As I write this, we are in the midst of the COVID-19 pandemic a.k.a. the Coronavirus, and life as we have known it has completely changed in so many ways. We have had to alter our business lives, our personal lives, and even our family lives to adjust to this season that we are currently in; thereby stepping out of our comfort zones. During this "season of stillness" as I’ve come to label it, life has slowed down tremendously. I believe it has given all of us time to reflect and re-evaluate so many aspects of our lives and our comfort zones that we may not have considered in our normal busy schedules. I’ve also seen so many wonderful things occur more clearly that I probably wouldn’t have if life had not slowed down.

I’ve seen such a strong sense of unity, kindness, generosity and support from many in our Shippensburg community who have stepped up to help during this crisis in so many ways. For example, there have been free meals-to-go for those in need offered by local organizations and businesses, large businesses who have pivoted from their normal manufacturing of products to help make needed supplies for our frontline healthcare providers and first responders, and local small businesses also offering new options such as delivery, curbside pick-up, etc. Again, each stepping out of their comfort zones.

It is so important that we continue to support our local small businesses, not only during this crisis, but every day throughout the year. These small businesses have invested in our community and we, as residents and consumers, need to return that investment by supporting them.

The Chamber continues to offer support to our community so please connect with us. We are still available by email or phone. We will get through this season and continue to be Ship Strong! #Shipstrong

Wendy Forrester
Office Manager
Working Together on “Bringing PA Back”

As all of our local chamber partners know all too well, the COVID-19 pandemic has brought forth an unprecedented time in our history – on the state, national and global levels. The Commonwealth’s broad-based business community has had to be nimble and innovative as the statewide stay-at-home order fundamentally changed the way countless companies have had to operate over the past few weeks. It’s been an unsettling time for many, and our chamber community has been put to the test as we’ve worked to be a trusted resource to our members and help them navigate this uncharted territory while providing answers to critical HR, legal, labor and financial questions. But there’s hope on the horizon. Pennsylvania looks to be turning a corner in regard to slowing the spread of the virus and now the focus has turned to re-opening and re-starting the Commonwealth’s economy. As part of this effort, the PA Chamber has developed a new initiative, “Bringing PA Back,” aimed at providing critical information that business leaders will need as they prepare to safely and responsibly re-open their physical locations.

We are finalizing a comprehensive website that will house critical information for employers, including: guidance on workplace readiness – such as cleaning and safety standards; employment opportunities; best practices from those businesses that have continued operations throughout the crisis; and policy recommendations that will help to revive Pennsylvania’s economy. The website will also include a map of the Commonwealth – identifying which phase of the re-opening process each region/county is currently in – along with providing an overview of the Wolf administration’s guidance for each phase. This website will be unveiled in the coming days and will be updated regularly as new information and guidance becomes available. We hope you find it to be a valuable resource to you and your members.

Over the past several weeks, we have had countless conversations with business leaders from across the state, as well as with other industry and local government groups and local chambers. The feedback provided from these conversations has been invaluable as we have worked to compile the resources employers will need. Over the coming weeks and even months, we look forward to continuing this dialogue. Your involvement in this initiative is crucial. After all, you are the ones on the front lines of your respective communities and you know best what your members need.

Now more than ever, it’s vital that the chamber community – from the U.S. Chamber to the PA Chamber to the local chambers – work as a unified voice on behalf of businesses. We have the opportunity to restart the state’s economy and come back even stronger than before. As the reopening process develops, we look forward to continuing to build on the already strong relationships with our local chamber partners. As always, if there is anything the PA Chamber can do to help your organization during this time, please don’t hesitate to reach out.

Gene Barr
President and CEO
PA Chamber of Business and Industry
On April 15th, Randy Wilson, Owner of REEL/PD hosted a Zoom teleconference on “How to Navigate in a Crisis.” Chamber members were able to join online and actively participate in the discussion and ask questions.

He discussed “4 Ways to Navigate Through a Crisis” and “How We Can Grow In a Crisis and From a Crisis.”

Randy provided some helpful reminders such as:

1. Things Around Us Change.
2. Different People Process Things Differently.
3. We Change As Individuals.
4. Opportunities Come To Us That We Wouldn’t Have Thought About (Crises bring opportunities).

On April 30th, Joe Trace, Account Manager with GDC IT Solutions, hosted a Zoom teleconference on “Keeping Your Data Secure While Working Remote.”

Joe provided some helpful tips with Zoom settings you should change now including:

1. Not using your Personal Meeting ID.
2. Enabling the “Waiting Room” feature.
3. Disabling other options including the ability of others to join before the host.
4. Locking the meeting to outsiders once the meeting begins.

Visit Power Train online to find a location near you!
How to Digitally Market Your Business Online

Amid the global pandemic, small businesses are feeling an unprecedented impact. This is particularly true for brick-and-mortar businesses that rely almost exclusively on foot traffic and in-person store visits to drive purchases. Stores with already limited foot traffic must think quickly and reimagine both their marketing efforts as well as revenue streams to be able to stay afloat in these troubled times. The balance is in being practical, creative, and, of course, sensitive.

Investing in digital marketing and online shopping has long-term benefits as well. Even in “normal” circumstances, a strong e-commerce infrastructure and promotional plan can help with customer acquisition, data collection, brand awareness, communication—and, ultimately, sales. An investment in digital marketing can pay long-term dividends on the other side of a crisis.

Start by setting up the easiest customer experience possible. If you don’t have a robust e-commerce presence right now, you’ll need to invest in one. The first step is making sure you have a strong website. Look toward small business website builders that have easy drag-and-drop templates enabling you to both showcase your products and sell them. Many of these sites offer pre-installed e-commerce software if you enable you to list your products quickly and easily facilitate checkout. This isn’t something you’ll want to—or have time to—build on your own. Alternatively, if you have an e-commerce presence, but it’s not streamlined and up to date, the same goes. Look to update your template or even move your entire website host to a newer platform with modern software, or look to integrate well-loved e-commerce platforms that can directly integrate with your existing site. It’s important to keep in mind that consumers are competing for a limited amount of customer spend during this period of diminished demand.

Curate a virtual store window: As consumers won’t be able to touch and feel your products, you need to make sure that how you’re showcasing them online gives your target customers all the information they need to make a purchase. Use a website builder that’s made specifically for displaying products, or consider updating your current design to better show off what you have.

Don’t forget to make the photographs count. Make checkout seamless: Once they make a selection, customers need to be able to check out quickly and easily; it’s crucial to reduce the chance that they’ll abandon their carts in the process of checking out. A bump in the road during payment processing could dissuade customers from going through with a transaction. Additionally, you may want to consider offering an installment payment option which enables them to pay less up front. This reduces what’s called the “pain of payment,” which is a psychological phenomenon in which every dollar you spend feels “painful,” making you less likely to part with money. As consumers are being more money conscious in this economy, you can help them feel better about purchasing with you—and keep customers from abandoning their carts.

Start loyalty programs: Once your e-commerce store is in a strong place, you may even want to consider starting a loyalty program. A good loyalty program can help with the rate of customer return and repurchase. There are a few ways to institute this—for instance, you can create incentives based on the volume of purchase dollars, number of purchases, or purchases in a certain time period. Offer loyal customers discounts, free gifts, or special access. And, just like digital storefronts, you can manage a loyalty program with cloud-based software options.

Help customers get hands-on: It’s impossible for customers to walk into your store and touch and feel what you are selling right now. So, if a customer’s ability to make a purchasing decision has a lot to do with how they interact with your product, create video content to help get customers hands-on. You could do it as a pre-recorded video or as a live video on a platform such as Instagram, during which you can answer customer questions in real-time. In a moment during which the news isn’t always positive, consumers can be hurting to hear some- thing good. You can shine a light in the dark without being insensitive to the gravity of the situation.

Provide incentives for kindness: Offer your customers a discount or priority access for keeping themselves and others safe and healthy. Ask them to tag you in a social media post with a picture or video of them doing good: for instance, something like walking to a neighbor through a window to promote safe social distancing, or washing their hands while singing “Happy Birthday” to promote proper hand-washing. Remind them that no good deed goes unnoticed!

Show customers you’re being safe: Consider posting photos of your staff filling orders or packing boxes while following stringent safety protocols. Perhaps that’s wearing gloves, or using hand sanitizer with a flourish! Doing so will help instill a sense of security in customers who may be worried about purchasing without seeing sanitary practices in action, and it’ll communicate to buyers that you care about their safety.

As you adjust to the new normal, one of the most crucial pieces of the puzzle for success is keeping an extremely open line of communication with your customers. As they were in your storefront, customers are still your best source of information on the next moves you should be making. They’ll give you feedback about what they do (and don’t) want to see, tell you how they feel about new offerings or prices, and, most importantly, will continue to steer you in the right direction as you expand your digital presence.

If you would like to learn more about How to Digitally Market Your Business Online, contact Patrick Mulherin. Patrick is a Business Banking Relationship Manager at M&T Bank. You can reach Patrick at 717.261.2843 or pmulherin@mtb.com.

To read the full article with more ways to Digitally Market your Business Online visit: https://library.mtb.com/how-to-digitally-market-your-business-online/

Disclosures: This article is for informational purposes only and is not intended as an offer or solicitation for the sale of any financial product or service. It is not designed or intended to provide financial, tax, legal, investment, accounting, or other professional advice since such advice always requires consideration of individual circumstances. Please consult with the professionals of your choice to discuss your situation.
How Do We Get Through A Crisis?

Let's start with this -- there will ALWAYS be a crisis! Here are some notable crises already in this young century: '01 Anthrax, '02 West Nile, '03 SARS, '05 Bird Flu, '06 E.coli, '08 the Economy, '09 Swine Flu, '10 BP Oil spill, '12 Myan Calendar world will end, '13 N Korea is going to blow us up, '15 Disney Measles, and '16 Zika Virus. Those all passed, and then here comes Covid-19. It too shall pass. Maybe like a kidney stone, but it will pass for sure.

I know, simply stating that it will pass isn’t enough. Here is one thing you can do immediately. Recognize that people process crises differently. There are a lot of differing opinions on what should be done to get through a crisis, and they are all right based on each individual’s perspective. Let’s respect and support one another, whether we agree or not. After all, we have a common enemy called COVID-19.

Be flexible is something else we can do – as much as possible for your situation. We know without a doubt that there will be changes that we have to adapt to. Kids need to stay home for a couple of weeks…no wait, the rest of the school year is canceled. Stores are closed, necessities are in limited supply (not necessarily due to the supply chain), restaurants are carryout or delivery only, wear a mask when you leave home, stay home, meet with people virtually, and so on. Above all, know that changes are coming, so continue to be as flexible -- like Gumby.

What else? Have faith in your fellow/sister human beings. Are people always doing the right thing? Nope, but neither are we (If you are, please reach out because I want to know your secret). There is bad stuff happening, but there is a lot of good taking place too. Have faith in each other.

Also have faith that everything that is happening will result in something good, in some way. I am of the belief that there is always something good that comes out of a bad situation. If we look for good, we will see good. If we look for bad, we will see bad. If we look for good, we will see good. Have faith and look for the good -- you will find it.

Finally (Only because I am limited in space), take action. Creating a plan gives you direction, but action will give you traction to get where you want to go. Take a step today that moves you in the direction you want to go. A single step. Tomorrow, take another step. The next day, take another step. When we do that, day after day, tomorrow takes care of itself.

Thanks for joining me again. We will get through this together!!! As always, “I Am Keeping It REEL”.

PS: If you have a thought, please feel free to reach out!

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Tips to Keep Outdoor Time Safe

May is Electrical Safety Month. As the weather gets warmer, children can more often be seen climbing trees, flying kites, and playing outdoor games with friends. However, before you send your children outside to have fun, make sure they are aware of electrical dangers that could put a frightening halt to playtime.

One of the messages to share with children is to look up and look out for power lines. It is important to keep yourself and any play items away from power lines or anything that could be in contact with those lines.

Kites should only be flown during good weather conditions in large open areas like a park or a field. In addition, kites should be flown away from overhead power lines or other electrical equipment. A kite string can conduct electricity from an overhead line directly to the person on the ground.

Children also need to be aware of how dangerous it is to climb trees near power lines. Climbing a tree tangled in a power line can energize the tree with electricity and lead to electric shock or death.

Ensure your children are protected from the electrical service connection to your home. Be aware of these lines around pools. Pool skimmers can be long enough to reach service connection lines.

Additionally, teach your children to never play around pad mount transformers. These are green metal boxes that contain the above ground portion of an underground electrical installation. Pad mount transformers carry high voltages and are safe when locked, but they can be deadly if someone reaches inside. If you see one in your neighborhood that is open, call your utility immediately.

Also, teach your children to never enter an electrical substation for any reason. If a ball or other toy enters the fence surrounding the substation, call your utility for help. Substations contain high currents of electricity and should only be entered by professionals.

In addition to talking to your children about outdoor safety, there are also steps parents can take to help ensure safe outdoor play.

- Make sure all outdoor outlets are equipped with ground fault circuit interrupters (GFCIs) to help prevent electric shock.
- Keep all long-handled tools out of the reach of children so they will not be tempted to or accidentally hit an overhead power line.
- Pay attention to trees and power lines. Do not plant trees near them, and if there is a tree that has grown into a power line, make sure to call a professional to trim the tree.

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Randy Wilson is an independent certified John Maxwell Coach, Teacher, Team Build and DISC Consultant. His company is REEL PD and you can contact him at randy.j.wilson@gmail.com or 717-414-6064

For more information on outdoor electrical safety, visit SafeElectricity.org
Did you ever play follow the leader as a kid? Most people have at least once. It was a fun childhood game that required the participants to follow the actions of the designated leader. If they pretended to fly, you had to pretend to fly. If they ran down a hill, you had to run down a hill. The object of the game was to follow.

Sometimes in life we face decisions and crossroads, but we are not sure what is the best way to go. Should I go east or west? Should I accept that job or another. Should I marry this person or not? That is when we need to follow the leader.

In Acts 16:6-10, Paul, Silas and Timothy headed out on Paul’s 2nd missionary journey. At first, they headed for Asia, but then they changed directions and headed north toward Bithynia. But then they changed again and went west toward Troas. Why all the changes? They were following the leader. They were following the leading of the Holy Spirit. The Holy Spirit prevented them from going to Asia and Bithynia, because God wanted them in Macedonia. When they got to Troas, Paul saw a vision that led them to where God wanted them to be.

How did they get there? How did they know God wanted them in Macedonia? At first, they thought it was best to go somewhere else. They got to the right destination by discerning God’s will.

In your travels through this life you will face many decisions along the way. The only way to get to the right destination is to discern God’s will and follow His leading. Here are 7 principles to help you do that:

1. Desire God’s will-
If you do not truly want God’s will for your life you will always fail to hear His voice. His will must always come before your own.

2. Pray-
If you want to hear God’s voice you need to communicate with Him. Ask Him to lead you and He will.

3. Be open to new directions-
We sometimes think we have it all figured out. Paul and his friends thought going to Asia and Bithynia was best, but God had other plans.

Only because they were open to changing direction did they get to where they needed to be.

4. Stay in line-
Whatever direction you choose to go must be in line with the Bible. If it is not, God is not leading you that way. He will never contradict His Word.

5. A good thing is not always a God thing-
Going to Asia and Bithynia to share the gospel was a good thing, but it was not a God thing at that time. Those areas would hear the good news later. Just because something is good does not mean it is God’s will for you.

6. Have faith-
The direction God calls us to go does not always make sense. It did not make sense for Paul, Silas and Timothy to pass up major cities that needed to hear about the Lord, but they had to follow by faith. We must walk by faith not by what makes sense.

7. Be in tune with the Holy Spirit-
Notice how each step of the way Paul and his companions recognized the Spirit’s leading. Notice how Paul was open to a vision from God. To be in tune with the Spirit of God you need to be willing to go beyond an average, safe, comfortable Christian life. You need to get a little radical for Jesus.

Follow the Leader. He will never lead you astray.

If you would like to know more about discerning God’s will, please listen to Kinetics online from April 22nd on Facebook or our website at www.shipfcog.org.
Welcome

New Members!

Alpha Media
25 Penncraft Avenue
Chambersburg, PA 17201
(717) 263-0813

Alpha Media is comprised of the following radio stations: MIX95.1FM, Oldies 96.3FM/WCHA/WHAG-AM, WQCM 94.3FM and WDLR 96.7FM

Heather Rose Dance Studio
871 West King Street, Unit B
Shippensburg, PA 17257
(717) 532-7402

Heather Rose Dance Studio is a South Central PA Community Performing Arts Enrichment and Character Building Program offering classical ballet, tap, ballroom, spiritual women’s dance, clean hip-hop, students with special abilities theater, children’s theater and beyond.

www.shippensburg.org

Shippensburg Area Chamber of Commerce
The Chamberline Newsletter Advertising Rates

Advertise in the Chamberline at fantastic ANNUAL rates! Cost covers advertising for 1 year (12 issues).

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Chamber membership is growing giving greater circulation!

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Fax or send form to:
Wendy Forrester
Shippensburg Area Chamber of Commerce
53 W. King St., Shippensburg, PA 17257
Phone: 717-532-5509
Fax: 717-532-7501
Email: chamber@shippensburg.org
This month, the Shippensburg Area Emergency Task Force would like to use this space to offer information and reminders from the Centers for Disease Control and Prevention to businesses and other facilities that are planning for reopening or that have been operating as essential during Pennsylvania’s pandemic stay-at-home and closure orders.

All businesses and other facilities should have a plan developed for cleaning and disinfecting public spaces. That plan should be reviewed regularly and revised as needed, depending on the type of business and how employees and the public interact both now and in the future.

There is much more material on the CDC website than there is room to share here, but following is some basic information from the CDC:

The coronavirus that causes COVID-19 can be killed if you use the right products. EPA has compiled a list of disinfectant products that can be used against COVID-19, including ready-to-use sprays, concentrates, and wipes. Each product has been shown to be effective against viruses that are harder to kill than viruses like the one that causes COVID-19.

Keep these steps in mind:
- Normal routine cleaning with soap and water will decrease how much of the virus is on surfaces and objects, which reduces the risk of exposure.
- Disinfection using EPA-approved disinfectants against COVID-19 also can help reduce the risk of exposure. Frequent disinfection of surfaces and objects touched by multiple people is important.
- When EPA-approved disinfectants are not available, alternative disinfectants can be used (for example, one-third cup of bleach added to one gallon of water, or 70% alcohol solutions). Do not mix bleach or other cleaning and disinfection products together. This can cause dangerous fumes to form. Keep all disinfectants out of the reach of children.
- Always wear gloves appropriate for the chemicals being used when you are cleaning and disinfecting. Additional personal protective equipment (PPE) may be needed based on setting and product. For more information, see the CDC website on Cleaning and Disinfection for Community Facilities.

A nine-page PDF with cleaning and disinfecting information also is available on the CDC website.

Coronaviruses on surfaces and objects naturally die within hours to days. Warmer temperatures and exposure to sunlight will reduce the time the virus survives on surfaces and objects.

Businesses should remind their employees to practice social distancing, wear facial coverings, and follow proper prevention hygiene, such as washing your hands frequently and using alcohol-based (at least 60% alcohol) hand sanitizer when soap and water are not available.

We all have a role in making sure our communities are as safe as possible to reopen and remain open.

This is a tough time. Almost universally, we want it to be over.

We could even say we hate it. Some of us do say that, and are quite vociferous about how much this quarantine stinks.

Even though it undoubtedly has some good in it, overall, most of us view it as a giant disruption of our normal, everyday lives. And generally we don’t like disruptions. We like life to go on, predictably, in ways that make us feel comfortable and safe.

This is far from that for most of us.

So what do we do when we just aren’t happy about something that we can’t change?

- Play the “what if” game to get some perspective. What if I … [insert positive action here] … how will I feel about that when the Covid-19 crisis is over and done with? Are there things I could do now that I’d be very grateful I did later? In this category could be personal things like learning another language, or business things like setting up a complicated and time-consuming system you’ve been avoiding.
- Try to tweak your thoughts from the negative to the positive. Even in the midst of the pandemic, positive things are happening. People are helping each other and giving lots of kudos to first responders, medical personnel and essential employees. Others are finding new and creative ways to assist those who need it. Animals are having a field day. Pollution is way down. Even in the mess, there is beauty.
- Decide not to wallow in your misery. Do something different. Be active. Try something new. Call a friend on the phone or video. Find a new game to play, puzzle to attack, book to read. It is YOUR choice how you manage your life.
- Take care of yourself. Self-care is an important part of our response to nearly everything. Well-rested, not hungry and calm people in general do much better than those who do not care for their basic human needs. Make sure you eat, exercise, sleep, and groom yourself. It’s ok to wear sweats, but not all the time. Put those jeans on, if only to check to see if they fit or not.
- Don’t compare your reactions and emotions to anyone else. You are you, not them, and every human will react differently. It’s quite common now to feel great one day and in the doldrums the next. To be happy-go-lucky today and in the pits of despair tomorrow. Last week, someone asked me why they were the only one who didn’t like the quarantine! I couldn’t assure her she is by FAR not the only one, although it is true that there are those who are seemingly very happy with our shelter in place orders. Don’t evaluate your emotions in light of others.
- Think about what you have to be grateful for. Chances are, when you think of these things – and you absolutely should write them down, too – there will be a lot more than you thought there might be. Focus on what’s good, and don’t dwell unnecessarily on what’s not.
- Take this time to connect, and to connect in a deeper way, with someone, whether that’s a family member, an intimate partner or a friend far away. Few of us have the excuse that we’re too busy right now, so make those overtures you’ve always been too stressed to make before.
- Plan for the future, but don’t hold those plans too tight. It’s fun to think about where you’ll travel when you can, who you will see, what groups will look like, and how being together will have an extra filip of joy. But don’t let yourself count too much on all that happening soon. We just don’t know what the future holds, and grasping these things too tightly will cause more disappointment if our wishes are further delayed.
- Embrace the suck. Sometimes life just stinks. It’s not always unicorns and rainbows, and that’s a good thing. If it was, we wouldn’t appreciate the good things when we had them. Embrace life, thorns, roses and all. Life would be boring if it was all the same. Sometimes just an attitude adjustment like this can help you get through a bad day.
- It’s a tough time. But, like all the commercials say, we are in this together, and we will get through it. As the great Persian adage puts it, “This, too, shall pass.” It will. Someday today and its trials will just be a memory. You can do things today to make that a better memory.
- If you are still struggling, and you need a helping hand, listening ear and loving heart, give us a call. We are 100% online and waiting to help you.
- We help grieving individuals, distressed kids and teens and couples in conflict find peace, solutions and connection.

Source: Randy O’Donnell, Chief; Shippensburg Fire Department

Sanctuary Christian Counseling
1-717-200-3158
info@sanctuarychristiancounseling.com

What To Do When You Just Don’t Like What’s Going On In The World

What’s Going On In The World

It’s quite common now to feel great one day and in the doldrums the next. To be happy-go-lucky today and in the pits of despair tomorrow. Last week, someone asked me why they were the only one who didn’t like the quarantine! I couldn’t assure her she is by FAR not the only one, although it is true that there are those who are seemingly very happy with our shelter in place orders. Don’t evaluate your emotions in light of others.

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- If you are still struggling, and you need a helping hand, listening ear and loving heart, give us a call. We are 100% online and waiting to help you.
- We help grieving individuals, distressed kids and teens and couples in conflict find peace, solutions and connection.

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

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