exceeding expectations at providing access to information relevant for businesses

4,000

views of our free virtual Annual Dinner Experience

The Recovery Lancaster initiative was a collaboration between the Lancaster Chamber, the Economic Development Company of Lancaster County, and the County of Lancaster.

The impactful numbers with a ★ are from that Countywide project to help businesses during COVID-19.

2021 Plan for Prosperity

EQUIPPING BUSINESS

Supporting your business and workforce needs

- Attract and Retain Employees
- Provide Relevant Training & Create Meaningful Connections
- Address Business & Community Challenges (COVID-19, DE&I, etc.)

SERVING BUSINESS

Providing and delivering value

- Provide Opportunities to Meet Your Business Goals
- Provide Trusted Resources & COVID-19-related information
- Develop Relationships to Create Individualized Experiences

REPRESENTING BUSINESS

Promoting a positive business climate for business sustainability and recovery

- Advance Pro-Business Policy
- Promote Public Awareness & Represent Business in Community Initiatives
- Build Relationships with Elected Officials and Staff

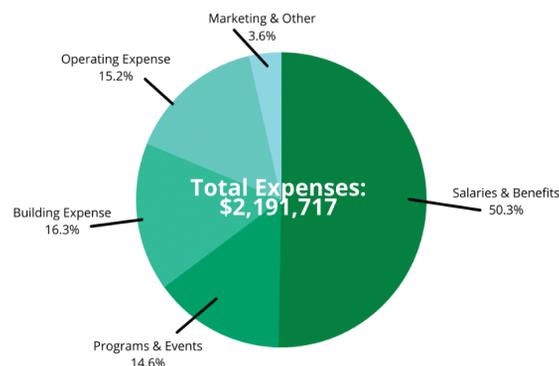
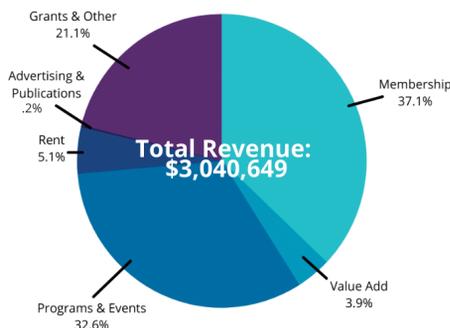
RUNNING OUR BUSINESS

Maintaining operational excellence and fiscal sustainability

- Ensure Fiscal Sustainability
- Invest in the Chamber Team
- Engage Volunteers in Planning for the Future

Revenue & Expenses*:

*preliminary





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We all have our own way of showing thanks.

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dreaming

Words That Activate Change Series

DREAMING of and **STRIVING** for a Secure Home for All

By Mike McKenna, CEO of Tabor/LHOP

The Pathway to **PROSPERITY**

*By Vanessa Philbert, CEO at Community
Action Partnership of Lancaster County*

There are more **Words That Activate Change** articles waiting for you online!

*Visit blog.lancasterchamber.com to read
13 other powerful stories.*

The Lancaster Chamber strives to provide opportunity for local business and community leaders to share their insight and perspective on a variety of current topics.

This **Words That Activate Change** series is focused on uplifting voices in our community that encourage dialogue, cultivate transformation, offer thought-provoking ideas, and challenge all of us to be better, be stronger, and, most importantly, be advocates for systematic change within both our community and our workforce.

In the last issue, we featured 6 stories from local leaders that encouraged impact and advocacy. In that same tradition, we're spotlighting 2 more inspiring stories to evoke thought and action in this issue.

value

DREAMING OF AND STRIVING FOR A SECURE HOME FOR ALL

By Mike McKenna, CEO of Tabor/LHOP

During a hard year one of the ways I found solace was time in nature, watching wildlife, especially birds. In winter I love looking for last season's birds' nests, marveling at the many kinds of homes perched at the edge of a branch or sometimes right at eye level, like the robin's nest I must have walked by hundreds of times in a small magnolia next to my driveway. I think about the thousands of years of evolution that led to the creation of these perfect structures for the vulnerable chicks—light but strong and resilient, woven with fibers, or daubed with mud, warm and insulating.

And since housing is never far from mind because of the work that I do, I step back and think, well, when will our species get it right? How much longer until we awaken an instinct to ensure safe and dry and warm housing for everyone in our species?

Indeed, the housing crisis our community faced before the pandemic has been magnified by the economic stress it caused. We're facing twin crises of looming evictions and foreclosures and the threat of homelessness, and low inventory. Thankfully, there are of course some bright spots

Mike McKenna has served as the President of Tabor Community Services since October 2018. Over the past 18 months Mike has been leading an effort to merge Tabor and a fellow strong affordable housing services organization, Lancaster Housing Opportunities Partnership, into a new united organization better positioned to provide solutions to the housing challenges in our community and region. During the pandemic, Tabor/LHOP has been instrumental in responding to the dual crises of mounting evictions and strained homeless services. Mike also serves in a volunteer capacity as the President of Lancaster Equity Community Development Corporation, a coalition of organizations and community residents committed to housing and community development initiatives that improve the quality of life for all Lancasterians. He is also the Chair of Lanc Co My Home's (the county's homelessness coalition) Housing and Human Services Council. Mike brings years of experience working to mitigate poverty and promote self-sufficiency. Prior to Tabor, he served as Chief Impact/Operations Officer at Community Action Partnership of Lancaster County, where he previously served as Director of the Women, Infants and Children (WIC) Program. He was named Forty under 40 by the *Central Penn Business Journal* in 2018, and a Baldwin Fellow by the Lancaster County Community Foundation in 2019. He has a B.A. from the University of Notre Dame and a Master of Science in Foreign Service from Georgetown University. Mike and his wife live in the Lititz area with their two young daughters.



in the housing landscape, like the low-to-moderate income homebuyers who are taking advantage of low-interest rates to buy, or the dozens of partners and thousands of donors keeping people housed with rent relief.

At the dawn of 2021, we are buoyed by hope for the future. This year can be so different than those that have come before. We have an invitation—nay, a responsibility—to heal from the many ravages of the pandemic in a way that makes us stronger, to dream of the post-COVID future in a way that uncouples us from an inequitable status quo.

My dream is that we'll collectively insist upon a safe, dry, and affordable home for everyone in our community. And we'll affirm that secure, sustainable housing is inextricably linked to the wellbeing of our community when considered from virtually any lens.

Housing is a healthcare issue

- When people spend more than 30 percent of their income on housing costs, they often face financial tradeoffs, especially related to food and medical care. When households are forced to double up (often a stepping stone before literal homelessness), communicable diseases like COVID are more likely to spread. Housing is also a mental health issue. One woman who had been living on the street had been reluctant to accept services for many years in part due to a mental health condition; when Tabor's homeless outreach worker gave her an opportunity to shelter at a hotel, she began opening up and has applied for services that will likely create greater stability for her for years to come.

Housing is a workforce issue

- During the pandemic we have rightfully heralded the contributions of essential workers, from health care workers to teachers and postal workers. We could further show our gratitude by actively supporting more housing options for moderate-income workers to live close to their jobs, sometimes in higher-density developments (like our county's comprehensive plan calls for). Proximity to the workplace is a boon for quality of life for workers and a benefit for employers.

Housing is a racial justice issue

- 2020 of course laid bare the unequal and inequitable treatment of black and brown Americans relative to that of white Americans, in so many sectors of society, not the least of which is the housing market. My organization was formed in 1968 by courageous Mennonite leaders challenging fellow white Christians who refused to rent to black Lancasterians, and empowering people of all races and incomes to overcome housing challenges. The seeds of that discrimination were laid decades before; the 1933 Home Owners Loan Corporation maps described the neighborhood just south and west of Tabor's main building in Lancaster City as "hazardous" and goes on to describe it as housing that "holds practically all the aliens and negroes

of the city." These redlined neighborhoods have suffered from the lack of investment wrought by these racist policies, contributing to the staggering wealth gap between black and white Americans still seen today.

I could go on. Housing is an environmental issue (think about lead poisoning in children). Housing is a criminal justice issue (the prison's re-entry coordinator identifies housing as the number one concern of re-integrating former inmates).

Think about all the time many of us have spent at home since the pandemic altered all of our basic routines. How did it feel? Now imagine how it would feel to not know where you'll sleep or how you'll make the next mortgage payment. Some don't need to imagine since they've lived it.

Spring is coming. Soon our backyards and parks will be filled with birdsong again as they go about courting and building their new nests. My sincere hope is that this will be a spring of weaving a strong and resilient foundation for our collective housing future as well. In the words of the late great poet Mary Oliver,

"Listen, everyone has a chance.

Is it spring, is it morning?

Are there trees near you,
and does your own soul need comforting?

Quick, then—**open the door and fly on your heavy feet;**
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prosperity

THE PATHWAY TO **PROSPERITY**

*By Vanessa Philbert,
Chief Executive Officer for the Community
Action Partnership of Lancaster County*

In my life and in my work, I see people who I know are juggling so many of life's demands. I see them and I know that they have dreams and aspirations, even if those dreams are buried under weight of their present-day burdens. I see people with their grit and resilience on full display. Often these people are women, waiting in the lobby to access support for their families before work begins or on their lunch break. These moments remind me that in Lancaster County, women make up the largest demographic group living in poverty and not just women but their children (singled headed households).

These living portraits remind me of the powerful and resilient women who made a way for me. When I walk in and out those doors, I see my mother. A woman who did everything she knew how to do to provide for our family. She forfeited her dreams to invest in ours, a woman who was tired most days but kept going, nonetheless. I see my Abuela (grandmother) traveling from the island of Puerto Rico with her husband and children to a place she believed was filled with promise and potential. As she secured a home in the low-income housing project in Red-hook Brooklyn, she had to learn to navigate through a new environment and new language. My abuela was never given the opportunity to learn to read or write and even when she left us at the age of 96, her signature was a precise cross she had mastered. I see my sister, who worked full-time at Legal Services on her

Vanessa Philbert,
Chief Executive Officer
for the Community
Action Partnership
of Lancaster County,
has been engaged in
community-building and
non-profit work for the
past 20 years. At CAP,
she provides leadership,
management and vision
to the variety of CAP
programs and leads
community initiatives.



Her work at CAP is grounded in a commitment to transform generational poverty into economic prosperity so that all can thrive. Vanessa brings a unique perspective to community problem-solving and economic justice work based on her personal experiences and journey out of poverty. She holds a Masters in Strategic Leadership and Organizational Development from Elizabethtown College and a Bachelors in Applied Psychology and Organizational Development from Albright College.

journey to become an attorney. A place where I spent so much time—observing, helping when I could. I would file and answer calls from low-income neighbors trying desperately to hold on to their housing. There is so much power in our willingness to honor those who created a path for us. I was recently struck by a quote from Oprah Winfrey that said, “Because they were the seed, I get to be the fruit.”

As I continue to navigate my own path, I hold in high regard the lessons learned, lessons which have illuminated the way. What I know to be true is that we all long for “prosperity.” By definition the term means the condition of being successful



THERE ARE MORE WORDS THAT ACTIVATE CHANGE ARTICLES WAITING FOR YOU!

Did you miss some of the articles we published in 2020? Read the other 14 stories at blog.lancasterchamber.com. These articles include the following stories:



DIVERSITY Education & Workforce Development
by Dr. Daniel Wubah

A Taste Of Community And DIVERSITY
by Cinthia Kettering



Celebrating Diversity & Fostering COMMUNITY
by Deepa Balepur



SUPPORTING Sustainable & Local Business During An Uncertain Time
by Timbrel Chyatee



Beyond Pride Month: SUPPORTING LGBTQ Communities
by Todd Snovel

Creatively SERVING our Aging Community
by Larry Zook



Paying The Cost - LEARNING About Racism And A Call For Business To INVEST In Its Eradication
by Kevin Ressler



Inspired KNOWLEDGE
by Vic Rodgers



My Company Performed Diversity TRAINING. Now What? by Jennifer Craighead Carey

The Veterans Among Us: The VALUE They Can Bring To Organizations
by Brigadier General David E. Wood



LEADERSHIP as Confession, Humility, and the Courage to Act
by Andy Dula



FOSTERING an Inclusive Work Environment
by Alexandra Jorgensen



A Call To ADVOCATE For Better Inclusion Of People With Disabilities
by Bill Kepner

How to BUILD a Welcoming Image
by Heidi Castillo and Olé Hongvanthong



THE PATHWAY TO PROSPERITY

continued

or thriving. If we can all hold up this shared hope, we also have to recognize that for some of us, access to this pathway comes with challenges and obstacles; some of which were designed hundreds of years ago, which leave us fatigued and sometimes disillusioned. My family was committed to embarking on this journey. They sacrificed, they stretched, they fell down and they got back up because they knew the weight of the journey was too heavy to pass on to the next generation. Even when things out of their control created turbulence; the color of their skin or their native tongue—they persisted towards the opportunity to thrive.

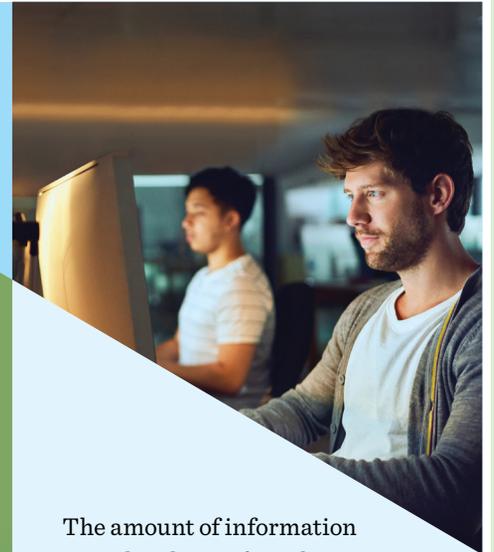
My abuela would often remind us in times of challenge and disappointment to keep forging forward—she would just say “Palante!” which means go forward. One word would ground and reset our course. As we continue to grapple with the realities of 2021 how can you help to establish a new, shared and equitable pathway to prosperity—how can we go forward? Here are a few reflections:

- Start by reflecting on your journey.
- Be curious about the journey of others, especially those who are different from you.
- Be willing to acknowledge the disparity that exists.
- Be a champion for change even if you are not the beneficiary.

Maya Angelou wrote a beautiful poem called “To Our Grandmothers” which I thought was a fitting way to close my reflection. The quote is more than an encouragement, it’s a call to action—it says, “I come as ONE but I stand for ten thousand.” May we all see the path to prosperity as holy ground—a place where we represent all those who have come before us and those coming behind us, a path where a beautiful exchange of hope and wholeness moves from one generation to the next. **LT**

There will be more of these stories on blog.lancasterchamber.com throughout 2021 and beyond. We hope these essays inspire, activate, and encourage the community to shift, change, and transform.

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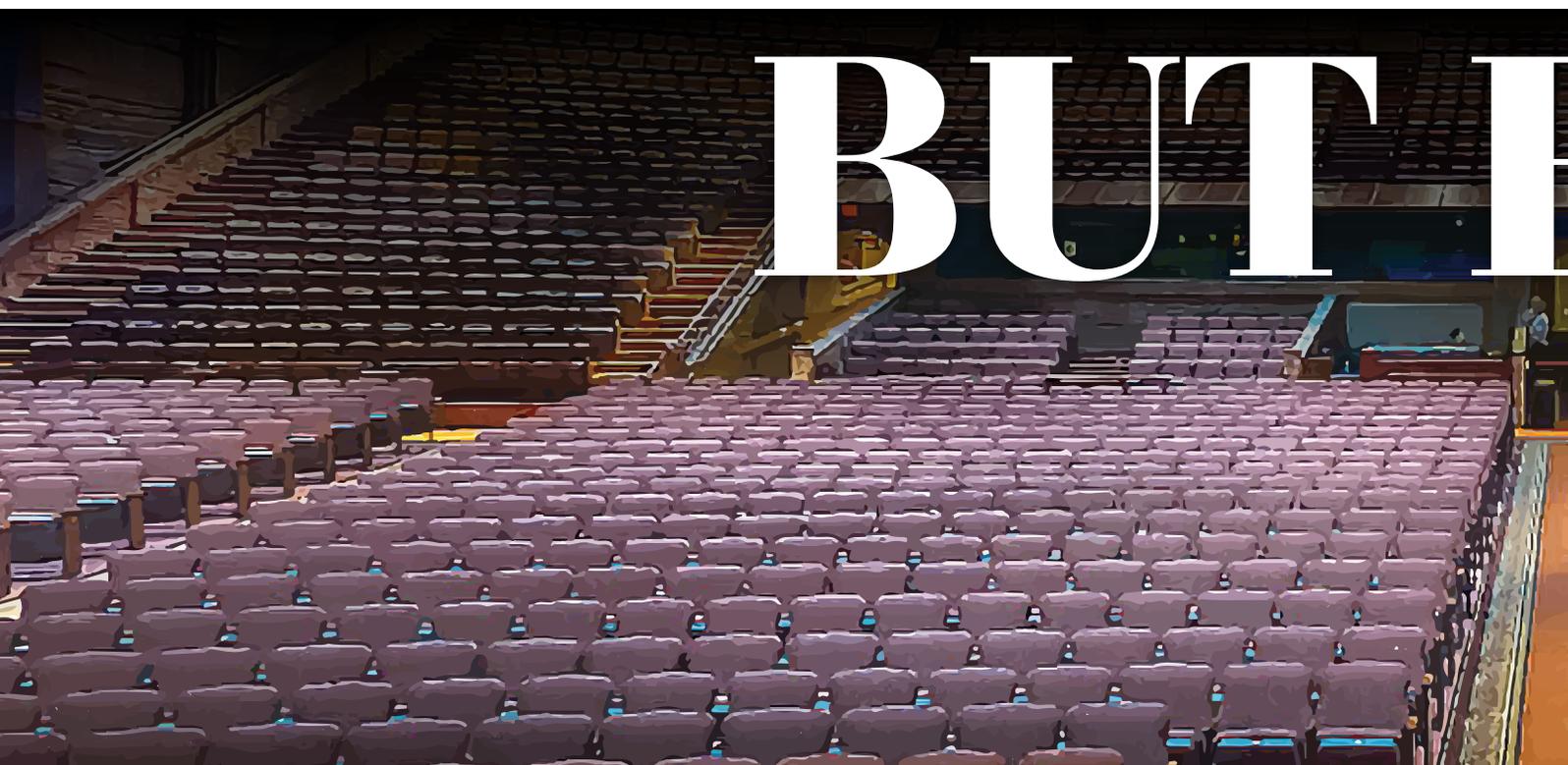
COMMERCIAL INSURANCE | GROUP BENEFITS

The Show



Queen Esther show at Sight & Sound Theatres

BUT



Must Go On.



HOW?

Interior photo of Sight & Sound Theatres





Theatre and the performing arts is not only a key economic driver for Lancaster County, but it also provides spaces to escape, to laugh, to think, and to be inspired. COVID-19 has hammered this industry over the last year—shutting it down multiple times and disrupting schedules, budgets, jobs, and plans.

Our local theatre industry in Lancaster County have proven resilient—even in the face of what, at times, felt like insurmountable adversity. This article spotlights how some these organizations are adapting, changing, and transforming.

It also—most importantly—provides information on how you can make a difference in supporting theatre. Now more than ever it is crucial to support and sustain these venues in one of the most critically challenging moments in the industry.

Finding The (Spot)light In A Dark Year **How Theatres Adapted During The COVID-19 Crisis**

“One author said ‘History is the study of surprises,’ and we are all certainly living amidst history-making times,” said Mitch Nugent, PRIMA Theatre’s Executive Artistic Producer and Founder. “At PRIMA it is in our DNA to be resourceful and relentlessly determined, so the team has looked at this long season of roadblocks with the outlook that each challenge is an opportunity to reflect, refine our efforts, and activate in more meaningful ways than we could have ever imagined.”

PRIMA Theatre has a mission to invigorate lives through fresh theatrical experiences, and 2020 put that idea to the ultimate test.

“We began by bringing the power of the arts to people where they’re at and where it’s safe,” added Mitch. “It started with a massive release of virtual content that continues to thrive. Then we began doing private concerts and singing for quarantined people, safely.” Later, PRIMA produced a drive-in concert and musical parade that celebrated local stories of bravery showcased through COVID and the Black Lives Matters movement. “It was all capped off by one of the most moving experiences I’ve ever had the honor of being a part of – bringing trolley-traveling contemporary carolers to neighborhoods, roving around shuttered senior living communities, and outside a 7-year old’s home, who just conquered cancer, serenading a ‘Happy Birthday’ when she couldn’t have a party due to the pandemic.” Mitch took on the hard times to serve Lancaster in ways that were not originally planned previous to COVID. “Whether it’s business or non-profit work – each of us have can harness the power of these wild times, and choose to spread joy.”

Not only did PRIMA focus on unique ways to engage audiences, the theatre also was keen on raising funds for out-of-work performers.

“With the help of this generous community, we were able to come to the aid of local performing artists who’ve been, for years, inspiring all of us. A friend reminded me that the

decisions we make in this crucial time, we want to be able to look back in five years and be proud of how we engaged for the greater good. That's where the life is."

It was a painful year—but for PRIMA, one that proved incredibly purposeful.

"I'm grateful to have this platform to share some beauty through these times," said Mitch. "When else in our lifetimes do we get to pause, connect deeply with those who've supported us, and consider a new and brighter future?"

Other theatres had to pivot during this time as well. In a world of unknowns, the performing arts had to shift—and shift quickly under a rapidly worsening situation.

"When initially staring down the barrel of this pandemic, it was very clear to our leadership team that significant and swift changes would be an absolute necessity in order to ensure the survival of this theatre," said Brandon Martin, Director of Operations at American Music Theatre. "With a business such as ours—where all revenue streams are directly tied to gathering in large numbers—the idea of 'pivoting' is much easier said than done; especially without the existing

infrastructure, or available capital, required to transition into the virtual entertainment realm."

Not only was the team at American Music Theatre focused on keeping productions accessible, they also strived to communicate with their robust audience and network.

"Our primary focus has been maintaining communication and engagement with our patrons," said Brandon. "We've done our very best to be an open book to those who have supported us through the years. We've taken on a more personal tone in our outreach efforts and have made every attempt to still share our brand of entertainment, albeit impersonally, through virtual video series, at-home performances, and video tours of our space."

It was a full team effort to undertake the outreach.

"Many of our artists, performers, and production personnel have graciously volunteered their time in continuing to create content that helps us stay connected with our audience, and each other," added Brandon. "It's really been a wonderful and humbling experience."



In The Heights production at the Fulton Theatre





Marc Robin, Executive Artistic Producer at the Fulton Theatre, also felt the immense strain of the year and saw the incredible need throughout Lancaster.

"The first thing we did was figure out what our community needed," said Marc. "When the pandemic hit and shut everybody down there was a large level of anxiety and it became obvious that the first thing that had to be done was what was best for our community. We shifted almost instantly and our costume and scene shops started producing PPE equipment including face masks and shields to donate to local non-profits."

Next, it was on to figuring out a strategy for the Fulton Theatre's sustainability.

"Since we couldn't invite the audience into the theatre we decided to bring the theatre to them," added Marc. "We started producing content for our social media and created unique 'living room concert' moments, and launched into 'Joey's Java Talk,' a talk show series about the arts, to keep people engaged. When we discovered we weren't going to come back online when we originally hoped we decided to continue with the video format until the time we can once again gather as a community in our Theatre."

One theatre that garners visitors from around the Nation was in the same predicament. Sight & Sound Theatre had to figure out next steps, especially since tourism is hugely relied on as part of attendance. But hardship can spark innovation.

"Some of the hardest challenges can inspire the creation of something new," said Sara Murphy, VP of Brand Development at Sight & Sound Theatres. "While both of our theaters, Lancaster, PA and Branson, MO, were closed due to COVID-19, we were able to refocus our time on developing and launching a new streaming platform: Sight & Sound TV. It was a milestone moment for us; for over 45 years audiences have been coming to us, now, we are going to them."

This proved to be wildly successful as a form of showcasing content.

"We had viewers watching from over 100 countries," said Sara. "While 2020 has been really hard on us and the theater industry, it also offered us a unique opportunity to expand our mission and reach a global virtual audience with Bible stage productions."

Activating Audiences For Support Ways You Can Support These Venues Right Now

Since some capability for in-person performances is still in the future, here are some of the ways you can currently support these venues as they continue to navigate a difficult landscape this year.

"It is easy to write a check, and we are very grateful for it, but there are also ways to support PRIMA with more flexibility," said Mitch. "What about a unique sponsorship package? Or getting your employees tickets for when shows happen once again? There are a lot of options."

"Businesses and individuals can continue supporting us by coming to visit Sight & Sound Theatres during the 2021 season, and by spreading the word that we are open and safe to visit during this time," said Sara. "For those not ready to visit in person yet, sharing the opportunity to enjoy the shows on Sight & Sound TV is a great alternative."

"Sharing social posts, following our channels, and helping to share what the future holds for AMT are so very appreciated," added Brandon. "Quite frankly, gift cards to American Music Theatre are a wonderful way to support our business right now. They're useable for tickets to any show we present here, as well as concessions and gift shop purchases, and they never expire, so they'll hold their value until this pandemic is behind us!"

"Every dime, every dollar helps ensure that the Fulton reopens with the same Broadway quality that our audiences

have come to expect," said Marc. "We are grateful for every contribution we have received, for every community member who has reached out, and for every future donation. It takes a village to keep the arts thriving and Lancaster should be proud of the arts community they have built, and it won't be long until that community is thriving again."

But there is also a bigger picture Marc wanted to emphasize as we look towards 2021 success and sustainability.

"We also want to encourage everyone to help out Lancaster's downtown organizations, restaurants and shops," Marc added. "The Fulton's annual impact on downtown Lancaster was over \$16 million but facing this temporary shutdown we have no impact now because we are closed. We need everyone to understand that we are part of a big downtown puzzle and as an arts organization our job is not to just create art for our community, but it is to gather the community so they will shop in our stores, eat in our restaurants, and stay in our hotels."

Please keep continuing to check out the websites and social media platforms of these organizations to keep up-to-date on opportunities to support, reopening plans, and more.

Waiting In The Wings

What's Next For Theater In Lancaster County

There is a lot ahead for the industry, and it's important that the community continues to support it as we navigate forward.

In-person performances may feel distant in the future, but PRIMA is prepared with a variety of creative ways to produce safe productions. "Our 2021 schedule has productions that can exist in-the-theatre, outdoors, or streaming – all exciting, unifying, and provocative work that meets the moment of this era," said Mitch. "Many of us are recognizing that the models and methods and stability that once existed – it was perhaps a bit of a mirage in the first place. How little control we all really have. And yet the awe-inspiring news is, we all get to work together to gather the sparks, especially the unheard voices around us, and create a new tomorrow."

"At the Fulton, we are planning a variety of initiatives," said Marc. "We launched the new Fulton HD streaming platform, started a new Inclusion, Diversity, Equity, and Accessibility (IDEA) committee to keep that important conversation moving forward, and putting action behind it, in the theatre world, and we have some new ideas for showcasing performances in 2021. Our biggest hope on the horizon is the return of live theatre. That would be the best gift we could possibly receive."

"I think, through this time, we've all learned so much about our businesses, our venues, our patrons, and ourselves," said Brandon. "The upside to the amount of schedule-juggling we've done at American Music Theater over the past 9

One of the best ways to engage with each venue is to continue exploring their websites and following them on social media. Here is a handy guide for just some of the venues!

PRIMA Theatre | primatheatre.org

 @primalancaster  @primatheatre

Fulton Theatre | thefulton.org

 @FultonTheatre  @fulntontheatre

American Music Theatre | amtshows.com

 @AMTShows  @amtshows

Sight & Sound Theatres | sight-sound.com

 @sightsoundtheatreslanca

 @sightandsoundtheatres

Dutch Apple Dinner Theatre | dutchapple.com

 @DutchApple  @thedutchapple

months is that we're looking at a 2021 Events Calendar that is shaping up to be our strongest yet. More than ever before, we have performers who are excited to perform and audiences who are excited to see them, and we can't wait to be a part of it!"

"For us, we are looking forward to QUEEN ESTHER back on stage," said Sara. "We will also be broadcasting a live performance of JESUS from Branson on Sight & Sound TV during Easter weekend."

There are many other venues in Lancaster County, from the Dutch Apple Dinner Theatre to the Lancaster Marionette Theatre, to Ephrata Performing Arts Center to other performing arts venues (like The Ware Center) to keep in mind as we move forward in support.

The industry continues to transform, even in the midst of hardship. It is up to all of us to keep it going, to support it how we can, and to recognize that, not only is it important to our County (and beyond) for economic reasons, but it's so critical to the wellness of our community and the vibrancy of Lancaster County. **LT**



BY TONY GORICK,
Creative Services Manager,
Lancaster Chamber
Contact Tony at
agorick@lancasterchamber.com



Oregon Dairy Becomes First Dairy In Nation To Create Natural Omega-3 Milk

We chatted with some team members at Oregon Dairy to learn more about this major dairy development and what it means for the industry. Enjoy our Q&A with Nancy Brown, Marketing Manager at The Market at Oregon Dairy, Maria Forry, Partner of Oregon Dairy Farm, and Paul Rosenberger, GreatAlga, LLC.

Q: Oregon Dairy is the first dairy farm in the nation to produce Omega-3 milk naturally in cows. Can you explain more about this incredible milestone?

A: "It is possible to buy Omega-3 milk. However, until this point, all Omega-3 milk available has the Omega-3 added at the processing plant. This is the first time Omega-3 milk is available without Omega-3 being added to the milk at the processing plant. The cows have Omega-3 (algae and flax) added to their feed. The cows utilize the Omega-3 for their own health and the Omega-3 is passed through in their milk, giving us Omega-3 naturally in the milk." - Maria Forry

Q: What is important about Omega-3?

A: "Oregon Dairy uses the feed supplement greatOPlus containing flax, algae and other beneficial components. Once Omega-6s (bad fats) and Omega-3s (good fats) become more balanced, animals enjoy better performance such as reduction in stress, less inflammation, and improved production. greatO also includes other essential fatty acids like EPA and DHA that benefit heart and brain health." - Paul Rosenberger

Q: What was the process like to get to this point of producing this naturally-made Omega-3 milk?

A: "We began feeding greatO (the omegas) to the cows in the fall of 2019. Since then, the milk has been regularly tested to check the level of Omega-3 coming through in the milk. It took months of adjustments of the level of greatO fed to the cows to get to the desired level of Omega-3 in the milk." - Maria Forry

Q: When will this milk be available for customers?

A: "The Oregon Dairy Omega-3 Milk was launched in November 2020 and is available for sale exclusively at The Market at Oregon Dairy." - Nancy Brown

Q: What products will be available in this Omega-3 version?

A: "Oregon Dairy's Whole Milk, 2% Milk, Whole Chocolate Milk and Heavy Cream all have Omega-3 naturally in the milk and cream." - Nancy Brown

"Oregon Dairy is examining the possibility of introducing other Omega-3 products such as eggs and beef." - Paul Rosenberger



Q: What does it mean for the dairy industry to hit this milestone?

A: “As noted above, Omega-3 fatty acids have many benefits to both the animal and the consumer by reducing inflammation, etc.” – Paul Rosenberger

“They can continue to consume milk or add milk to their diet in order to get more Omega-3.” – Maria Forry

Q: What else would you like to share with our readers?

A: “greatOPlus has gone through extensive university and field testing and is a completely safe and natural product. Think broccoli. Algae does not affect the smell or taste of Oregon Dairy’s milk—again, extensive testing. The cow actually digests greatOPlus with its regular diet, while other Omega-3 milk products might add fish oil or algae oil at the processing plant. Flax has been used for a long time to help balance the Omega 6:3 ratio. Omega-6s can be harmful while Omega-3s provide a variety of benefits. Our particular strain of algae not only balances the Omega 6:3 ratio but also offers other long-chain fatty acids that can lower cholesterol and help heart and brain performance. That’s why most fish are part of a healthy diet. Algae’s a natural ingredient.” – Paul Rosenberger

For more information visit www.oregondairy.com and visit the Market to try some of these products. We are amazed by this milestone and celebrate the incredible achievement of our local dairy here in Lancaster, PA.

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Van & Work Truck Upfitting • After-Market Accessories
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Mitigating Risk Through Disability Income Insurance

Disabilities that affect someone's ability to work can be a serious issue for businesses and organizations of all sizes. Whether you're a business owner or a benefits manager, disability income (DI) insurance can help replace a portion of your employees' income if they become too ill or injured to work. Businesses can use DI as an effective planning tool to mitigate risk. Offering DI can also help you to recruit and retain employees.

Income Protection for Employees

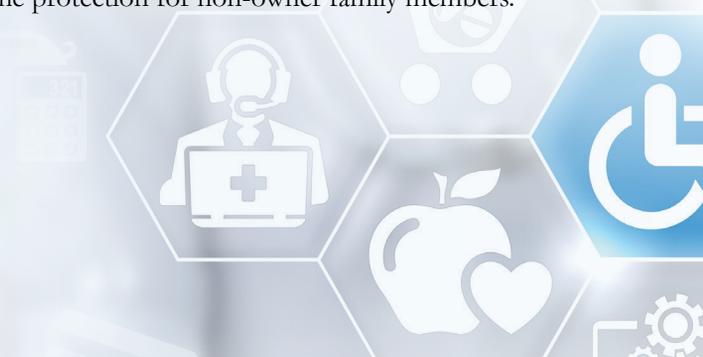
If you offer group long-term disability benefits, the coverage may only protect about half of an employee's net monthly income. You can help your employees reduce the coverage gap by making supplemental individual DI insurance policies available to them. By offering this valuable coverage as a voluntary benefit, your employees can have added protection to help them meet their financial obligations during a disability, at little or no cost to the business. MassMutual offers different DI products to meet the needs of both small and large businesses and organizations. Depending on your company's needs, a DI offering can be either voluntary or employer-paid, and might be eligible for simplified underwriting. Regardless of the design, your employees enjoy discounted premiums and policy portability.

Retirement Protection for Employees

Your employees have worked hard to save for retirement, and you can offer a way to help them protect the nest eggs they have built. A major derailer for many people approaching retirement can occur if they become too sick or hurt to work, and are forced to tap into their retirement savings to meet the expenses of everyday life. A disability income policy can not only replace a portion of one's income when a disability occurs, but it can also be designed to help your employees continue saving for retirement if they become too sick or hurt to work. In this way, offering DI policies can help your business attract talent and build loyalty.

Protect Your Business and Select Employees

For a small business, a key employee's disability can impact the company's bottom line. However, if you choose to continue paying that employee's salary without having a pre-existing plan in place, tax reporting issues may arise as the Internal Revenue Service (IRS) would generally not recognize those payments as a business expense. A Qualified Sick Pay Plan (QSPP), which is recognized by the IRS and can be funded with DI, sets company policy before a disability occurs. Funding a QSPP with DI, you transfer the risk of a portion of that employee's salary to MassMutual. The owner can choose which employees will be included in a QSPP, making it ideal for family businesses looking to offer disability income protection for non-owner family members.



Hold on to your wallets!

Financial Health & Wellness 2021-22
Business • Estate • Succession Planning
*Building and Preserving Wealth Through Life
Insurance and Annuities*

Sunset Rules Kick In - December 2025
Under current law, Federal Estate
TAX CREDIT for an individual reduces
50% from current \$11.5 million,
down to \$5.75 million.

All New Revenue under the law will be
nailed for taxes, depending on Net Worth,
as Current Administration wants to
reduce UNIFIED CREDIT to \$3 million

Consider one of several strategies if you were to kick off in 4 yrs +....

1. Move Funds to an Irrevocable Trust
for your family
2. Acquire an over-funded Survivorship life
insurance policy in the next 4 yrs to get
money out of Estate but still have possible
Tax-Free Income to you, and your
“wife, kids, grandkids.”
3. Create a skip generation structure with a Super
Roth IRA, overfunded as described in #2, but
move from taxable to tax free - then move into
an intergenerational perpetual trust providing
tax-free, non-reportable income for 100 yrs!!
4. Drop into a Zero-Tax Plan... call or email
today to get the conversation started!



MassMutual



Contact Mike Roberts at mroberts@fortislux.com
917-328-4904

Contact Mike Roberts at CPTWealth@gmail.com
917-328-4904

We can all agree 2020 was a year full of immense challenge. But as we reflect on the year, there are moments to celebrate. The Lancaster business community is resilient, and that dedication to the County, to each other, and to moving forward, was on full display this year in a variety of ways.

*This article is not meant to downplay any of the challenges facing business right now. It is an uphill battle with unknowns ahead. But, instead, this roundup of **16 Good Lancaster County Business Moments In 2020** is meant to inspire and to provide hope as we look at some of the encouraging things that helped our County as we head into the new year. This is not a complete list—as there are many other incredible moments where businesses stepped up to the plate!*

#1 THISTLE FINCH, OTHER DISTILLERIES, CREATE CLEANING SUPPLIES

2020 was the year of needing an abundance of disinfectant spray and hand sanitizer, so **Thistle Finch Distillery** pivoted early in the pandemic when in-stock supplies were limited to ensure essential businesses in need would have enough. Other distilleries in the County joined Thistle Finch, creating a network that provided necessary materials to other businesses that were quickly running out of supplies. This was crucial for the supply chain.

#2 VIRTUAL PERFORMANCES: THEATERS PIVOT

Although the theater industry continues to be an area of immense need, many theaters innovated to still showcase their incredible talent. **The Fulton Theater, American Music Theater, and Sight and Sound Theatres** streamed a variety of content online. **Prima Theatre** changed how it delivered content entirely—visiting neighborhoods for carols, retirement communities to safely sing outside of resident windows, and showing up on birthdays to bring cheer to those who could not gather to celebrate. Next year hopes to bring more in-person experiences, but for now, these theaters are prime examples of innovation.

#3 COUNTY-WIDE COLLABORATIVE RECOVERY LANCASTER PROJECT

The **Recovery Lancaster** project was led by the **Lancaster Chamber, Economic Development Company of Lancaster County, and the County of Lancaster**. This collaborative effort grew to include over 120 volunteers, a robust PPE distribution plan, funding opportunities, public health tips, and much more. Over 8,000 PPE kits were given to businesses in need for free, and a total of \$40,963,759 was distributed to 1,298 unique recipients in Lancaster County—helping to sustain many businesses in this challenging time. This model of collaboration is now being replicated across the state and elsewhere due to the success. Check the full story, with details on who helped make this collaboration possible, at www.recoverylancaster.com.

16 GOOD Lancaster County BUSINESS Moments in 2020



A billboard featuring the Recovery Lancaster project.

#4 EXTRAGIVE GOES ALL VIRTUAL, STILL BREAKS RECORD

This year, the **ExtraGive** event had to be all-virtual with limited gatherings based on safety. However, that did not stop the abundance and outpouring of donations and support. Thanks to the business partners and individual donors, the **Lancaster County Community Foundation's Extraordinary Give** raised \$13,439,850 that benefitted 522 organizations throughout Lancaster County. Now more than ever these organizations needed support—and the Lancaster community showed it in a big way.

#5 PENN CINEMA POPCORN TO-GO, DRIVE-IN RESURGENCE

Although **Penn Cinema** could not show movies within the building during most of 2020, that didn't stop the theater from innovating. The cinema opened up Penn Cinema Popcorn Penndemic to sell massive bags of popcorn for customers to pick up curbside for their own in-home movie nights. Penn Cinema also opened up a large outdoor screen for drive-in movies, something that was a huge success.



Drive-in theater at Penn Cinema during Summer 2020.

#6 CLIPPER MAGAZINE STADIUM OFFERS UNIQUE NON-BASEBALL EVENTS

When the baseball season was cancelled, **Clipper Magazine Stadium** had to diversify their events even more than usual. The team quickly got to work, and transformed the ballpark into an entertainment destination. From Outdoor Movie Nights that showed films ranging from *Star Wars* to *Hocus Pocus*, to safe Baseball Camps for kids, to a home run derby, to one of the few RV shows in Central, PA to be able to continue, to a holiday lights experience, Clipper Magazine Stadium proved resilient and creative even without a baseball season this year. They were one of the leaders in providing safe entertainment in a time when options were extremely limited.



Sam Guo, owner of Silantra Asian Street Kitchen, prepared a safe way of take-out ordering.

#7 LOCAL RESTAURANTS GET CREATIVE

Restaurants without doubt need your continued support. We urge you to consider ordering takeout when you can and purchase gift cards to your favorite local spots. It is an industry that needs our crucial support. We are amazed by the creativity that restaurants have shown this year—from unique to-go cocktails, to pre-packed cook-at-home meals, to boxed kits of top favorites. Restaurants like **Decades**, **Bull's Head**, **T.J. Rockwell's**, **Silantra**, and more, have created ways for customers to get food in a safe way.




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#8 FOOD DONATIONS TO MEDICAL WORKERS

Oola Bowls added a “Donate a Bowl” option to their online ordering so customers can choose to pay it forward for essential healthcare workers. **Sprout**, in coordination with donations, helped to feed many workers at **Penn Medicine Lancaster General Hospital** on multiple occasions. **The Park City Diner & Coffee Shop** and the **Knight & Day Diner** teamed up to serve 400 Easter meals to healthcare workers and first responders in April. We celebrate our local restaurants and their commitment to the health care workers who have tirelessly worked to keep our safety at the forefront of what they do.

#9 IMPORTANT COVID-19 RESOURCE HUB

The Lancaster Chamber offered a **COVID-19 Resource Hub** that housed local, state, and national information regarding the pandemic, free webinars & virtual programs for businesses looking for more information, and created a place for updates on mitigation efforts & health all throughout 2020. The page continues to be live on lancasterchamber.com, giving new, crucial information and updates for businesses as we continue to navigate this difficult business landscape into 2021.

#10 BUSINESS SUPPORTING LANCASTER POLICE

Sweets from **Miesse Candies** and 35,000 gloves from **Ganse Apothecary** are two examples of businesses giving to local Lancaster police departments in an effort to support them during the COVID-19 outbreak. The department tried to limit face-to-face interaction, but being out in the community provides challenges with social distancing and the personal protective equipment helped. The sweets also provided a good boost!

#11 TEN THOUSAND VILLAGES BRINGS POWERFUL STORIES TO EVEN MORE TEAM MEMBERS

Although the home office is based in Akron, PA, **Ten Thousand Villages’** stores, featuring handmade ethically sourced wares from around the globe, span all across the United States. Each year the company hosts an artisan partner from their fair trade network to speak at their National Workshops—an internal event for staff and volunteers. This year, it had to be virtual. But this necessary shift created the opportunity to reach more staff and volunteers than ever before. In addition, rather than being limited to hosting one artisan partner, the virtual space made it possible to host artisan partners from Peru, India, and Kenya, sharing their stories right from their communities.

#12 COLLABORATIVE PHOTOGRAPHY PROJECT: HEADSHOTS FOR UNEMPLOYED

Lancaster photographers Richard Waine and Sam Interrante, along with Phoenixville photographers Jim McAndrew and Gary Walens, offered free headshots at Park City Mall as part of a nationwide initiative called **10,000 Headshots**. The project coordinated photographers all across the United States to help give professional headshot opportunities to those seeking jobs. It was a specialized project that filled a unique void for those unemployed during this year.

#13 TAIT, CLAIR COLLABORATE TO DELIVER PPE TO SCHOOL SYSTEMS

Clair Global and **Tait** drivers delivered over 200 pallets of Personal Protective Equipment (PPE) to all of the sixteen school districts in Lancaster County, along with IU13 in August. Both companies stepped up, partnering with the Lancaster County Purchasing department, donating their services, to ensure school districts received desperately needed PPE in time for the beginning of the school year.



Tait helped to deliver PPE to all Lancaster school systems before the year began.



Betty Kinene, Uganda Crafts. Uganda Crafts has been a partner of Ten Thousand Villages since 1995.





PENN MEDICINE HEALTHWORKS IMPACTS EMPLOYEE HEALTH IN MEASURABLE WAYS

Introducing the Penn Medicine HealthWorks solution.

At Penn Medicine Lancaster General Health, we understand the challenges employers face in managing the health-care benefits for employees and their families. That's why we've created a portfolio of innovative, customizable programs to engage and empower your employees to better health, and ultimately help control costs.

Our programs engage employees to:

- Take a proactive approach to their health
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The Penn Medicine HealthWorks solution includes:

- Primary Care and Wellness Practice Network
- Corporate Health
- Occupational Medicine
- Holistic Therapies
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- Eliance Health Solutions

Our team is here to collaborate with your business to improve the health and wellness of your employees. **To learn more about our innovative health care solutions, please call 717-544-4577.**

Penn Medicine HealthWorks
Robert 'Teke' Drummond
Executive Director, Corporate Partnerships



#14 ASSETS CREATES MINORITY-OWNED BUSINESS DIRECTORY

ASSETS updated their **Business Directory** to have the option to specifically highlight local Lancaster County businesses owned by people of color and women. The resource proved, and continues to prove, extremely valuable in searching for businesses to support, especially in this difficult year.

#15 INNOVATION IN RETAIL

This year was a year many small retailers took to websites and social media to innovate how to sell their products. **Knock Knock Boutique** utilized Facebook Live events to sell accessories, while many stores like **Ellicott & Co.** and **Kitchen Kettle Village** utilized curbside pickup as a new option for customers. There was a boom in ecommerce options, as many small businesses realized how important a website is now more than ever.



Items from Kitchen Kettle

#16 LANCASTER CHAMBER'S ANNUAL DINNER ACCESSIBLE TO ALL

On October 1, the **Lancaster Chamber Annual Dinner** was transformed into a special livestream experience from Clipper Magazine Stadium. For the first time ever the Annual Dinner event was accessible for free to all online. Viewers watched special celebrity shout-outs, a pep talk by Manheim Central grad and Chicago Bears head coach Mat Nagy, a unique musical collaboration, local business awards, and more. You can still watch the even in full at www.lancasterchamberannualdinner.com.

We can't help but end this list by offering our thanks for the inspiration we took from you, our business members, every day during this challenging year. And, while you faced your own challenges head-on, you also managed to continue your support of the Chamber. In fact, in 2020, our Memberships grew and we maintained almost 100% of our sponsorships. We pledge to show our appreciation for your support during the challenging year by working hard to provide essential programming, advocacy, resources, and networking opportunities to ensure we can all find a way to prosper in the coming year. We are proud of the Lancaster County business community, and we want to recommit our dedication to you as we navigate the future together. LT

To All Frontline Heroes

Thank You for Your Dedication

It's been a challenging year so we're sending this gift, a complimentary \$500 discount savings program - no membership fees, no activation fees, no user fees - from PA Alliance of Professional Associations (PAPA).

This *free* association benefits program provides you with attractive, and exclusive, discounts on nearly every purchase you make on shopping, dining and travel.

The PAPA discount program is affiliated with thousands of leading apparel, electronics, jewelry, and furniture retailers, attractions and museums, overnight and destination travel, and 57,000 local, regional and national restaurants and service providers.

Pennsylvania Alliance of Professional Associations

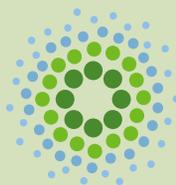
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\$500 Discount Savings on Shopping, Dining & Travel

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Activate @ travnow.com

Supporting Lancaster County Healthcare Initiatives

Activate your **FREE PAPA™** benefits today. Click the QR Code, or visit <https://travnow.com/>, then click on 'Just Got a Card', enter code HPT500, and start saving today!





We are so grateful for the support of these Lancaster Chamber Members, especially during this challenging business landscape. Please take note of our Members who are celebrating special milestone anniversaries with us in November, December, and January!

MEMBER ANNIVERSARIES

5 YEARS

Bert's Bottle Shop
Holleran Consulting
Lancaster County Coalition to End Homelessness
Sage Technology Solutions
Zimmerman's Hardware & Variety, Inc.
Hawthorne Electric Inc.
Gage Personnel
Riley Real Estate Inc.
S'More Space Storage
Excelsior Events, LLC
American Direct
Denver Cold Storage, Inc.
Belmont Solar
Gap Self Storage, LLC
Martin Foot and Ankle
Tranzact Inc.

10 YEARS

Ames Janitorial Services
Hospice & Community Care
JangDhari Family Chiropractic
Quantum Dynamix
Sahd Metal Recycling
RKL eSolutions LLC
Waltz Vineyards Estate Winery, LLC
Warwick Township

15 YEARS

Valco Companies Inc.
Homefield Advantage
FedEx Office, Lancaster #1366
Lusk & Associates, Sotheby's International Realty
Conestoga View Nursing, LP

20 YEARS

Stoner Bunting Advertising
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Lancaster Township
TCW-GAV
True Edge Performance Solutions, LLC

25 YEARS

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Lancaster County Career & Technology Center
By Your Side Homecare
K&L Plating Co., Inc.
Better Business Bureau of Metro Wash. DC & Eastern PA

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Lancaster County Firemen's Association, Inc.

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Staffing Service USA
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Conestoga Valley School District
Manheim Township School District
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50 YEARS

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Kingsway Realty

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Want to become a member of the Lancaster Chamber?

From special value-add benefits, to discount pricing on events being a Chamber Member helps you and your business grow. As we head into 2021, we want to be your partner to ensure your success in an ever-changing business landscape.

Reach out to Tom Wallace, Business Development Director, twallace@lancasterchamber.com, to learn more about the benefits of Membership.



VIRTUAL PRIMARY CARE PRACTICE IS NOW AVAILABLE

Virtual visits, which initially were believed to be a temporary means of conducting primary care during a pandemic, are here to stay. Also known as telemedicine, primary care providers (PCPs) and patients successfully are using a telephone or videoconferencing technology to engage in real-time medical consultations and examinations. Patients receive the same level of care as they would in the office, but in a different format that may be more convenient compared to traditional in-person appointments.

Telemedicine gives patients access to the expertise of highly trained health care providers in the comfort of their home. Other benefits include fast, expert care, less travel when the patient isn't feeling well, and limited exposure to other potentially sick people. For senior citizens or colleges students who may not have reliable or any mode of transportation, it's an even more attractive option. Patients can also continue a relationship with their PCP if they move out of the area, or travel for work.

Now, patients who prefer the convenience of telehealth can make it their permanent choice for primary care. You'll have your PCP but can be seen via telehealth for almost all your health care needs.

How does it work?

UPMC has opened its first virtual primary care practice, offering all the services of a regular primary care practice online or "virtual."

The practice will include the following virtual care providers: Dr. Heather Morphy, Dr. Angelique McKinney, Dr. Kimberly Lumsden, Alison Gillmen, PA-C, Christine Hudgins, CRNP, Stacey Gibson, PA-C, Jennifer Marks, CRNP, and Kathy Daisy, CRNP. The providers cover the entire UPMC south central Pa, footprint including all of Pa. and other states. For patients who reside, attend college, or relocate outside of Pennsylvania, they may be able to continue being a patient of the Virtual Primary Care-UPMC. Your PCP will be able to advise you which states are eligible.

A virtual PCP can treat patients via telehealth for most regular primary care needs, from chronic medical conditions like diabetes, high blood pressure, heart disease, high cholesterol and mental health concerns to acute issues such as sore throat, fever, sinus infection, bladder infection and rash.

All you need is a smartphone or device, a MyPinnacleHealth patient portal account and an internet connection.

There are very few things that can't be well managed via telehealth. If you have particularly severe conditions such as heart failure or diabetes you may benefit from remote patient monitoring devices so that we can more closely monitor your condition and vital signs.

In cases where a virtual visit is not sufficient, patients can schedule an in-person visit with a virtual PCP at a satellite location where they also see patients in person. The staff can also schedule lab tests, imaging studies, procedures, and referrals with specialists.

If you need a lab test, our staff will help you with scheduling the test or procedure, and you would go to the site where the tests are normally performed. Your provider will receive the results and they will be communicated to you, with any needed follow-up plans, in a timely fashion. Test results will also be available in our patient portal.

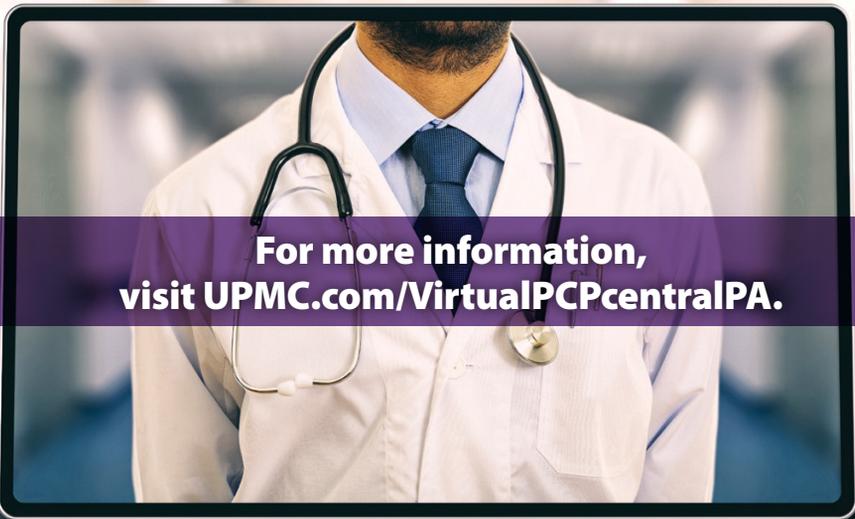
"As health care providers, it is important for us to provide care for our patients where, when and how they need it," said Carleen Warner, MD, medical director, Lancaster region, PinnacleHealth Medical Group. "The virtual primary care office will expand convenience and accessibility for those who are not served by the traditional office model."

Practice hours are 8 a.m. to 5 p.m., Monday through Friday. The UPMC Pinnacle nurse advice call line is available 24/7, and provider on-call services are available evenings, overnight and weekends. On-demand video visits are also available without an appointment from 8 a.m. to 8 p.m., Monday through Sunday.

Virtual Primary Care-UPMC is open to all patients 18 and over. Regular insurance co-pays and deductibles apply. The practice cannot care for children under 18 due to their significant in-person health care needs and vaccination schedules.

Schedule your appointment today

New patients can sign up for a UPMC Pinnacle patient portal at mypinnaclehealth.org and schedule a new patient visit online in their portal or by calling 717-207-4800. Current patients with a UPMC Pinnacle primary care provider who choose to transfer to the Virtual Primary Care-UPMC practice will see no interruption in their care. Because we share one electronic medical record, your records will be readily available for your new PCP to care for you.



**For more information,
visit UPMC.com/VirtualPCPcentralPA.**

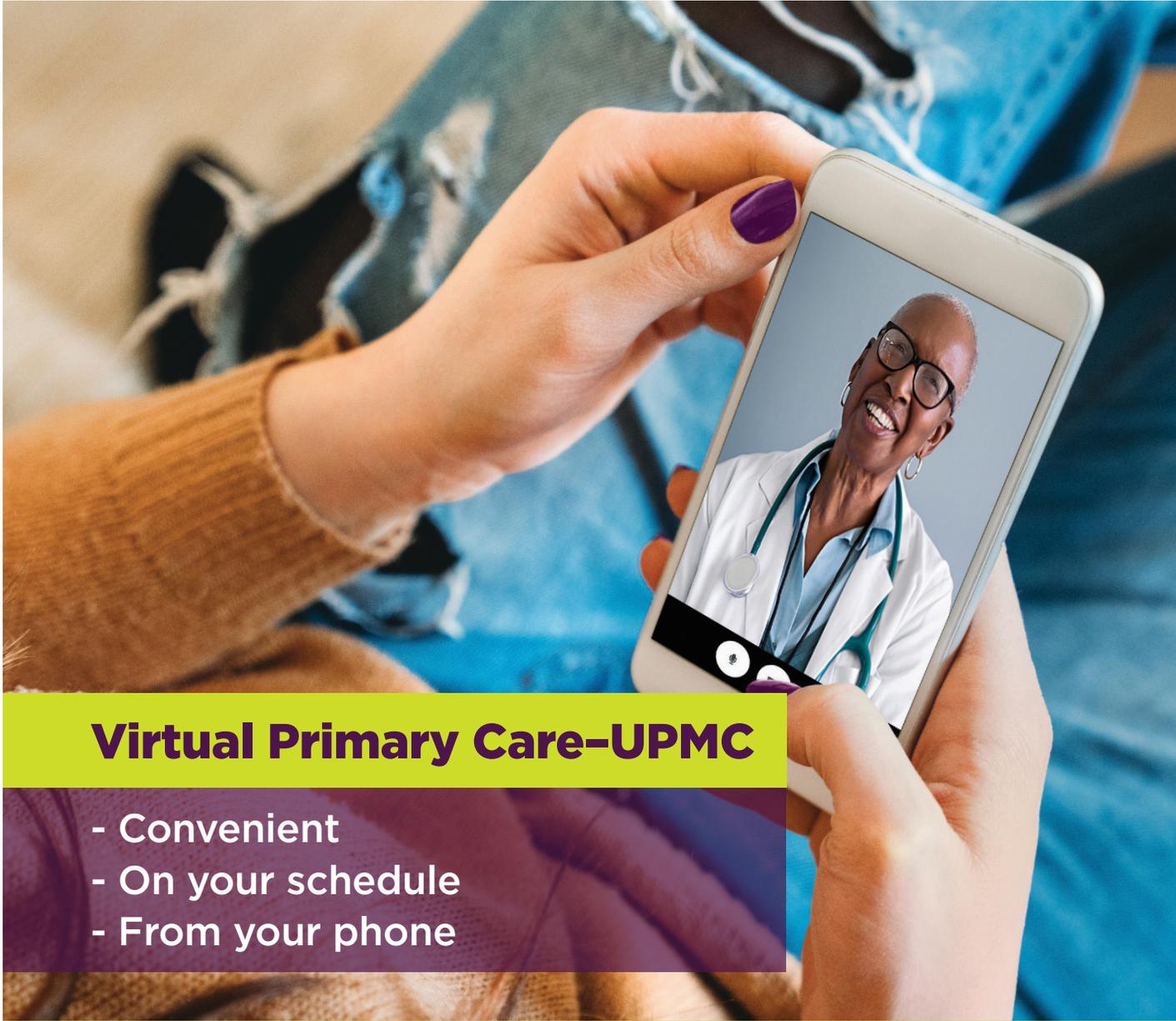
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Lancaster, Pennsylvania



Virtual Primary Care-UPMC

- Convenient
- On your schedule
- From your phone

There's one less reason to put off a visit to the doctor. By choosing a virtual primary care provider, you can manage your chronic and acute care needs without leaving your home or office. Stay connected to your PCP when it's convenient for you - without childcare, work, and traveling challenges. Use your smart phone, tablet, or computer to talk to your primary care provider. Maintaining your good health has never been easier.

If you need to be seen in person, you will be referred to one of our participating practices. New patients without a current PCP are welcome.

For more information visit UPMC.com/VirtualPCPcentralPA.

UPMC | **PRIMARY CARE**