

FLEX FLEX Your Ideas

FYI

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Building FLEX Through Strategic Marketing and Collaboration

By Devin Zagar, President of FLEX

As the president of FLEX, I'm excited to share that we've been hard at work developing a marketing plan to grow our organization and better connect with young professionals across Venango County. This initiative is still in progress, but we've already begun laying the groundwork to ensure that FLEX continues to reach young professionals in our community.

Each month, our leadership team has been coming together for a marketing strategy meeting. These meetings have been a great opportunity for us to brainstorm ideas and figure out the best ways to reach more young professionals in our community. We're focusing on creating messaging that resonates with our audience, helping them see the value of FLEX and the support network we provide.

One of the key components of our marketing plan has been conducting a SWOT analysis—evaluating our strengths, weaknesses, opportunities, and threats. By doing this, we've gained a clearer understanding of where FLEX stands in the community and identified areas for growth. This insight has been invaluable in shaping our approach to reach new members and expand our presence.

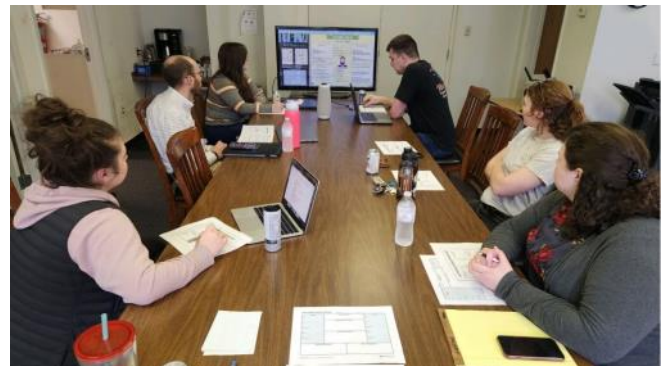
We're also working on developing buyer personas—basically, profiles of the types of young professionals we want to attract. These personas will guide us as we craft messages and programs that speak directly to the needs and goals of different members. Whether someone is in a skilled trade or a more traditional office job, we want FLEX to be a place where they can find value and community.

A big part of our mission is helping people see

themselves as professionals, regardless of their job or career path. Many young people, especially those in trades or non-traditional fields, may not always see themselves fitting the typical 'professional' mold, but we're working to change that. FLEX is for anyone who is driven and looking to grow, and we're striving to create messaging that reflects that inclusivity.

We're still in the process of building this marketing plan, and there's plenty of work ahead. But already, these strategy meetings have proven to be incredibly effective at bringing our leadership team and members together. The collaboration has been inspiring, and it's clear that with a solid plan in place, FLEX will continue to grow and support even more young professionals in the future.

As we move forward, we're excited to share more about how this plan develops and how we can involve even more people in FLEX. If you're interested in being a part of this process or learning more about what we're working on, we'd love to hear from you. There's a lot of potential here, and we're eager to see how this strategy will help us take FLEX to the next level.



"The Future of Venango Area Business!"

Unlocking Wellness with Music Therapy by Deanna Wolfgong



how many people have actually thought about why? Why is music such a powerful medium? As a music therapist, I've seen firsthand how music can change lives. Whether it's helping someone who is non-verbal speak for the first time or aiding those struggling to connect with others, music has consistently been the key to unlocking those breakthroughs.

Music engages the entire brain. It's more than just entertainment—it's a way to learn, relieve stress, and

Many people have heard the sayings "Music soothes the savage beast" or "Where words fail, music speaks." But

even manage pain. Think about it: many of us learned the alphabet through song, and schools often use music to teach both academic and social skills. Music can also be a great motivator. Ever turn up the volume to get moving on that to-do list? Or maybe you've noticed how music can relax you, allowing stress and tension to melt away. It's even been shown to help alleviate pain by calming the body and mind.

My name is Deanna Wolfgong. I am the owner of, and only music therapist at, DS Music Therapy located in Franklin, PA, within Porch Music Store and Artist Attic. While I specialize in working with children, I've worked with people of all ages, using music to address non-musical goals like reducing anxiety and improving communication. Music therapy is a clinical, evidence-based practice that can benefit many people by targeting health and educational goals.

If you're looking for a way to manage stress, improve mental clarity, or just connect with yourself or others on a deeper level, music might just be the answer.

"Music Therapy is the clinical & evidence-based use of music interventions to accomplish individualized goals within a therapeutic relationship by a credentialed professional who has completed an approved music therapy program. Music therapy interventions can address a variety of healthcare & educational goals and many can benefit from music therapy services. The base of evidence in music therapy research is extensive and strong." (American Music Therapy Association).

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Member Profile: Hope West



Hope West is the owner of **The Luxe Mane Salon LLC** in Franklin. She is a licensed hairstylist and is currently attending Butler Beauty Academy to receive her Cosmetology Teaching License. Hope graduated from the LTI Cosmetology Program and has been

in the beauty industry for five years, building a strong clientele while continuously furthering her education.

Recently, she achieved a major milestone by opening her own salon, The Luxe Mane Salon LLC. Her vision for the next 5-10 years includes expanding the salon and hiring like-minded individuals who share her passion for making a difference not just in the beauty industry,

but also in the local community. Hope aims to empower everyone who steps foot in The Luxe Mane, providing a luxury experience in a relaxing environment.

In addition to her work behind the chair, Hope enjoys the marketing and content creation aspects of the beauty industry. In her free time, she loves spending time with family and friends. A lover of outdoor activities, she takes full advantage of all that Venango County has to offer during the summer months.

Hope is dedicated to building connections and relationships within the community, making a positive impact both inside and outside of the salon.

Welcome to FLEX, Hope!

It's Election Season: VOTE — November 5th!

As young professionals, we have the power to shape the future of our communities, our economy, and our nation. By voting, you're not only contributing to decisions that impact your career, finances, and personal life, but also setting the course for the direction your community will take in the years ahead.

Voting gives you the opportunity to influence local and national policies on issues such as affordable housing, healthcare, education, and economic development—areas that directly affect young professionals. When you vote, you're showing that you care about the future and are willing to participate in shaping it.

By casting your vote, you're helping to create a political landscape that reflects the values and priorities of your generation. If young professionals don't engage, we risk letting others decide our future for us.

Your vote is your voice. Make it heard this November 5th. Engage, participate, and help build the future you want to see!



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"The Future of Venango Area Business!"

Event Photos: Coffee Chat, Chamber Mixer, Trunk or Treat Decorating



November Events & Meetings:

Marketing Committee: Thursday, November 7 • Noon • Zoom

Events & Fundraising Committee: Cancelled - See you at the Annual Meeting!

FLEX Annual Meeting: Thursday, November 21 • 5:30p • 237 Seneca St, Oil City

FLEX Monthly Meeting: Monday, November 25 • 12 p.m. • Zoom

Marketing Strategy Meeting: TBD • Chamber

SAVE THE DATE:

Ugly Sweater Party: Thursday, December 5 • 6p • Foxtales, Franklin

Check out our Facebook page or contact us for meeting zoom links at flex@venangochamber.org

New Members:

*Tessa King
Mishelle Beith*

Interested in joining?

Email the FLEX Membership Committee Chair

Juliet Hilburn

Juliet.hilburn@gmail.com

or join online:

VenangoFLEX.org.

FLEX MISSION: FLEX represents the needs and interests of Young Professionals by positioning ourselves as leaders, entrepreneurs and advocates for the sustainability of the Venango Area through civic engagement, leadership development, and networking.

CONNECT WITH US: VenangoFLEX.org • flex@venangochamber.org

