

GREATER READING CHAMBER ALLIANCE



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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

Boot Barn Ribbon Cutting/Grand Opening Weekend

Friday Dec 3, 2021

11:00 AM - 8:00 PM EST (cutting at 12)

1101 Woodland Rd, Wyomissing, PA 19610

Contact Information: Melissa Hassler mhassler@greaterreading.org

Wells Fargo Economic Forecast Breakfast – 2021

Tuesday Dec 7, 2021

7:30 AM - 9:30 AM EST

DoubleTree by Hilton Reading

701 Penn Street, Reading, PA 19601

**parking ticket will be validated following event

Fees/Admission: \$30 - Members; \$45 - Not-Yet Chamber Members

Advanced Registration Required - Registration closes December 1, 2021

Cancellation Fees Apply

Berks Alliance Community Forum - Dec. 2021

Thursday Dec 16, 2021

11:30 AM - 1:00 PM EST

Virtual Event

Contact Information: Dave Myers dmyers@greaterreading.org



From left to right: GRCA's Audrey Krupiak, Digital Marketing Coordinator, Leah Fassnacht, Director of Communications & Marketing, and Katie Hetherington Cunfer, Director of Government & Community Relations pose with their award.

GREATER READING CHAMBER ALLIANCE WINS 2021 AGRICULTURE COMMUNICATIONS AWARD

The Greater Reading Chamber Alliance (GRCA) recently announced that it has won the 2021 Bountiful Berks Agriculture Communications Award for its Grow Together marketing campaign. The award, given by Berks Agriculture Resource Network's (B.A.R.N.), recognizes exemplary agriculture communications. It was one of four awards handed out Monday night during the Pop-Up Christmas Market at Reinhart's Christmas Tree Farm, Bernville.

GRCA's Leah Fassnacht, Director of Communications & Marketing, Audrey Krupiak, Digital Marketing Coordinator, and Katie Hetherington Cunfer, Director of Government & Community Relations, managed the campaign with support from Strunk Media Group, Kutztown, and photography from Susan L. Angstadt.

"GRCA understands the importance of agribusiness in Berks County, and we are committed to providing support to the ag community. Our team thoroughly enjoys working on the Grow Together campaign, and we look forward to continuing it," said Fassnacht.

The ongoing Grow Together campaign, a partnership between GRCA and the Berks County Commissioners, focuses on promoting local agribusinesses, connecting those businesses to consumers, and educating consumers on the wide variety of products locally available.

"Agriculture has always been a pillar of Berks County's local economy and remains one of our top industries today," said Berks County Commissioner Michael Rivera, who attended the awards event. "Our Berks County farmers and producers continue to thrive and innovate, providing incredible food, crafts and goods that are created right here in our community. The County is committed to supporting our agriculture partners so that we can all continue to grow together for many years to come."

ABOUT THE GREATER READING CHAMBER ALLIANCE: *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.*

GRCA
GREATER READING
Chamber Alliance

Berks County Commissioners' UPDATE

Friday, Jan. 7 | 7:30 a.m.
Santander Performing Arts Center
136 N. 6th St., Reading

Join members of the Greater Reading Chamber Alliance and for a networking breakfast with the Berks County Commissioners. Hear an update on their goals for 2022 including economic development, Imagine Berks 2030 planning initiatives, American Rescue Plan funding, handling the 2022 elections, and many other issues in the county.

Learn more and register at GreaterReading.org.