



# Local Gems Regional Riches

**The Standard-Journal**

21 N. Arch Street, Milton, PA 17847  
(570) 742-9671 • [www.standard-journal.com](http://www.standard-journal.com)

**THE NEWS-ITEM**

707 N. Rock Street, Shamokin, PA 17872  
(570) 644-6397 • [www.newsitem.com](http://www.newsitem.com)

In Partnership with



**GREATER SUSQUEHANNA VALLEY**  
CHAMBER OF COMMERCE

**Winter 2021**

# Welcome to Local Gems, Regional Riches



ON THE COVER  
photo by the  
Susquehanna River Valley Visitors Bureau

## Table of Contents

<b>Chamber Executive Message .....</b>	<b>3</b>
<b>SRVVB .....</b>	<b>4</b>
<b>Bucknell SBDC.....</b>	<b>9, 30, 31</b>
<b>Lewisburg .....</b>	<b>10,20</b>
<b>Milton .....</b>	<b>12</b>
<b>Selinsgrove.....</b>	<b>12</b>
<b>Shamokin.....</b>	<b>13</b>
<b>Sunbury News.....</b>	<b>26</b>
<b>Things To Do .....</b>	<b>17</b>
<b>Why to SHOP LOCAL.....</b>	<b>18, 27, 29</b>



The Standard-Journal

**131**  
YEARS  
1890 - 2021

In Print  
Online  
Mobile Devices

## The Standard-Journal

21 N. Arch Street  
Milton, PA 17847  
[www.standard-journal.com](http://www.standard-journal.com)

## THE NEWS-ITEM

707 N. Rock Street  
Shamokin, PA 17872  
[www.newsitem.com](http://www.newsitem.com)

Copyright© 2021  
The Standard-Journal/The News-Item



**GREATER SUSQUEHANNA VALLEY**  
 CHAMBER OF COMMERCE  
*Connecting Business & Community.*  
[www.gsvcc.org](http://www.gsvcc.org)



## Winter in Our Valley



### Downtown Shamokin

Do you have a favorite winter scene that you like to recall from time to time? Maybe it's 'picture in your mind's eye' of a winter walk with your favorite someone? For some of us, it could be a Currier and Ives print hanging on the walls of our home of a Victorian wonderland involving carolers and sleighs. Any chance that your favorite winter scene comes from one of the delightful Main Streets in the Greater Susquehanna Valley?

During this week, my colleague, Vanessa Venios described an experience that was immediately imprinted in my thoughts as a wonderful winter scene. Her description was so crystal clear that I could imagine it as the setting for a keepsake snow globe. The scene which she told us about happened at the corner of Market and Independence Streets in the heart of Shamokin.

While completing the taping of the Chamber's highly impressive 2020 Annual Meeting and Awards Ceremony, along with Chad Evans, the recent big December snowstorm was roaring into town. Chad is the owner and the incredible talent behind Stone State

Entertainment located at 29 E. Independence Street, Shamokin. Vanessa and Chad decided they needed a break from their video production rigors, so they stepped outside.

Much to Vanessa's surprise what she saw was magical. The newly fallen snow was sparkling, but Shamokin was bustling with people. She described the scene as, "Pure New York City, but really indicative of the newly energized Shamokin."

Have you seen Shamokin lately?  
 Have you visited any of our valley downtowns lately?  
 If not, this is your invitation to come on downtown.

Winter is a wonderful time to explore our valley. You can easily socially distance. Wearing your mask will literally keep you warmer. The hospitality awaiting you will be toasty. So, this winter, don't hibernate, come downtown, celebrate and experience your new favorite winter scene. Remind yourself that downtown is a great place to shop, dine, live, work and play.





## SUSQUEHANNA RIVER VALLEY VISITORS BUREAU

*every turn a treasure®*

[www.visitcentralpa.org](http://www.visitcentralpa.org)

### *Moving Forward into 2021*

#### Andrew Miller SRVVB



**ANDREW MILLER**

With 2020 now in our rear view mirror, what can we anticipate for 2021? What will the year look like and what can we expect? Will this year seem more familiar and less reactionary? Will this year control us or will we control the year?

It's too soon to have all the answers to these questions, but with hindsight being 20/20 – or simply 2020, literally – we should approach 2021 with a sense of safe adventure and anticipation of looking for joy and entertainment starting in our own backyards.

2021 will begin with baby steps and will include the perfect marriage of respecting and accepting any current restrictions while supporting local businesses and organizations. We need to rediscover our joy and eagerness to learn, view, appreciate and experience in whatever format we may find the opportunities. Perhaps new formats of viewing, participating, engaging and sharing may help us learn and appreciate things a bit more, tapping into a new

way to participate in life around us. Life didn't stand still – it adapted. So for 2021 let's take those baby steps and be determined to not be a bystander.

So where to begin with the first step? I suggest signing up for the Susquehanna River Valley Visitors Bureau's e-weekly, *This Week in the Susquehanna River Valley* and our seasonal newsletters. Now I know you may be thinking, "But what does the Visitors Bureau offer me as a resident? I'm not a tourist." One of the strategic goals of the SRVVB is to encourage residents to be backyard tourists and tourism ambassadors, encouraging residents, friends, family AND tourists alike to visit the area and support our merchants, businesses, events, festivals, restaurants, wineries, breweries, outdoor amenities and attractions. The easiest way to do this – baby step #1 – is to sign up to receive information about what's happening in the tri-county region.

Now staying on top of events and business availability – or lack thereof – has been a challenge for us all. Here, at the visitors bureau, we offer an online regional events calendar that we share in our "This Week in the Susquehanna River Valley" that will come to your inbox each week.



PHOTO PROVIDED BY SUSQUEHANNA RIVER VALLEY VISITORS BUREAU

### Winter in the Susquehanna River Valley.

So let us help you take your steps into 2021 by sharing what's going on in our amazing Susquehanna River Valley.

Winter weather is here so bundle up for an invigorating and beautiful ramble in the outdoor spaces of the Susquehanna River Valley. Take a winter walk in one of the valley's charming downtowns - we have historic downtown walks and mural walks to discover. Or head a bit farther and wander in a snowy state park where snowmobiling, cross-country skiing and snowshoe adventures wait!

If you do decide to stay inside (or when you come back from your outdoor adventure), we have compiled a list of online content just for you. From online movie rentals from the Campus Theatre to online exhibits at museums and fun content for families from local libraries and children's museums, snuggle up and see what we have to offer by checking out our online calendar of events at VisitCentralPA.org.

Now that January is here our favorite local restaurants are welcoming you back for comfortable and safe indoor dining as well as delicious meals and your favorite drinks to go.

You'll find your guide to indoor dining as well as delivery and pickup options in the dining section of our web site.

Warm-up with a growler of your favorite craft beer - or how about trying a hot chocolate cocktail or a steamy cup of mulled wine? Visit a new or favorite brewery - or maybe take a winter tour on the River Rat Brew Trail. Pick-up a bottle (or two) of wine from an SRV winery and create a classic spiced wine for a winter's evening wind-down. Many restaurants are offering cocktails to go. Take home a warm and delicious drink with your to-go meal. Detailed information on our wineries and breweries can be found from the home page at VisitCentral-PA.org.

We hope we've managed to plant some ideas for helping you safely explore and venture out in 2021. Events and offerings are always changing so be sure sign up for our newsletters and check out our web site for updated and new information. And follow us on Facebook where our event page will help you master being a backyard tourist in 2021. Whether in winter boots, ice skates, snow shoes, skis, sneakers, cycling shoes, hiking boots, sandals, flip-flops - or just barefoot in a stream or the Susquehanna - we're here to help you take all your steps into 2021. VisitCentralPA.org



PHOTO BY CHRIS BRADY

Jacoby Falls is perhaps its most photogenic during the coldest weeks of the year.

# Hiking in Central Pa.

**BY CHRIS BRADY**  
The Standard-Journal

Winter hiking is a favorite of many, and for many reasons.

Everything about hiking in the winter is different. The sounds, smells, and certainly the sights are vastly different, but there's more. There are fewer hikers on the trail in the cold winter months and the level of difficulty increases on many trails, often dramatically.

As stunning as some of the natural landscapes, vistas and waterfalls of the area are during warmer seasons, winter showcases another element of beauty and it's usually only around for weeks. There's nothing quite like seeing a wall of blue ice and hearing the roar of the waterfall behind it, or seeing a landscape covered in snow from high atop a ridgeline.

That said, hiking anywhere in central Pa. during or after winter weather requires an abundance of caution. The prevalence of rocks, ice and slippery conditions makes hiking dangerous for those who are not well prepared. Hiking in dry, summer conditions can be a challenge in some areas,



PHOTO BY CHRIS BRADY

**The best part of year-round hiking is seeing everything in a different light. This mountain laurel was photographed after a brief snow near the crest of Smith Knob.**

so it is advised winter hikers assume even more responsibility before heading out on what can be a wonderful winter experience.

A good pair of waterproof hiking boots will suffice on most trails but if you are hiking around water, or waterfalls, where even the slightest mist or moisture can freeze surfaces, a pair of crampons or microspikes is a great idea. The alternative is a nasty fall, or uncontrolled slip which could land you in freezing waters.

Crampons come with varying sizes of spikes, and I've found that if you aren't going to become the next great ice climber, a good pair with shorter spikes can be attained for less than \$100. I've had a pair for several winter seasons and they are holding up well enough to last me several more.

Though I've never hiked in snowshoes, the recent foot-plus of snowfall we received had me pondering the purchase. A good pair of snowshoes would have been valuable for trekking in the powdery snowfall we experienced. A good pair of snowshoes would work well along several state park trails and other area trails, but some local trails are too narrow and likely too steep for snowshoes. Crampons with small spikes would work well along these trails.

If you hike areas with waterfalls, an ice axe is recommended, or even required in locations such as Ricketts Glen State Park. As with most purchases these days, there are many options. Again, I purchased one many years ago and have only needed it for some hiking at Ricketts Glen in sub-zero temps. For \$50-60 or a bit more, a good ice axe can bring with it some comfort if you are miles into a trail and on icy terrain around water. It also serves as trekking pole of sorts.

The most important factor to consider is your layering. You don't want to wear clothing that will retain sweat or lead to heavy sweating. Wicking fabrics are great and in layers provide plenty of warmth while hiking. Remember, you are going to be exerting energy and heavy cotton layers will only lead to sweating, which can be dangerous in cold temperatures. Packing away some hand and toe warmers are a good idea, and add little weight to your pack. Everyone is different, but it is rare that I've actually used hand warmers.

Having never used toe warmers — despite hiking in sub-zero temperatures in years past — the best remedy to ward off cold feet is a good pair of hiking boots and a great pair of wool socks. Truth told, wool socks are great year-round. They never allow your feet to get too warm, whether in the dead of winter or heat of summer.

Winter hiking is great for the body, mind and soul. Just use an abundance of caution and see what Mother Nature has in store.

Central Pa. is a beautiful area any time of the year, but winter showcases her majesty in ways that will awe even the most seasoned outdoor enthusiast.

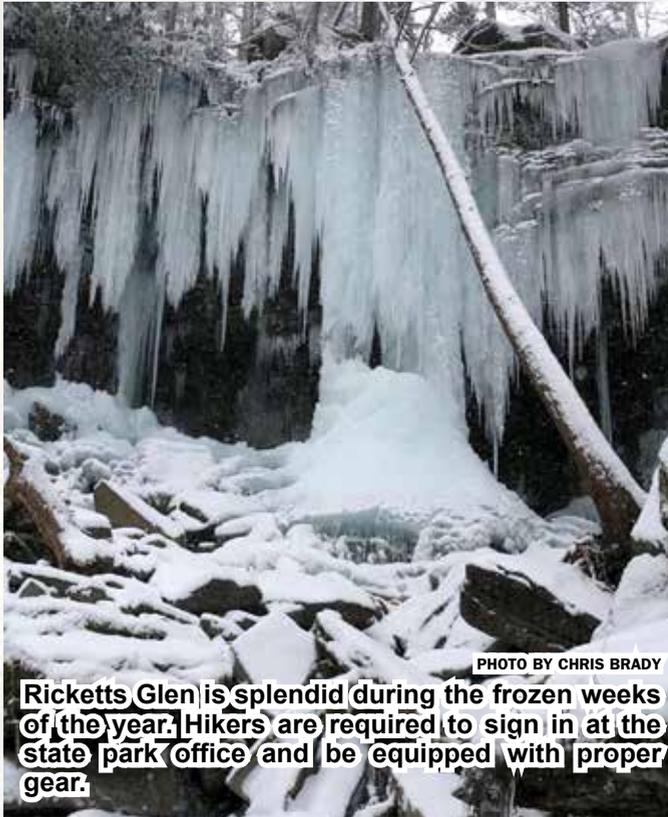


PHOTO BY CHRIS BRADY

Ricketts Glen is splendid during the frozen weeks of the year. Hikers are required to sign in at the state park office and be equipped with proper gear.

**Davis, Davis & Kaar**  
**Attorneys at Law**

- Wills & Estate Planning
- Real Estate • Family Law
- Business Law
- Personal Injuries

37 Arch St. • Milton, PA  
 P.O. Box 319  
 Phone: 570 - 742-8777  
 Fax: 570 - 742-6155

**BANQUETS  
 WEDDINGS  
 PARTIES**

*Catering for  
 All Occasions*

100 Main Street, Watsontown  
 www.watsoninn.com  
**570-538-1832**

*Plenty of Free Parking!*

# Your Neighborhood Colleges

**Now enrolling for the Spring semester  
 at our Shamokin & Watsontown sites.**

*Get the education you need for the career you want!*

**Classes  
 begin  
 Feb. 1**

Day/Evening/ Online • Affordable tuition  
 2 years here + 2 years any other college = huge savings  
 Close to home • More than 33,000 alumni



**Greater  
 Susquehanna  
 Center**  
 1100 Main Street  
 Watsontown

**570-740-0261**



**Northumberland  
 Regional  
 Higher Education  
 Center**  
 2 East Arch Street  
 Shamokin

**570-648-2544**



**JUDY MARCHESIC**

“People are in the planning mode right now and looking forward to getting back out as things begin to reopen this year and public events are held once again,” said Judy Marchesic, SRVVB member services director.

“In 2020, we saw a large increase in outdoor activities throughout our region, which included new campground memberships. Now that they’ve invested in new equipment, they’ll be looking to spend more time outdoors in the future, hiking, biking and doing a lot more. It’s a whole new realm for them to explore and the

Susquehanna River Valley is the perfect place to come and experience all the outdoor activities we have to offer.”

According to Marchesic, the “Unpaved” gravel cycle race held in early October was highly successful in 2020 because it was effectively planned and held in a safe manner.

“We’re looking at a number of new cycling events. The SRVVB is looking at developing its partnerships with Unpaved and the Susquehanna Greenway Partnership,” she added. Marchesic said that holiday light displays and virtual performances were also highly popular activities in 2020.

“Through all of this, we’re working on our new SRVVB Visitors Guide, which will be published in February,” she said. “We want to promote recovery and safe adventures.”

**TRB**  
**T-ROSS BROTHERS**  
CONSTRUCTION INC.

DESIGN-BUILD SERVICES • CONSTRUCTION MANAGEMENT  
COMMERCIAL CONSTRUCTION • INDUSTRIAL • CRANE SERVICE  
INSTITUTIONAL • FOOD SERVICE • RELIGIOUS FACILITIES  
METAL BUILDINGS • STEEL ERECTION • CUSTOM RESIDENTIAL

[www.trossbrothers.com](http://www.trossbrothers.com)  
570-524-6411 Montandon, PA

**SWANK & SON**  
WELL DRILLING & PUMP CO.  
4th Generation Drillers

*“We get the job done right the first time!”*

Specializing in Water Treatment Systems  
Free Water Analysis Upon Request

Industrial, Commercial & Residential  
Well Contractors • Pump Service • Geo-Thermal Drilling  
570-275-1292 • Toll Free 1-800-675-1292 • Danville • Elysburg

**SHAW FUNERAL HOME INC.**  
MILTON'S ONLY LOCALLY OWNED & OPERATED FUNERAL HOME

Traditional Funeral Services  
Complete Cremation Services  
Providing All Your Pre-Planning Needs

Thomas R. Shaw, Owner & Supervisor  
David M. Shaw, Owner & Director

400 N. Front St., Milton  
**570-742-8111**  
[www.shawfuneralhomeinc.com](http://www.shawfuneralhomeinc.com)



**STEVE STUMBRIS**

Steve Stumbris, director of Bucknell University's Small Business Development Center (SBDC) spoke of upcoming activities being planned to help develop local community businesses throughout the Susquehanna Valley.

"There's been a lot going on in the past year and we've been making plans to help our local businesses throughout the region in new ways for 2021," Stumbris explained.

As an example, Stumbris pointed to a new SBDC workshop five-week series that is being hosted online in partnership with the Perry

County Council for the Arts. The "Breaking Brand" series lists artists and arts-based entrepreneurs throughout the region as presenters to offer their knowledge and areas of expertise on topics such as branding and storytelling. The discussion involves how to effectively express each brand, along with the key message and identity of each organization or small business. Communication of business messaging with customers, either in person or via social media, video and other methods, will also be covered. "Our goal is to strengthen the bond that businesses have with their local communities and customers," said Stumbris.

The free SBDC online sessions are scheduled to kick off Jan. 25. Participants may register online through the SBDC's website at <https://pasbdc.ecenterdirect.com/events>. The weekly Breaking Brand sessions begin at noon every Monday from Jan. 25 through Feb. 22.

**BARCLAY WILSON, D.O.**

*General Practice*  
*New Patients Welcome*  
 Hours by appointment  
*DOT Certified Provider*  
*Most Major Insurance Accepted*



130 S. Front Street • Milton  
**570-742-8511**



**Budman**  
*Auto Body*

- Quality Collision Repairs on All Domestic & Foreign Cars & Trucks
- Alignment Specialists • State Inspection

47 Apple Street  
 Milton, PA 17847

**Phone: (570) 742-9627**  
 Fax: (570) 742-9629

## Newspaper Ingredients

**Serving Size Unlimited**  
**Servings Per Person Limitless**

### Material to Read

Local News	100%
Local Sports	100%
Local Advertising	100%
Local Entertainment	100%
Special Publications	100%
Business Updates	100%
Veterans Profiles	100%

### On Our Website

E-edition	100%
Facebook	100%
Athlete of the Week	100%
Calendar of Events	100%
Photo Purchases	100%
State News	100%

### News for All Ages

News for All Ages	100%
-------------------	------

### Tools for DIY

Tools for DIY	100%
---------------	------

**Inspiration 100%**      **Creativity 100%**  
**Community Connection 100%**      **Experiences 100%**

\*Satisfaction guaranteed. For questions or comments, please call 570-742-9671

**[www.standard-journal.com](http://www.standard-journal.com)**

“By scheduling on Mondays, we’re allowing for greater participation from local restaurant owners who are often closed on that day of the week,” he said.

Stumbris indicated that the SBDC team will also be growing. “We’re welcoming a new business consultant and engineering innovation manager, both of whom are set to come on board with the SBDC.”

A monthly “One Million Cups” (1MC) virtual event for the Susquehanna Valley, in which the SBDC also participates, is held online every second Wednesday of the month starting at 9 a.m. Registration for 1MC events is available online at <https://www.1millioncups.com/susquehanna>.  
Lewisburg



**ELLEN RUBY**

“One of our recent projects was called ‘Lewisburg in Lights,’ a collaborative effort between the Community Zone, Campus Theater and Lewisburg Downtown Partnership, that was designed to light up downtown Lewisburg during the winter months with a number of new colorful light

displays,” explained Ellen Ruby, executive director of the Lewisburg Downtown Partnership (LDP).

“We put together some really neat light displays, such as green lights around the lamp posts and others at the gazebo in the town park accompanied by music, where a marriage proposal was recently held and photographed. With approval from the borough, this year we’re looking to also light up two of the trees alongside the gazebo and we plan to continue expanding our community light displays in the future,” Ruby said.

“Live from Lewisburg,” another collaboration between the three groups, was another successful community endeavor in 2020 according to Ruby. It featured a number of live performances all at the community park.

“We may hold them at different downtown venues this year,” she said. “We were fortunate enough to obtain a grant through Bucknell’s Community Engagement Department to help us fund live performances and are waiting to see what the Lewisburg Arts Council wants to do. If they decide to move forward with their summer music in the park series, then we may sandwich a number of live performances around those dates in April, May and September, October.”



**SAMANTHA “SAM” PEARSON**

Samantha Pearson, executive director of Lewisburg Neighborhoods, also shared her thoughts on the year behind and what lies ahead.

“Lewisburg Neighborhoods was actively involved with last year’s Market Street Mask-a-Rade event and we will be involved with the upcoming Chocolate Tour,” she said.

According to Pearson, the watchwords for much of the past year have been public health, flexibility and innovation.

“We have worked to increase our understanding of the disease that causes the pandemic and to share information with the community,” Pearson said. “That information has taken the form of articles, social media, radio appearances, public service announcements and even a new local podcast that we hope will long outlast the current long emergency. You can find links to much of that on

our website at [LewisburgNeighborhoods.org](http://LewisburgNeighborhoods.org)”

Pearson added that Lewisburg Neighborhoods has also shared guidelines and best practices for modified COVID-safe or at least COVID-aware activities.

“In the fall, we collaborated successfully with the Borough, the Downtown Partnership, Campus Theatre, and Children’s Museum on the Market Street Mask-a-Rade, a fun re-envisioning of Halloween. We hope to replicate that collaboration for other events this year. To that end we are supporting a Winter Chocolate Festival put on by the Donald Heiter Community Center in lieu of the Ice Festival” she explained.

Pearson reiterated that an increase in outdoor activities was a hallmark of 2020.

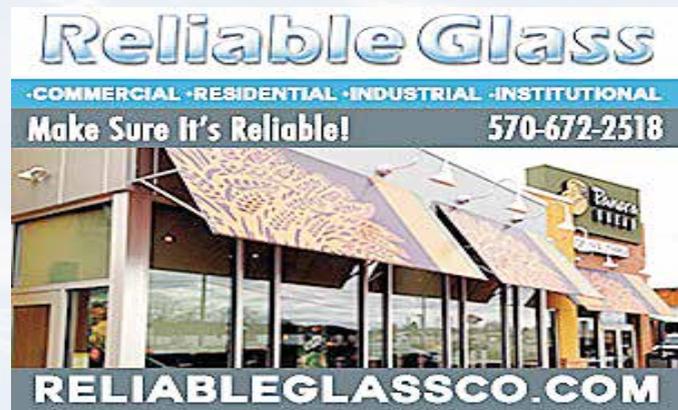
“We were lucky to get great weather for the Mask-a-Rade, but you can’t always guarantee that in Central Pa. We need to be hardy and prepared for anything these days,” encouraged Pearson.

To get better at that, please consider joining the Winter X-trail Challenge in which participants



traverse the length of the Buffalo Valley Rail Trail the final weekend of February by any human-powered means possible. Some years there’s six inches of snow; other years it rains; last year it was in the 70s and sunny and proved a lovely day for bike and brunch. Mark your calendar now and stay flexible – we even have to hold off on finalizing the plan until the week before so that we know what the weather and ground conditions will be.

*continued on Page 12*



## Upcoming activities/events:

**Chocolate Tour** – A Chocolate Tour is planned for Feb. 5-6 and Ruby said that her organization plans to help the current organizer provide a bigger, better and safer outdoor event this year. It will involve multiple events throughout the day and a number of separate stops where people can get bags of pre-packaged chocolate candies purchased or donated by quality local chocolatiers, such as Purity Candy.

**Summer Festival** – Lewisburg is planning to hold its summer festival on June 5, which aligns with Bucknell’s alumni weekend.

“We’re going to have several plans for how it may be executed and are planning to have it in the park on Sixth Street. Part of the festival will also take place at the municipal parking lot,” said Ruby.

**Winter X-trail Challenge** – Participants traverse the length of the Buffalo Valley Rail Trail on the final weekend of February by any human-powered means possible.

“Please consider joining us for the upcoming Winter X-trail Challenge. Some years there’s six inches of snow; other years it rains; last year it was in the 70s and sunny and proved a lovely day for bike and brunch. Mark your calendar now and stay flexible – we even have to hold off on clarifying the plan until the week before so that we know what the weather and ground conditions will be,” said Pearson.

*Office move – Ruby confirmed that LDP plans to move from its current office site to a former retail location at 213 Market Street. The move is expected to be completed by the end of January. “This new location will give visitors and merchants greater accessibility to our office,” Ruby said.*



**VANESSA VENIOS**

## Milton

Vanessa Venios, vice-president of The Improved Milton Experience (TIME) board provided an update on what’s happening in Milton.

“We have brought on a new board director named Emily Gibson, who has also taken on the chair position of the Milton Economic Restructuring Committee, which is looking at applying for a new downtown façade grant,” Venios said. In addition to her board duties, Gibson has also created a new website called “Window Shopping in Milton” that is accessible from the TIME homepage at <https://visitmiltonpa.org/storefronts>. The site is a collection of all vacant commercial properties in downtown Milton along with contacts.

According to Venios, TIME is also working on a new program called “Businesses Helping Businesses,” which promotes collaboration of local businesses to help one another with various projects such as painting a façade.

**The “Milton MakerSpace”** program allows participants to explore, access and share ideas online with their peers in a number of categories such as culinary arts, industrial arts, music and gaming. The site is accessible via membership fee and allows for participation in an event to learn or improve upon a skill, or further a startup business with shared resources.





**CAROL HANDLAN**

**Selinsgrove**

Carol Handlan, vice-president of Selinsgrove Projects Inc. (SPI), said that she is happy to see restaurants in downtown Selinsgrove starting to reopen.

“In Selinsgrove, we’re happy to report that with

COVID-19 restrictions lifted, we’ve had a handful of businesses reopen for indoor dining,” said Handlan. “Two of our larger restaurants are also set to reopen. All those who’ve already opened or reopening are following CDC guidelines and those who choose to eat out in Selinsgrove can feel safe going into them,” she said.

“We understand that a lot goes into our businesses making the difficult decision of when to reopen but we’re happy to see that many of them have already opened their doors once again.”

According to Handlan, SPI was successful in obtaining CARES funding through the county for downtown businesses to receive reimbursement for Personal Protective Equipment (PPEs) and other such related expenses. Unfortunately, CARES relief could not be obtained for lost business revenue. As for upcoming events in Selinsgrove, Handlan said that SPI is optimistic but proceeding with caution.

“We’re currently looking at all of our events planned for 2021 and taking a plan A, plan B approach, since we’re still uncertain as to what things will look like moving toward the summer months and beyond,” she indicated.

“We’ve obtained information from a number of professional resources on how to safely conduct large-scale public events moving forward and our goal is to ensure that those who attend our

events have been properly tested and vaccinated.” Handlan said that all block grants were adequately funded in 2020. She also added that SPI plans on visiting local businesses and has COVID-19 protocol signage available for them to display. Susquehanna University will also be assisting local businesses in updating their social media and website information.

As for upcoming public events, Handlan indicated that plans are moving forward cautiously. Many outdoor events, including the farmers market and summer, fall and winter music concerts series, have already been approved and funded for 2021. Larger events, such as Brew-Fest, Fine Wines Festival, Market Street Festival and the Halloween Parade, are proceeding with caution but the dates have been tentatively scheduled for those as well.



**KATHY VETOVICH**

**Shamokin**

Kathy Vetovich, president of the Shamokin Area Businesses for Economic Revitalization (SABER) spoke of new ideas and efforts to revitalize the City of Shamokin as well as upcoming events.

“We encourage everyone in our Shamokin community, including local businesses, the Arts Council and others, to join forces and come together in order to help one another and revitalize the city,” Vetovich said. “To accomplish this, we created a new ‘goshamokin.com’ website and ‘GoShamokin’ Facebook page., through which visitors can learn more about Shamokin and what our city has to offer. One of the challenges for us has been to get everyone on board, making sure that we’re not stepping on each other’s toes and moving things forward.”

*continued on Page 14*

As with many other communities, in 2020 Shamokin was forced to cancel many of its popular events. However, two new Christmastime events held at the end of November – “Home for the Holidays,” which included over 20 food vendors, and “Light Up Lincoln,” a narrated historic walking tour of the city’s monuments located along Lincoln Street – each drew considerable public interest.

“We’re looking to encourage new businesses to open downtown and want our city to be a place of interest for visitors to come and dine, shop, relax and enjoy themselves,” Vetovich said. “New stores are opening and we appreciate everyone’s help from the visitors bureau and beyond.”

With the Anthracite Outdoor Adventure Area (AOAA) right here in our own backyard, we allow OHV/ATVs the opportunity to ride through our streets and enjoy all that Shamokin has to offer. We continue to add new businesses and expand our offerings, we welcome everyone to come visit our city,” she added.

Shamokin plans to keep moving forward with a number of new ventures in 2021. In the past year, the city welcomed 10 new businesses, including a dog-friendly coffee shop, used record store, cigar bar and painting service.

#### **Upcoming events and projects include:**

**Burns Night** – Burns Night is one of the premier holidays celebrated in Scotland for one of their national treasures. Anyone that celebrates New Years by singing Auld Lang Syne is singing a piece by Robert Burns, of whom the holiday is named. This holiday is celebrated with everything Scottish, including traditional food and drink throughout the evening and a poem by Robert Burns called “Address to a Haggis,” that will be read before the haggis is enjoyed. This BYOB event will be held at

Bamse Coffee & Roasters from 5 to 7 p.m. on Jan. 25 and is limited to 35 people. Check out Bamse Coffee & Roasters on Facebook for more information.

**Shamokin Warms My Heart** – A week long Valentine’s Day celebration (Feb. 7 through Feb. 14) featuring chocolate delicacies from different restaurants and shops. A chocolate passport will provide options to win prizes at other businesses. Now, do you go for the adult hot chocolate or perhaps a truffle? Follow goShamokin for more details.

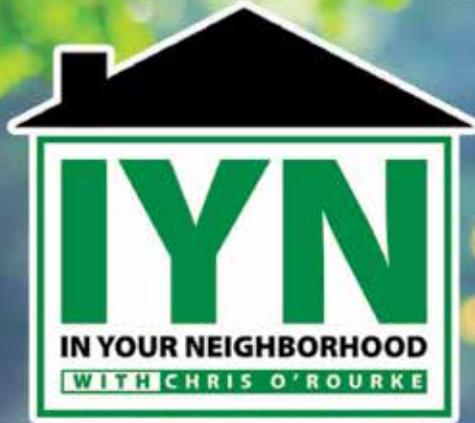
**Finnegan’s Wake** – What better way to celebrate St. Patrick’s Day and the coming spring than with a wake? Finnegan’s Wake that is. Heritage Restaurant will take on part of the city’s heritage and go green for this event. Follow Heritage Restaurant online to learn more about the shenanigans being planned.

**Oasis Community Recovery Club** – A new opportunity for Shamokin, our intention is to open a recovery club in the local area for those in drug and alcohol recovery. Their purpose is to prevent relapse and give individuals a place to go to rebuild a sense of social “normalcy.” Ongoing events and social opportunities are being scheduled regularly. Follow Oasis Community Recovery Club online to be kept up to date and to help out.

**Shamokin Music Mart** – A used record store that provides vinyl and CDs from decades past to present. For more information, visit Sam at Shamokin Music Mart’s Facebook page to discuss the massive collection.

**Artisan Alley** - A fine arts gallery, located in a building that Vetovich recently purchased and is currently renovating, that will display the creative works of local artisans. Opening is tentatively scheduled for sometime in April.

**Tune in to SECV8**  
**Wednesday & Friday at 6:30 & 9:30 pm**  
**Saturday & Sunday at 1 & 4:30 pm**



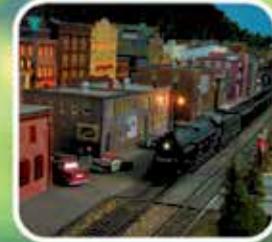
A news magazine  
featuring the people, places,  
organizations, and businesses  
of the Central Susquehanna Valley.



Exclusively on Service Electric Cablevision Channel 8

If you have an idea for IYN, email us at

**IYN@secv8.com**



**LIVE**  
**HIGH SCHOOL SPORTS**  
and Original Local Programming



Exclusively on Service Electric Cablevision  
**Channels 508 HD | 8 SD | On Demand**

## Events in the Susquehanna River Valley from January 14, 2021 to February 13, 2021

### Arts & Museum Exhibits

Neil Anderson's Earth Songs on Display in the Samek Downtown Gallery  
January 09, 2021 – January 30, 2021 | Arts & Museum Exhibits  
Each of these abstract paintings is a “song” that celebrates the earth. They are begun simply, without a final plan, and improvised until the relationship between parts (like our own relationship with the earth) becomes complex and interdependent. (Also on Exhibit at the Milton Art Bank Jan. 21-April 24)

### Demonstrations, Lectures, Workshops

Second Saturdays Gardening Series  
November 14, 2020 – April 10, 2021 | Demonstrations, Lectures, Workshops  
Penn State Extension Master Gardeners of Montour and Northumberland Counties offer the Second Saturday Gardening Series, a winter gardening webinar series.

SBDC **Webinars** & News  
December 21, 2020 – February 25, 2021 | Demonstrations, Lectures, Workshops  
The Bucknell University Small Business Development Center (SBDC) provides entrepreneurs with the education, information and consulting services they need to build successful businesses. \*\*SBDC services continue via phone, email and webinar. Check website for COVID-19 information, upcoming webinars and loan assistance programs

Information Webinars: SBA Paycheck Protection Program and Emergency Loans  
January 14, 2021 – February 25, 2021 | Demonstrations, Lectures, Workshops  
SBA Announces Paycheck Protection Program (PPP) Loans Re-Open and Economic Injury Disaster Loans (EIDL) Continue

BTE Virtual Theatre Workshops  
January 23, 2021 – February 13, 2021 | Demonstrations, Lectures, Workshops  
The Bloomsburg Theatre Ensemble (BTE) Theatre School is pleased to announce that registration is now open for its 2021 Virtual Winter Workshops.

Community Theatre League Actors Workshop  
February 06, 2021 – March 15, 2021 | Demonstrations, Lectures, Workshops  
The Community Theatre League will host an adult actors workshop, the “Actor’s Scene Study” with Aaron White!

### Food & Drink

Elizabeth's An American Bistro To - Go - Catering  
December 29, 2020 – January 31, 2021 | Food & Drink  
With all the local regulations on indoor dining, we have created an amazing lineup of To-Go, Catering and Dessert options inspired from our in-House menu. You and your loved ones can enjoy your favorite Elizabeth's American Bistro dishes and desserts safely at home!  
Read More

### History & Heritage

Taber Museum to Reopen January 5, 2021  
January 05, 2021 – February 27, 2021 | History & Heritage  
Holiday Exhibit Extended until Feb. 27 Plus regular exhibits and children's workshops

In-Store Promotions and Sales

Merry Christmas from the Campus Theatre  
December 04, 2020 – January 17, 2021 | In-Store Promotions and Sales  
THIS HOLIDAY SEASON SUPPORT YOUR CAMPUS THEATRE IN A UNIQUE WAY! And give the gift of a memory that will last for generations!

Ard's Farm Giveaways!  
January 04, 2021 – January 25, 2021 | In-Store Promotions and Sales  
Have you heard about our January Giveaways?! Each week during our Winter Hiatus, we will be selecting a winner for our prize of the week! Prizes will be announced on Mondays, winners will be selected on Friday! Check back each Monday for your first chance to enter!

Owens Farm 2021  
January 04, 2021 – January 31, 2021 | In-Store Promotions and Sales  
Things are well down on the farm. Pre-orders will begin in February. Pre-orders for chicken in February, followed by lamb, followed by fall pork, followed by turkey. The honey flow is less predictable, but is usually early summer.

Shopping by Appointment at Penns Creek Pottery  
January 06, 2021 – April 07, 2021 | In-Store Promotions and Sales  
Penns Creek Pottery will be pleased to welcome shoppers by appointment only on Wednesdays and on Saturdays

Cabin Fever Sale at the Emporium of the Samuel Aurand House  
January 09, 2021 – January 31, 2021 | In-Store Promotions and Sales  
Tired of being cooped up with the Winter blues? Join us for a Cabin Fever Sale at The Emporium.

Susquehanna RV Bloomsburg Indoor Show  
February 11, 2021 – February 14, 2021 | In-Store Promotions and Sales  
Huge Indoor LIVE IN PERSON RV Show!

### Just for Kids

BSA Scout Programming at Lincoln Caverns  
September 22, 2020 – April 30, 2021 | Just for Kids  
Committed to educate, fascinate & inspire Scouts of all ages in a safe & secure environment! Lincoln Caverns welcomes Scouts of all ages for individual customized programs year round, subject to date availability. Choose from any of our official Adventures, Science NOVAS or Merit Badges. Cub Packs with multiple age levels will enjoy our Going Batty or Junior Cave Explorer Patch Programs. Give us a call today at 814.643.0268 to plan a custom program for your Pack or Troop!

LCM January 2021 Programming  
December 31, 2020 – January 31, 2021 | Just for Kids  
The Lewisburg Children's Museum inspires learning, imagination and play through interactive, enriching experiences in a safe, accessible environment to all children and their families.

Youth Art Contest  
January 01, 2021 – July 31, 2021 | Just for Kids  
Our 28th Annual NSCNA Youth Art Contest is OPEN NOW!! This year's youth art contest encourages entrants to take a step back and focus on an entire habitat, rather than a specific animal—we're talking about ecosystems!

Museum-at-Home: Kidz in the Kitchen  
January 04, 2021 – January 25, 2021 | Just for Kids  
Grab an apron and join local chefs from our community for this unique cooking experience! Four weeks, four special recipes!

Bloomsburg Children's Museum Programming  
January 09, 2021 – March 02, 2021 | Just for Kids  
Bloomsburg Children's Museum Programming and COVID-19 updates

Weis Center Streams: The Snail and the Whale (Virtual Family Discovery Performance)  
January 22, 2021 – January 24, 2021 | Just for Kids  
FREE! Registration is required. The Snail and the Whale (Family Discovery) will be offered January 22-24 with unlimited access all weekend.

BTE Virtual Theatre Winter Workshop (High School)  
January 23, 2021 | Just for Kids  
High School students may register for 3 highly intensive workshop sessions with theatre artists affiliated with the Bloomsburg Theatre Ensemble, Central Pennsylvania's leading professional theatre company.

BTE Virtual Theatre Workshops  
January 30, 2021 – February 20, 2021 | Just for Kids  
Bloomsburg Theatre Ensemble (BTE) Theatre School is pleased to announce that registration is now open for its 2021 Virtual Winter Workshops. All sessions will be held online via Zoom on Saturdays.

## Live Music

Weis Center for the Performing Arts (UPDATE 7.6.2020)  
July 06, 2020 – March 31, 2021 | Live Music  
Weis Center's Fall 2020 season has officially been CANCELLED. Meanwhile, please connect with us on Facebook and Instagram. Each week, we post a new "Weis Center Sessions" video, featuring a member of the Bucknell community on the Weis Center stage. Videos will primarily feature live music and poetry readings; we hope they bring you comfort and inspiration during these challenging times.

Susquehanna Valley Choral Year In Review  
January 01, 2021 – January 31, 2021 | Live Music  
Enjoy the Susquehanna Valley Chorale 2020 Year in Review Video Collection of great performances, fond memories, and inspiring interviews!

## Lodging Promotions and Packages

Cycling Weekend in the Susquehanna River Valley  
December 01, 2020 – May 31, 2021 | Lodging Promotions and Packages  
The SRVVB has worked with the producers of unPAved in the SRV to create a one of a kind package for cyclists that spend a weekend or longer in the SRV.

## Outdoor Adventure

Shamokin Open Portal from AOAA into Town  
October 09, 2020 – June 27, 2021 | Outdoor Adventure  
Off Road Vehicles are allowed to ride into downtown Shamokin. The City of Shamokin welcomes riders from the Anthracite Outdoor Adventure Area (AOAA) to ride into town for dining and shopping. Fridays through Sundays, 10am-3:30pm.

Winter Camping at Yogi at Shangri-La  
November 01, 2020 – March 31, 2021 | Outdoor Adventure  
Book up to 1 year ahead!! Camping season doesn't have to end with summer! Enjoy winter fun too at Yogi at Shangri-La!

Lincoln Caverns Adventures  
January 01, 2021 – August 31, 2021 | Outdoor Adventure  
Lincoln Caverns, where science, adventure & discovery are NATURALLY FUN, offers a memorable experience for visitors of all ages. Cavern Tours - Panning for REAL gems - Nature Trails & Picnic Spots - Gift Shop featuring RAYSTOWN ROCKS

Lincoln Caverns Batfest  
February 13, 2021 | Outdoor Adventure  
Join us for a fun-filled day of learning about bats!

## Theatre, Cinema & Dance Events

Weis Center Streams: Five Free Virtual Performances  
January 22, 2020 – April 11, 2021 | Theatre, Cinema & Dance Events  
Weis Center for the Performing Arts Announces Weis Center Streams: Five Free Virtual Performance Offerings

RiverStage Community Theatre 2020-2021 Shows  
November 06, 2020 – August 31, 2021 | Theatre, Cinema & Dance Events  
NEW! 2020-21 Season Due to the novel coronavirus COVID-19 pandemic, the last two shows in our 2019-2020 subscription season (12 Angry Men, Spamalot) were postponed to this new 2020-21 season. Thank you for all your support as we get ready for a terrific new year!

Community Theatre League 2020-2021 Season  
November 13, 2020 – November 15, 2021 | Theatre, Cinema & Dance Events  
Williamsport Community Theatre League Brings Broadway Quality Plays, Musicals & Concerts to Central PA

Weis Center Streams: STONO/Step Afrika! (Virtual World Music and Dance Performance)  
February 08, 2021 – February 21, 2021 | Theatre, Cinema & Dance Events  
FREE but registration is required by calling 570-577-1000 or online at Bucknell.edu/BoxOffice. STONO/Step Afrika (World Music and Dance) will be offered February 8-21 with unlimited access.

RiverStage Community Theatre Presents The Secret Garden  
February 12, 2021 – February 21, 2021 | Theatre, Cinema & Dance Events  
The Secret Garden Coming February 12-21, 2021 at Greenspace Center in Lewisburg, with new COVID restrictions in place, directed by Virginia Zimmerman.



Brought to You By

SUSQUEHANNA RIVER VALLEY  
VISITORS BUREAU

*every turn a treasure®*



MORE THAN EVER,

**BUYING LOCAL**

**IS A MUST!**

**Support  
Local Journalism**

**Subscribe Today**



**The Standard-Journal** **570-742-9671**

**THE NEWS-ITEM** **570-644-6397**

## What does it mean to buy local?

At farmers markets, u-pick farms and community stores, it's increasingly common for consumers to favour local products, especially when it comes to fruits, vegetables and other foods. But what does buying local really mean? Here's an overview.

### THE PRACTICES

For starters, there isn't an official definition of the term "buying local." Rather, the phrase encompasses a number of consumer and business practices such as:

- Shopping at independent businesses in your neighbourhood
- Opting for products grown or made in your region
- Working with local suppliers and commercial partners when operating a business
- Favouring regional companies when awarding service contracts

It should be noted that shopping at a supermarket or big-box store in your neighbourhood generally isn't considered buying local. While it does help keep jobs in the community, most of the revenue goes elsewhere.

### THE BENEFITS

The positive effects of buying local are undeniable. First off, it allows you to bolster the regional economy, thereby helping to create and maintain jobs in your area. It also helps you lower carbon emissions since locally made goods don't need to be transported over long distances. Plus, when you buy local, you tend to support independent businesses that commit to safe and responsible working conditions.

If you want to make more of an effort to buy local, look for stickers and logos that indicate a product was grown or made in your region.



#### ARE YOU A LOCAVORE?

The term "locavore" refers to someone whose diet consists mostly or entirely of food that's grown or produced locally, usually within about 160 kilometres. This often involves shopping at farmers markets, learning to preserve seasonal foods and eating at restaurants that use local ingredients.

## Raise a glass to local beer, wine and spirits!

Small-scale craft alcohol producers across the country are thriving — and with good reason. Their carefully concocted, high-quality beverages offer more variety, a richer taste and the opportunity to support local businesses.

Here are just some of the craft beverages you can serve at your next dinner, barbecue or game night:

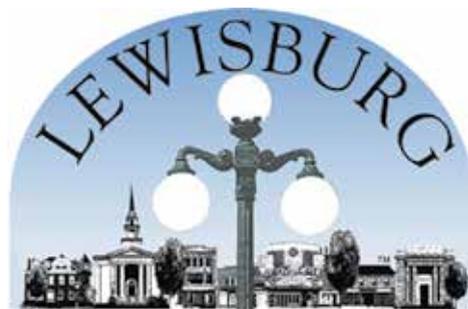
- Wine
- Beer
- Cider
- Gin
- Whisky
- Vodka
- Liqueur
- Mead



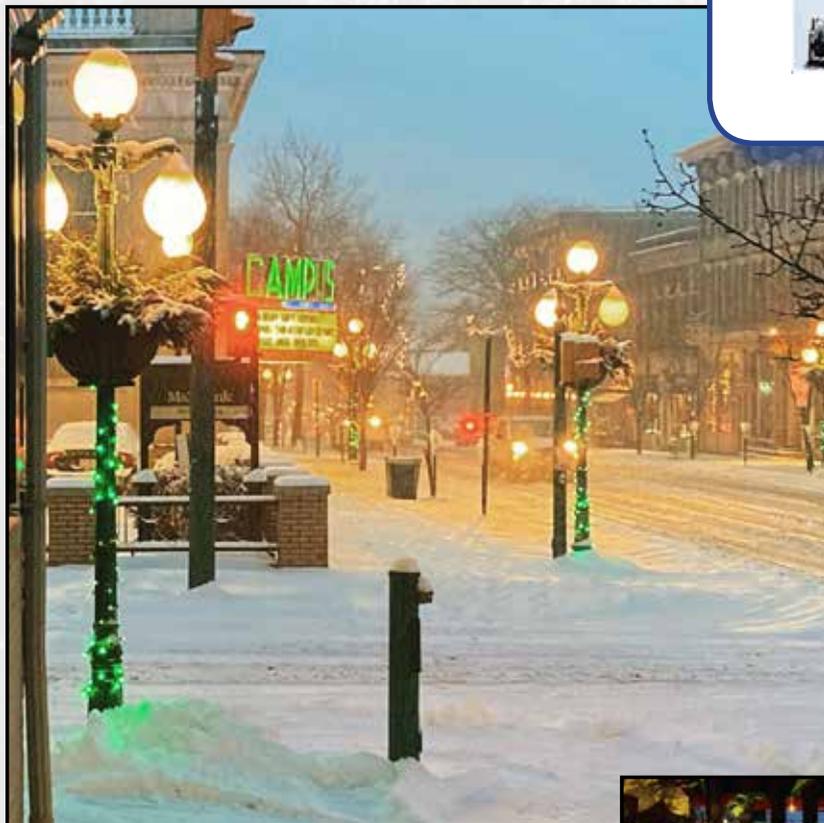
Keep in mind spirits can be either pure or flavoured, and that wines, beers and ciders come in an assortment of varieties

From aperitifs to digestifs and beyond, there's something for everyone at your local microbreweries, distilleries, cideries and vineyards. And thanks to the passion and innovation of local producers, you can indulge in a variety of refined, fascinating flavours.

*Hello and Happy New Year from downtown Lewisburg, Pennsylvania!*



[www.lewisburgpa.com](http://www.lewisburgpa.com)



During these difficult times local small businesses need your support more than ever and the unique and beautiful businesses downtown Lewisburg are no exception. They have worked hard to make extensive changes and modifications to their businesses to ensure your safety and convenience including curbside pick up and online shopping. Lewisburg's small businesses have done an amazing job at making our downtown feel safe and enjoyable.

This year the LDP has made the difficult decision to cancel the 2021 Heart of Lewisburg Ice Festival. We expect to return with an even better Festival in 2022!!

This winter the Lewisburg Downtown Partnership, CommUnity Zone and the Campus Theatre have joined forces to expand the light and joy in downtown Lewisburg. We want to be the model of what an inclusive and thriving community can look like by encouraging everyone to make the trip downtown safely.

Our hope is to delight visitors with a sense of cheer and goodwill by lighting up Market Street, like never before, to evoke a sense of wonder and delight; making dark and cold nights sparkling and magical. We plan on continuing to light up downtown Lewisburg through the month of February until the days start to get longer and the temperatures warmer!





A family friendly Chocolate Tour will take place on Friday, February 5th and Saturday, February 6th. In addition to the Chocolate Tour, Friday night there will be extra activities related to our Lewisburg in Lights project, Saturday we will host a family friendly scavenger hunt, and everyone can tune in to listen to local musicians and artists on a specially crafted chocolate podcast.

Check our Facebook page @ downtownlewisburg and look for us on Instagram @downtownlewisburgpa to keep up to date with everything happening downtown. And check out the DHCC at [www.donaldheiter.org](http://www.donaldheiter.org) for more information about their upcoming Chocolate Festival.

But that doesn't mean there won't be fun things happening downtown Lewisburg! The LDP decided to regroup and collaborate with the Donald Heiter Community Center on their Chocolate Tour; generally held the same weekend as the Heart of Lewisburg Ice Festival. We want to ensure that this event is as COVID safe and friendly as possible while still encouraging people to come visit downtown Lewisburg.

**Good Habits**  
 123 Market Street Lewisburg, PA 17837 570-523-2585  
 41 W. 4th Street Williamsport, PA 17701 570-322-2416  
[www.goodxhabits.com](http://www.goodxhabits.com)

**We Offer**  
 - Functional Glass Art - CBD  
 - Vaporizers - Smoking accessories  
 - Crystal Specimens  
 - Incense & Candles - Jewelry  
 - Clothing & Many More Gift Items!

**Even More Downtown Charm**  
 Diamond Engagement & Anniversary Rings  
 Sterling & Gold Jewelry  
 Jewelry, Watch & Clock Repair  
 Custom Designs Available  
 Jeweler on Site

**WOLF'S JEWELRY**  
 314 Market St. • Lewisburg, PA Phone: 570-524-9244  
[wolfsjewelry@windstream.net](mailto:wolfsjewelry@windstream.net) Hours: Tue.-Fri. 10-5; Sat. 10-3; Sun. & Mon. Closed  
 BULOVA Watches • Like Us On Facebook

**Your one-stop shop.**

- Printing & document finishing
- Packing & shipping
- Mailbox services with a real street address
- Notary services, fax services & more...

**The UPS Store**

Penn House Commons 325 N 10th St, Ste 400 Lewisburg, PA 17837 570.523.2611 [theupsstore.com/5918](http://theupsstore.com/5918)

Copyright © 2018 The UPS Store, Inc. 12633091018



provided by  
Tony Ragusea  
Photography



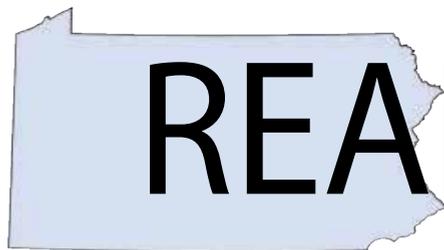
© Tony Ragusea Photography





**Support  
Local  
Journalism**

**Call  
Today**



# REAL NEWS

for real news readers.

## The Standard-Journal

(570) 742-9671

## THE NEWS-ITEM

(570) 644-6397

**PENNSYLVANIA NEWSPAPERS**

local ~~and~~ credible ~~and~~ reliable ~~and~~ connected



LEWISBURG  
NEIGHBORHOODS

[www.lewisburgneighborhoods.org](http://www.lewisburgneighborhoods.org)



## Masks Keep Businesses Open



Coronavirus cases are going up locally. Doctors and nurses are overwhelmed. But we don't have to just sit back and wait it out. There are things we can all do to make a difference now.

**To beat the virus, keep schools and businesses open, and most of all, to be able to gather safely in person again, we all need to:**

- **Wear face masks (properly!)**
- **Practice social distancing**
- **Increase hygiene (especially hands/face)**
- **Avoid indoor gatherings (even with loved ones if they live in other households!) and**
- **Isolate if positive, exposed, or symptomatic (any symptoms!)**

It's hard to hear in winter, but if we use our ingenuity and take responsibility for our own health and the health of our loved ones, we will be that much closer to a time when we can gather safely again.

For more information from the White House Coronavirus Task Force and their recommendations for Pennsylvania at a county level, including cautions about asymptomatic transmission and indoor gatherings, please visit: <http://bit.ly/WHCTFdec6PA>





State Rep. Lynda Schlegel Culver  
(R-Northumberland/Snyder)



Sen. John Gordner (R-Columbia/Luzerne/Montour/  
Northumberland/Snyder)

## Culver, Gordner Announce \$500,000 for Albright Center

HARRISBURG – State Rep. Lynda Schlegel Culver (R-Northumberland/Snyder) and Sen. John Gordner (R-Columbia/Luzerne/Montour/Northumberland/Snyder) today announced that the Albright Center for the Arts in Sunbury has been awarded a grant of \$500,000 through the Redevelopment Assistance Capital Program (RACP) to be used for renovations to the facility.

“Community programs like those envisioned for the Albright Center give so much life and joy to the community,” said Culver. “By investing in their facilities, we are making those programs safer and more enjoyable for all.”

The project includes a new heating, ventilation and air conditioning (HVAC) system, technological upgrades, lighting, outlets and paint. New restrooms will be built along with upgraded seating. Funds would also go toward the construction of a new theatrical stage along with appropriate lighting and sound equipment.

“These updates will go a long way to improve the Albright Center,” said Gordner. “This project will add tremendous value to the communi-

ty and stimulate our economy during these difficult times, and I am excited to see its impact.” The RACP is a Commonwealth grant program administered by the Office of the Budget for the acquisition and construction of regional economic, cultural, civic, recreational and historical improvement projects. RACP projects are authorized in the Redevelopment Assistance section of a Capital Budget Itemization Act, have a regional or multi-jurisdictional impact, and generate substantial increases or maintain current levels of employment, tax revenues or other measures of economic activity. RACP projects are state-funded projects that cannot obtain primary funding under other state programs.

For more information about this project, or any other state-related issue, contact Culver’s district office in Sunbury located at 106 Arch St., by calling 570-286-5885, or toll-free at 1-800-924-9060. Information can also be found online at [LyndaCulver.com](http://LyndaCulver.com) or [Facebook.com/RepCulver](https://www.facebook.com/RepCulver).

# Advertise in your local paper?

YES, YOU SHOULD!



## THE POWER OF NEWSPAPER ADS IN 2021

Given the proliferation of digital platforms, the rise of geo-targeting and the constant stream of online news, you may be wondering if it's worth placing ads in your local paper. In fact, the power of newspapers should not be ignored.

Distributed regularly, community newspapers allow you to connect with your target audience in meaningful ways. In fact, studies show that consumers are more likely to be swayed by ads in local newspapers because they view these publications as credible. Indeed, the reputation and good standing of newspapers has enormous influence.

## THE IMPACT OF YOUR LOCAL NEWSPAPER

Whether published in print or online, local newspapers remain a top source of reliable information for the public, particularly when it comes to issues affecting the community. Without a doubt, local papers are a relevant and in-demand source of news. And, when marketing dollars are spent wisely, they make a real impact.

The takeaway? Make certain to advertise where you're sure to get real results!

Get started now. We can help you create an ad or build a whole campaign. Contact a sales representative today!

**The Standard-Journal**  
(570) 742-9671  
[www.standard-journal.com](http://www.standard-journal.com)

**THE NEWS-ITEM**  
(570) 644-6397  
[www.newsitem.com](http://www.newsitem.com)

## REGIONAL DELICACIES

# Enjoy them all!

### 3 great reasons to dine locally

Whether you opt for table service, takeout or delivery, ordering dishes from your neighbourhood restaurant can be beneficial. Here are three reasons to enjoy your next meal from a local eatery.



#### 1. TO SUPPORT YOUR COMMUNITY

Small family-run restaurants rely on people like you to prosper. When you choose to order from the pizzeria around the corner, take your partner to the bistro down the road or hire a local caterer for your next event, you help ensure the businesses in your neighbourhood continue to thrive.

#### 2. TO GIVE YOURSELF A BREAK

Restaurants can offer you a well-deserved break when you don't know what to cook or simply want a night off from washing the dishes. The opportunity to sample various types of cuisine and witness the passion of local chefs can also rekindle your love of cooking and inspire you to make meals using seasonal ingredients.

#### 3. TO SATISFY EVERYONE AT THE TABLE

Ordering from a restaurant is a simple way to guarantee the entire family gets to eat what they want. Even restaurants that specialize in a particular type of cuisine offer varied menus. There's sure to be something for everyone.

With so many advantages, there's no need to wait for the next special occasion to treat your family to a lively night out or a relaxing night in.



## The benefits of buying locally made and grown food

Local farmers and producers are invaluable contributors to a thriving community. They offer up the literal fruits of their labour in addition to a variety of vegetables, meats, cheeses and breads. If you want to feed your family well, you don't need to go far — in fact, you shouldn't!

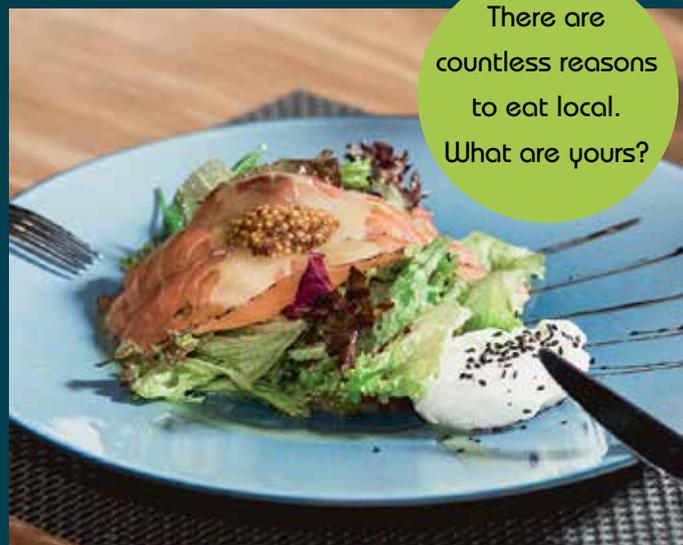
For many people, buying local goods is considered an altruistic act. While it's certainly an opportunity to support your region's economy, the choice can also be self-serving. Local ingredients offer a degree of freshness and flavour that's unmatched by alternatives shipped from afar.

You can also count on local produce to be a better option for your health. Consumers are increasingly well-informed and selective about the food they eat, and most small-scale farmers and producers are able to maintain safe, organic and sustainable practices. When you consider that food is the fuel that allows you to function, there should be little room to compromise on quality.

From an environmental perspective, opting for food that's produced close to home is

the most sensible option. The shorter the distance your food has to travel to reach your plate, the fewer greenhouse gases are emitted. Plus, you get to enjoy produce within days of being harvested rather than weeks.

All in all, buying your food locally is an ideal way to access fresh and healthy ingredients, support your region's economy and protect the environment. Find it at grocery stores, farmers markets, u-pick farms and specialty shops in your region.



There are countless reasons to eat local. What are yours?

## PCCA Co-Hosts Small Business Development Series

**Perry County Council of the Arts is partnering with the Bucknell University Small Business Development Center** to offer **Breaking Brand: Creative Approaches to Business Engagement**, a series of webinars designed to guide small business owners towards sustaining and succeeding in their small businesses. Attendees will learn how to understand, design, energize, communicate, and strengthen their brand during five virtual sessions held weekly on Mondays, 12 to 1 p.m., from January 25 to February 22.

Breaking Brand kicks off with a deep dive into understanding your business brand—how the sum of your business reputation translates into authentic value and how to maximize your impact and return with customers and your community. The series then continues with sessions focused on how to further leverage your existing brand, through design, persuasive messaging, and strategic use of social media. During the final session, panelists will discuss using smart partnerships to cross-promote and increase awareness, traffic, and overall sales; and how these efforts also strengthen your local community and economy.

“This series of programs is a perfect example of the collaborative efforts needed to help small businesses recover, rebuild, and emerge with resiliency from the pandemic,” says Steven Stumbris, Director at Bucknell University Small Business Development Center. “Bucknell’s Small Business Development Center is delighted to be partnering with artists throughout the region as they share creative strategies to leverage the strengths and authentic stories of entrepreneurs.”

### **Workshop sessions are as follows:**

Jan. 25: “Your Unique Advantage: Business Branding & Identity” with Brianne Croteau, Moderator of the Breaking Brand series and Founder/Lead Consultant, Croteau Creative Strategies

Feb. 1: “Using Design to Sell Your Brand” with Michelle Fetter, Owner, of Lewistown Printworks

Feb. 8: “Authentic Storytelling & The Use of Multi-media” with Rand Whipple, Artistic Director, Box Of Light Studio

Feb. 15: “Harnessing Social Media & Strategic Marketing” with Missy Smith, Communications Director, Perry County Council of the Arts

Feb. 22: “Community Engagement & Business Resource Panel” with Croteau, Fetter, Whipple, Smith, and Stumbris.

“The Breaking Brand Series is an exciting opportunity for a collective of Central PA Arts entrepreneurs to share their areas of expertise with the small business community to support and enhance their efforts, especially as economies continue to evolve and pivot virtually,” explains Croteau. “Our hope is that this series provides the small business community with a creative approach to taking charge of their own brand and learn new and innovative ways to take their business to the next level.”

**For more details and to register, visit [pasbdc.ecenterdirect.com/events](https://pasbdc.ecenterdirect.com/events).**

This workshop series is made possible through the Arts in Education Partnership of the Pennsylvania Council on the Arts (PCA), a state agency, and the National Endowment for the Arts, a federal agency. The PCA Arts in Education Partner in this region is Perry County Council of the Arts.

For more information on other programs & services provided by the Perry County Council of the Arts (PCCA), please call 717-567-7023 or visit [www.perrycountyarts.org](http://www.perrycountyarts.org). PCCA receives state arts funding support through a grant from the Pennsylvania Council on the Arts, a state agency funded by the Commonwealth of Pennsylvania and the National Endowment for the Arts, a federal agency. Additional support comes from a growing list of members, and numerous corporations and private foundations throughout Central Pennsylvania.

# Breaking Brand:

Creative Approaches to Business Engagement

**MONDAYS, 12 PM–1 PM**

**JANUARY 25–FEBRUARY 22**

A **FREE** five-part Zoom workshop series designed to **EMPOWER** and **ENERGIZE** small business owners with tools to strengthen their brand via creative adaptation and strategic growth

Led by **PENNSYLVANIA ARTISTS and ENTREPRENEURS**, Breaking Brand sessions introduce creative thinking, authentic storytelling, design/multimedia, and social media strategies to support small business efforts and the need for virtual and modified operations.

**JANUARY 25:** Your Unique Advantage: Business Branding & Identity

**FEBRUARY 1:** Using Design to Sell Your Brand

**FEBRUARY 8:** Authentic Storytelling & the Use of Multimedia

**FEBRUARY 15:** Harnessing Social Media & Strategic Marketing

**FEBRUARY 22:** Community Engagement & Business Resource Panel

**MORE INFORMATION & REGISTRATION:** <https://bucknell.edu/sbdccevents>

**QUESTIONS?** Contact Shelly Gadoury at [sbdc@bucknell.edu](mailto:sbdc@bucknell.edu) or (570) 577-1249



Co-Sponsored by the Perry County Council of the Arts (PCCA) and Bucknell Small Business Development Center (SBDC). This workshop series was made possible through the Arts in Education Partnership of the Pennsylvania Council on the Arts (PCA), a state agency, and the National Endowment for the Arts, a federal agency. The PCA Arts in Education Partner in this region is Perry County Council of the Arts.

# Visit us at our new location:

**2824 Old Turnpike Rd., Lewisburg**

**(1/4 mile west of our previous office)**

Hearing device technology that's  
**making waves**



## Introducing Oticon Opn S.™

**A clear breakthrough for more natural hearing.**

Imagine being able to experience the many, wonderful sounds in your environment in a more natural, comfortable way. Now, thanks to one of the most significant technological advances in years, that day has arrived. Introducing Oticon Opn S hearing devices, featuring a next-generation microchip able to adjust and balance all the various sounds around you- not just the ones directly in front of you.

Try Oticon Opn FREE for 14 days. Call for an appointment. • Financing available.

With Oticon Opn S, you can enjoy speech understanding on par with normal hearing.\*\*

**oticon**  
PEOPLE FIRST

**Freedom from disposable batteries** with state-of-the-art lithium-ion battery technology\*.



*Dr. Angela Muchler*  
Au.D., CCC-A  
A&D, CCC-A

*Dr. Kelly Cornell*  
Au.D., CCC-A  
Au.D., CCC-A

\*Lithium-ion battery performance varies depending on hearing loss, lifestyle and streaming behavior. \*\*Aal Jensen 2018, Oticon Whitepaper For people with typical hearing loss and well-fitted hearing aids, in noisy situations



**Susquehanna Valley**  
**Hearing Professionals** LLC

[www.hearingaidspa.com](http://www.hearingaidspa.com)  
2824 Old Turnpike Rd.  
Lewisburg, PA 17837  
**570.524.3277**

**Most Insurances Now Accepted including Geisinger Gold & AudioNet, with some insurances allowing up to \$6,000 for hearing aids**