

REGIONAL CHAMBER ROUNDUP

Please see pages 33-39 for the TriCounty Area Chamber of Commerce news and information section.

GREATER READING CHAMBER ALLIANCE



- 606 Court Street, Reading, PA 19601
- 610.376.66766 • fax 610.376.4135
- info@greaterreading.org •
- www.greaterreading.org

Mission: To be Berks County's leading resource for building a healthy, competitive business community
Vision: Assist companies to retain, expand, and grow their operations and employment and attract new business to Berks County.

UPCOMING EVENTS

Nov 5 – Supervisor Training

Module 2: Managing Performance & Developing Employees (Fall 2019)

6 weeks on Tuesdays: November 5, 12, 19; December 3, 10, 17

(NOTE: No session on November 26 due to Thanksgiving week)

8:30 a.m. - 11:30 a.m.

\$595/person for Chamber Members;

\$745/person for Not-Yet Chamber Members

Nov 6 – W2W – Women in Medicine

Who Defines Us?

DoubleTree by Hilton Reading

8:00 – 9:30 a.m.

\$25/person (includes breakfast)

Advanced Registration is Required

Nov 6 – Diversity Mixer - First National Bank

2701 Shillington Road

Sinking Spring, PA 19608

5:30 – 7:30 p.m.

Free/ Advanced Registration Required

Nov 7 – Leadership Berks – Meet Greater Reading

Connect & Serve

Prospectus Berco

1800 Kutztown Road

Reading, PA 19604

5:00 – 7:00 p.m.

Free/Advanced Registration Required

Nov 13 – Digital Marketing Using Automation

Center for Business Excellence

49 Commerce Drive

Wyomissing, PA 19610

12:00 – 1:15 p.m.

\$50/person (lunch Included)

Nov 14 – De Mujer a Mujer – Cultural Awareness in the Workplace

Crowne Plaza

1741 Papermill Road

Reading, PA 19610

5:30 – 7:00 p.m.

\$5/person (includes admission to Caliente)

Nov 15 – No Pressure Prospecting & Cold Calling

Center for Business Excellence

49 Commerce Drive

Wyomissing, PA 19610

12:00 – 1:30 p.m.

\$129/person for GRCA members

\$149/person for not-yet members

Nov 19 – Breakfast4Success FBA Fall Forum – 3 Leaders: 30 Thoughts 2019

Crowne Plaza

1741 Papermill Road

Reading, PA 19610

7:30 – 9:30 a.m.

\$25/person for GRCA & FBA Members

\$45/person for not-yet chamber members

Advanced Registration Required

Nov 26 – Intro to Excel

Shearer Technical

727 Penn Avenue

West Reading, PA 19611

4 sessions: November 26th, December 3rd,

December 10th, December 17th

\$220/person for Chamber Members

\$320/person for not-yet Chamber Members

Nov 27 – Coffee & Convos

Strategic Planning for Small Businesses

Greater Reading Chamber Alliance

606 Court Street, 3rd Floor Conference Room

Reading, PA 19601

8:00 – 9:00 am

Free/ Advanced Registration Required

We are proud to present our second annual **3 Leaders: 30 Thoughts** as our final Breakfast4Success of 2019.

Please join us at Crowne Plaza Reading on Tuesday, November 19, 2019 @ 7:30 - 9:30 a.m.

All the traditions you know and love about Chamber Breakfast - announcements about opportunities through the Chamber Alliance, recognition of new and long-standing members, and time to network! But most importantly, topic-focused breakfast presentations designed to support you.

In partnership with the **Berks Family Business Alliance**, we bring you top thought

leaders across successful family businesses, and more, to help you develop and grow a healthy family business.

Three of our area's top CEOs will each share 10 of their best ideas. Whether big or small, frank or philosophical, funny or serious, family business or not, hear advice that helped shape their careers and their companies' trajectories and may just set you in motion!

Register @ <https://business.greaterreading.org/events/register/9452>

December 3, 2019 @ Crowne Plaza

The Greater Reading Chamber Alliance cordially invites you to attend the 2019 Economic Forecast Breakfast. Back by popular demand, keynote Speaker **Jay H. Bryson, Ph.D.**, Global Economist, Wells Fargo Securities will join us.

When Companies Come Knocking, GRCA answers



By Pamela Shupp,
EVP, COO, GRCA

In true David Letterman fashion, a few years ago I shared the top ten reasons why companies should contact the Greater Reading Chamber Alliance (GRCA). Recognizing that everything in the world is now even more fast paced and attention spans are limited, (and we only have so many hours in the day), I've shortened it to the top five.

#5 LOCAL KNOWLEDGE: GRCA knows Berks County. We provide access to all the local information that you can't get from data tools or online. We know who just laid-off skilled workers, who closed, who expanded, who has training programs and dollars. We usually even know some information that you can't get over the water cooler. We provide customized data and information packages on available buildings and sites, demographics, wages, and employers. Better yet, we can tell you some of the best ways to access our local and regional talent pool.

#4 INCENTIVES: Everyone wants them, but not everybody knows how or where to access them. Whether it is workforce training dollars, job creation tax credits, low interest financing, infrastructure, and/or brownfields assistance. In some instances, GRCA is the conduit for federal, state and local financial project support.

#3 INTRODUCTIONS: GRCA offers facilitation and introductions to local and

state approving agencies, boards, municipalities, potential supply chain and customers, elected officials, and business leaders. We can also advocate for projects that will have a high priority positive economic impact in the community. Engaging with us early in the permitting process can be beneficial – it will most likely be us that you call when a project runs into permitting challenges.

#2 INTERPRETATION: Okay, I don't mean for foreign language speakers. LERTA, TIF, KOEZ, KIZ, MTF, BIOS, RACP, CDBG, WEDNet, FTZ – in the world of community and economic development, we love our alphabet soup of terminology. So, if you need help with these acronyms, call us. We know them so you don't have to and will get you to the right program and the right place.

#1 RED CARPET TREATMENT: GRCA rolls out the red carpet for business prospects. Companies want to locate in communities that want them and exude a business-friendly environment. GRCA readily sets the stage for deal-making conversations with the top business leaders in the community. We fully understand and embrace the importance of confidentiality and maintaining the integrity of company's expansion and site selection process. We are committed to the highest standards of professionalism and customer service.

The Greater Reading Chamber Alliance (GRCA) is home to over 100+ years of economic development, financing, and business attraction marketing experience. So, when companies come knocking... we are here to answer.

ROUTE 422 **Business Advisor**
PROMOTE YOUR BUSINESS! CALL (610) 323-6253