



David Farrar



Shaun Hart



Craig Hirneisen



Danielle Knudsen



Rebecca Shugar



Greg Wells



Heather Zimmerman

GRCA WELCOMES SEVEN NEW BOARD MEMBERS

The Greater Reading Chamber Alliance (GRCA), recently announced the appointment of David Farrar, General Manager – Santander Arena & Santander Performing Arts Center, President – Reading Royals; Shaun Hart, Vice President – Sales & Marketing, AmeriGas Propane, LP; Craig Hirneisen, Senior Counsel, Litigation & HR, EnerSys; Danielle Knudsen, Vice President, Griffin Financial Group; Rebecca Shugar, Vice President & Senior Relationship Manager, M&T Bank; Greg Wells, Vice President of Sales & Marketing, Comcast Northeast Division; and Heather Zimmerman, President & CEO, Experience Reading & Berks County, to the Greater Reading Chamber of Commerce & Industry Board of Directors (GRCCI).

"I look forward to working with each of these incoming board members and tapping into their expertise to continue to better serve our Greater Reading business community," said Lucine Sihelnik, President & CEO, GRCA.

GRCA extends its sincere appreciation to the outgoing members of its Board of Directors whose terms have concluded. Andrea Funk, EVP & CFO of EnerSys, and Ryan Redner, President of Redner's Markets, have completed their service on the Board.

"During their tenure, both leaders contributed valuable insight, strategic guidance and a deep commitment to the business community. We are grateful for their dedication and the impact of their service, and we wish them continued success in their ongoing professional endeavors," said Laura B. Haffner, GRCCI Chairwoman.

ABOUT THE GREATER READING CHAMBER ALLIANCE: Our mission is with excellent and committed leadership and coordination, we: attract new businesses to our community, support the businesses that are already here, nurture local start-ups, develop the workforce for today and the future, and advocate on behalf of the business community.

THE BUSINESS EXCELLENCE AWARDS

GREATER READING CHAMBER ALLIANCE TO OPEN NOMINATION PERIOD FOR 2026 BUSINESS AWARDS

The Greater Reading Chamber Alliance (GRCA) announced that the nomination period for its Business Excellence Awards opens today. The awards feature two categories separating businesses by annual revenue. Category 1 will represent businesses with \$1M in annual revenue for the past three years. Category 2 will be reserved for businesses with \$250K in annual revenue for the past three years.

Businesses which are not headquartered in Berks County, but that can demonstrate that at least 50 percent of its annual revenue is generated from Berks County will be eligible to apply.

Eligible companies must:

- Be a for-profit, public or privately held.
- Be headquartered in Berks County or demonstrate that 50% of company revenue is generated from Berks County.
- Have annual revenues of at least \$1M+ (Category 1) or \$250K+ (Category 2) in the three most recent fiscal years.
- Be a Greater Reading Chamber Alliance member.
- Submit supporting documentation for revenues with the nomination form.

GREATER READING CHAMBER ALLIANCE

GRCA

GREATER READING
Chamber Alliance

• 606 Court Street, Reading, PA 19601
• 610.376.6766 • fax 610.376.4135
• info@greaterreading.org
• www.greaterreading.org

Our mission is to be Berks County's leading unified resource for building a healthy, competitive business community. Our vision is to assist companies to retain, expand and grow their operations and employment and attract new businesses to Berks County.

UPCOMING EVENTS

Intro to Excel

March 2, 9, 16 and 23
8 a.m.– 10:30 a.m.

Shearer Technical Computer Consultants
727 Penn Ave., West Reading
\$400/person- GRCA Members;
\$495/person- Future GRCA Members
Register at Greaterreading.org/introexcel26

Advanced Excel

March 3, 10, 17 and 24
8 a.m.– 10:30 a.m.

Shearer Technical Computer Consultants
727 Penn Ave., West Reading
\$400/person- GRCA Members;
\$495/person- Future GRCA Members
Register at Greaterreading.org/advancedexcel26

Supervisor Training Module 2: Managing Performance & Developing Employees*

March 3, 10, 17, 24, 31 and April 7
8:30 a.m.-11:30 a.m.

Center for Business Excellence
49 Commerce Dr., Wyomissing
\$695/person- GRCA Members;
\$860/person- Future GRCA Members
Register at Greaterreading.org/mod2

Berks Women2Women

15th Annual Conference + Expo
March 4

8 a.m.-3:30 p.m.
PLEX at Alvernia University
465 St Bernardine St., Reading
\$120/All Day-GRCA Member
\$135/All Day-Future GRCA Member
\$55/Keynote Only
\$60/ATHENA Awards & Lunch Only
Register at Greaterreading.org/w2w-conference-expo/

Emotional Intelligence in the Workplace*

March 5, 12

9 a.m.-Noon

Center for Business Excellence
49 Commerce Dr., Wyomissing
\$395/person- GRCA Members;
\$495/person- Future GRCA Members
Register at Greaterreading.org/emotion

Coffee&Convos

Communicate with Purpose: Building Positive, Productive Workplaces

March 10

7:30 a.m.- 9 a.m.
Family Guidance Center

GRCA Member-exclusive event
Register at Greaterreading.org/communicate

Intermediate Excel

March 11, 18, 25 and April 1
8 a.m.– 10:30 a.m.

Shearer Technical Computer Consultants
727 Penn Ave., West Reading
\$400/person- GRCA Members;
\$495/person- Future GRCA Members
Register at Greaterreading.org/interexcel26

Regional Chamber Networking

March 18

5 p.m.-6:30 p.m.
Bear Creek Mountain Resort
101 Doe Mountain Lane, Macungie
GRCA Member-exclusive event
Register at Greaterreading.org/regional

State of the County

March 20

7:30 a.m.-9:30 a.m.
Abraham Lincoln, 100 N 5th St., Reading
\$50/person- GRCA Members;
\$65/person- Future GRCA Members
Register at Greaterreading.org/county26

*WEDnet eligible

A tax return does not need to be provided for the application. An internal financial statement or an auditor-verified letter for support is sufficient.

Nomination forms will be sent through email and available online. Winners of these awards will be recognized at the Annual Dinner May 13 at Santander Arena.

All nomination forms are due **Monday, March 9**. Late submissions will not be accepted. For each award, nominated businesses are ranked according to revenue growth. KPMG LLC will handle tabulating the rankings. KPMG LLP reserves

the right to make the final determinations as to qualification and of comparable revenue levels. All revenue figures will be held in the **strictest confidence** by KPMG LLP. All Business Excellence Award winners will be recognized via a video montage tribute with special recognition to the Top 3 in each category at the Annual Dinner.

Eligible businesses may apply at www.greaterreading.org/annualbusinessawards. More information about the Annual Dinner, its keynote speaker and how to purchase tickets will be available soon. Keep checking greaterreading.org for the latest updates.