

THE LAMBDA DELTA ECHO

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THE SUMB TURNED 100!

Ashla arrived in the street outside the Jedi Temple. The dark hooded cloak over her head helped hide her signature blue and white hair. No need for her to make it any easier to get caught. The markets had reopened yesterday, and the street bustled with vendors and buyers, none of whom seemed the slight bit phased by the horror that had occurred days before.

Ashla used the crowds to return to the scene, even though she knew it was dangerous. She just had to see for herself what state the temple was in. It was worse than she had feared. Clone troopers were still patrolling the temple to prevent any jedi from escaping, as if they had actually left any survivors. Ashla knew their efficiency first hand.

The great library was in ruins. The shelves had fallen like dominos, but instead of colored dots they had blaster holes. The back of the library was taken over by a group of clone technicians, who seemed to be trying to gain access to the Holocron vault with little success. Various training areas looked as though a group of younglings had been on their way to practice saber skills when the betrayal occurred.

A MESSAGE FROM PRESIDENT GAYDAR

Ashla feels the cold before she's even aware she has transitioned to another vision. Ashla opens her eyes to a night sky, a snowstorm obscuring most of the moon. She sits up and sees her lightsabers sitting next to her. As she reaches out to grab them she suddenly feels soreness in her muscles, as though she has been in a fight even more than her duel with the infamous Count himself. She stands with sabers in hand and observes her surroundings.

She's on a mountain. In fact, she's on the same mountain that she had to fight her way up a year prior with the 104th at her side. What is left of the droid communications base is now a ruin site below her. Glancing down at herself, she realizes that she has changed as well. Instead of her normal combat clothes, she wears a white cloak that is insulated against the cold by the feeling of the inner texture. Her hair is still its signature blue and white, but longer than before. Her braids now reach down to her shoulder blades instead of her shoulders.

Ashla turns her attention to the much more familiar figure. Standing just as tall as the first, is Commander Wolf himself. His black and white armor pattern transferred perfectly onto a new style of armor, the same as the men in her previous vision. As Ashla stares at her former friend, he removes his helmet, exposing his face to the cold air of the mountain.

The scars are still there, although they have mostly gone

away with time. His right eye is still cybernetic, although it now glows a blood red instead of its normal deep blue. He has a mostly gray beard, similar to Command Nice's. He speaks again, and for once the lips follow the voice.

She brings her two sabers up and blocks his blows, but unlike Ashla, Wolf's cybernetically enhanced strength hasn't died with age. Ashla stumbles back, flips over the fire and backs out of the cave.





BAND CAMP SOCIALS

Innovating is an important part of any business, but for rural businesses it is even more crucial. Serving smaller communities and being farther from urban areas can mean less revenue. Keeping on top of trends and keeping things fresh is how to keep finding new customers and bring back old ones. Some of the big ways to innovate are by introducing

new technology to the business's formula or to do fresh events to help draw attention of the public. Boswell's Pipes is a great example of utilizing new technology to promote a business.

The first Boswell's Pipes location was opened by J.M. Boswell in Chambersburg back in 1980, before the internet was even born. When the internet went public, many pipe makers were hesitant to involve themselves with it. Boswell's however embraced the internet by getting a website in the year 2000. General Manager Rachel Boswell said that through the site they have spread their name and product world wide. They also became a U.S. importer of briar wood to supply other pipe makers, allowing the sale of his pipes at affordable prices. Finding ways to reach potential customers is crucial for all businesses, but it is even harder in rural areas. Taking advantage of new technology and new opportunities is a great way to spread the word of your business.

Operating any business comes with its fair share of struggles. What each business will deal with is unique to them, but there will be trends based on their industry and location. Some typical issues that rural entrepreneurs face are the access to capital, labor and proximity to customers.

SHAKO CLEANING

When asked to name a retail store, you might think of one of the largest chains in the world, Walmart. As large as it is now, it was built from the ground up by a veteran from Oklahoma, Sam Walton. What started as a one store in Rogers, Arkansas grew all the way to become the retail giant it is today. It may feel weird to think that such a massive brand started as something so simple, but every business starts somewhere. Along the way it will be rewarding and challenging all at once. While this is true for all businesses, it is even more prominent for rural entrepreneurs. Working outside of an urban environment means being distanced from large pools of customers and having to find unique solutions to counter that. To help explain what it is like to be a rural entrepreneur, here are first hand accounts from Huntingdon County businesses.

Every business begins with a dream or vision. A well-crafted business vision should be the compass that guides



the direction in which the company will grow over time. Many of those visions are dreams that entrepreneurs take and make into reality. The vision can even change over time. For example, the original vision for Airydale Retreat outside of Allensville was just to make a vacation rental.



ALLENTOWN

Some visions develop out of necessity. Airydale Retreat was born after Co-Owner Matt Zook's grandparents had to sell most of their farm. The family decided to turn what property they had left into a vacation rental and that was when they discovered glamping online. Glamping is camping with accommodations and amenities that are a bit more luxurious than your typical campsite. The vision for Airydale Retreat evolved into encouraging all kinds of people to enjoy the outdoors. Matt said that glamping serves as a middle ground for those who enjoy the rugged outdoor camping experience to compromise with those who prefer modern amenities. Airydale Retreat is a place for everyone to enjoy.

FALL RECRUITMENT EVENTS

Some visions evolve based on the needs of the community, which is the case of Cassville Country Store. Whether it is groceries, hardware, hunting licenses, catering or more, Cassville Country Store provides it all because the rural area they are in limits convenient access to these items. Beyond that, they have built a gathering place. Despite having made a dining area expansion in 2011, there are still three small tables where there could be more shelves. Co-Owner Betsy Whitsel said that replacing them would be the right decision on paper, but a group of regulars sit at the tables almost every morning and have done so since the store opened in 2009. Removing the tables would mean an end to a tradition that has lasted fifteen years. The store isn't just a business, it's a community hub. Embracing your local community is one of the best ways to help grow your business, especially in a rural area. Giving back to your community helps put your name out there and builds good will. Things like hiring locals, making donations to local groups and causes or even something as simple as choosing tradition over money are all great ways to do this.



Cassville Country Store has leaned into providing unique experiences in the area and also stocking various types of wares the people of Cassville need to help keep the store thriving. During the winter season they do cooking events to help people get out and about like kettle soups and chicken barbeques. They hide Easter eggs for the children throughout the store at Easter and host car cruise-ins for people to show off their rare vehicles. While quarantine was active during the COVID-19 pandemic, they performed porch deliveries and a 1950s themed tailgate featuring waitresses dressed like carhops taking orders for people at their vehicles. Keeping fresh events coming has certainly served Cassville Country store well.

Airydale Retreat has also used technology to make glamping with them easier. In the past, booking a campsite used to all be done in person or over the phone. The self-booking tool has made this a thing of the past. Now people just go through Airydale Retreat's website and book tickets on their own. This removes having to wait to make a booking, limits how often people need to be available to help customers and overall makes the booking process easier for guests. Another thing Airydale Retreat does well is helping build up other businesses. On their website they have an attractions section that refers people to different restaurants, attractions and outdoor activities in Huntingdon County.



Lincoln Caverns' President Ann Dunlavy says they deal with proximity issues. The closest interstate to Lincoln Caverns is Interstate 99 and even from the nearest exit they are twenty minutes away. This distance has presented challenges to advertising along major highways. Though they operate from late March through early December, their main operating season is the summer. This is because a large part of their visitors are brought in by Raystown Lake. When there is less traffic to the lake, there is less traffic to the caverns.

Similarly to Lincoln Caverns, Cassville Country Store also faces the winter off season when there isn't nearly as much lake traffic. On top of this, they deal with the price of goods limiting what they can provide to their community. They aren't able to justify buying in bulk nor are they a chain store. Without ticking either of these boxes, they are unable to buy products with discounts. The absence of these discounts has always played a factor in their finances, but in the last four to five years prices have only gone up.

Lincoln Caverns does a variety of different educational events to keep people coming to the caves. Events like T-Rex Tuesdays and Baturday Saturdays highlight some of the big caving features, fossils and bats. On Wednesday nights during the summer they also host Darkside Blacklight adventures to experience the caverns in a whole new way. They also hold five day long Kids Cave Kamps throughout the summer full of crafts, activities, learning and more. Throughout the year they hold different events for Girl, Boy and Cub Scouts to earn patches, belt loops and merit badges.



BROTHER OF THE SEMESTER: ANDREW LAUFLE

The Three Sisters originate from Native American legend. According to the legend, corn, beans, and squash are three inseparable sisters that can only grow and thrive together. This is what Squanto taught the Pilgrims several centuries ago.

Common teaching is that he taught the Pilgrims about using fish as fertilizer for corn. This is true, but is only a portion of his teachings. He taught them the true nature of the Three Sisters. Most importantly, he taught them precisely how they work together.

Corn provides a long, tall stalk for the bean vines to climb. Beans provide nitrogen in the soil for the corn to help it gain nutrients. The squash does multiple things for the garden. The broad leaves of the squash cover the soil as a living mulch. It chokes weeds, has spiny stems and leaves to discourage pests and provides shelter for helpful predators. Each plant is susceptible to different diseases and pest, making their polyculture stronger than a monoculture.

The Three Sisters quickly became a huge part of the Pilgrim diet. These three plants alone made up a part of a good healthy diet. Corn provides carbohydrates, beans protein, and squash is rich in vitamins. After the First Thanksgiving, the Three Sisters quickly became 70% of the Pilgrim diet.

The Three Sisters were important for the Pilgrims back in the 17th century, and they were still extensively grown through-



out North America until the early 20th century when industrial farming replaced small farms. Though they are not grown together as much anymore, Three Sisters gardens still work as good today as they did over 400 years ago.

UPCOMING EVENTS

FINAL GENREAL MEETING & CHRISTMAS PARTY:
Sunday, December 1st @ 5pm | LPAC 225
Don't forget to sign up for the [gift exchange](#) and to bring [food](#)!

VOLVO HOLIDAY DRIVE-THRU
Friday, December 6th @ 5pm | Volvo Construction Equipment
Come out and support your brothers in the Brass and Woodwind Ensembles as they perform at Volvo's Holiday Drive-Thru!

SHIPPENSBURG CHRISTMAS PARADE:
Saturday, December 7th | Time and Location TBD
Keep an eye on Discord for further information regarding report time and location. Dress warm and festive!

FINALS WEEK!
Monday, December 9th - Friday, December 13th
Good luck to all of you on all of your final exams and presentations!



MISSION STATEMENT

We strive to support our university band programs in as many ways as we can. Beyond just helping the band function, we aim to provide the band's members with a wholesome experience and the opportunity to make memories that will last a life time.

CONTACT US

You can find us on social media at [Kappa Kappa Psi Lambda Delta](#) on Facebook, [kkpsilambdadelta](#) on Instagram or at our website at <https://kkpsildpublication.wixsite.com/kkpsild>