

Chamber of Commerce ramps up tech buzz at expo

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Technology will be an important theme for the annual York County Chamber of Commerce business expo from 11 a.m. to 5 p.m. Wednesday. More than 200 businesses from York County and surrounding areas will set up booths and participate at the expo, which will again be at the York Fairgrounds.

About 3,000 business people showed up last year, and the chamber said a similar turnout is expected this year.

One of the most significant evolutions of the 27-year-old expo is the focus on how technology has affected the business community, said chamber president Tom Donley.

"Technology is essential to be competitive in the future," he said. "Every business needs to improve its efficiency, marketing ability and ability to communicate."

The focus is so important, Donley said, the event name has even been changed from the business expo to the Regional Business & Technology Expo.

"There's just very, very few businesses that don't employ and rely on technology now," he said.

Doceo Office Solutions, a major sponsor of the expo, will have a booth at the event. Last year the York City-based company, which is affiliated with Toshiba, gained a dozen new clients and made even more impressions by just having a booth, said president John Lewis.

A showcase: "This is a great for showcasing our latest products and networking within the business community," he said. "And (the expo) also supports the business community, which is important to a healthy York County. That's what the chamber is all about."

This year, the company will be demonstrating new scanning and printing technologies.

Scott Butcher, director of business development for Nutec Group, said the expo is a great opportunity to remind people they're in York County, and to introduce Nutec's new brand. Previously, the Springettsbury Township-based company had been four interrelated companies with different names.

"We want to get our name out and show off some of the nice projects we have designed locally," said Butcher.

Nutec handled the architectural designing and engineering for the York County Administration Center renovation -- the former county courthouse.

Along with booths, the expo will have speed networking sessions, special presentations and a grand finale for chamber members from 5 to 7 p.m. The grand finale, new this year, replaces the sneak preview event held at previous expos. Admission for the grand finale is \$15.

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Break out the decoder glasses

Local marketing group Inside Out Consulting is taking the chamber Business & Technology Expo to a new height this year, when it launches its "Mission Possible" scavenger hunt.

The challenge will pit guests at the event against one another as they go through the expo to find hidden messages at four exhibitors for the chance to win a full day of marketing consulting from Inside Out, valued at more than \$2,000.

Scavenger hunt game cards and decoder glasses will be available at the Inside Out Consulting booth at the expo.