

REGIONAL CHAMBER ROUNDUP

SPRING-FORD CHAMBER OF COMMERCE

Building a Better Community Through Business

• P.O. Box 127, Royersford PA 19468 • 610.489.7200



The Spring-Ford Chamber of Commerce is a community-focused business advocate. We strive to help our member businesses grow while improving the community in which we all live and work.

The Chamber consists of local businesses whose main objective is to run a successful business. We are a great resource for members, not only because we offer the opportunity to network and brainstorm with fellow members, but also to have exposure to the local community, your customer, through our continued involvement in community events and charitable endeavors. Visit www.springfordchamber.com for Chamber Events, Press Releases, Online Newsletters and more!

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VIRTUAL EVENTS:

All Zoom links can be found at www.springfordchamber.com

**Thursday, January 7th and
21st- 11:30am**

**Shark Think Tank –
Business Owners Only**

**Wednesday – January 14th –
11:30am**

**Ask the Experts – Chamber
Zoom Topic**

Watch the Chamber Facebook Page, Website and Email Blasts for special webinar's and check-in networking events.

*See the Chamber website and facebook page for our Zoom Room link.

5 Questions Networking



bodymetrix health and wellness
Meet Adrienne
Learn about health and wellness in Limerick in our 5 questions with the **Spring-Ford Chamber** Networking Zoom.
Click Here to hear our conversation!

NEW – 5 Questions with the Spring-Ford Chamber

In November the Spring-Ford Chamber started a new networking zoom interview vlog. Each week the chamber will be interviewing local business people and they will be posted on our Spring-Ford Chamber facebook page. Newest interviews include Allison Sandberg; Magical Memory Planners & Pam Mann; Help at Home with Pam.



PPE SUPPORT KIT DISTRIBUTION

The PPE Support Kits are being distributed as a partnership between the County and the Alliance of Montgomery County Chambers of Commerce as part of our shared commitment to support businesses during the COVID-19 global pandemic. We encourage businesses, their employees, and all of our communities to continue to stay informed of the latest developments regarding COVID-19 in Montgomery County by regular visiting the County's COVID-19 data hub at www.montcopa.org/COVID-19 and following the County's various social media accounts. Stay safe, take care, and thank you for all you do to make Montgomery County a better place for one and all.

• **PPE Kit Distribution Dates:** January Dates to be announced on the Spring Ford chamber website

• **A number of kits are located at Amber Savings Bank in Limerick** – Please feel free to stop in to pick-up your kit there between 10am and 2pm Monday - Friday

***To receive a kit from the Spring-Ford Chamber of Commerce you MUST go on our website: www.springfordchamber.com and complete our RESERVATION FORM!

A Special Message

A special Thank you to the Spring-Ford Community. 2020 was a difficult year for everyone but we truly appreciate all of the participation, engagement and support of our chamber last year. We hope everyone felt the love and support we gave back to our businesses as well! 2021 is starting off with more of the same, however we need to all have a positive outlook for a better year; one that includes networking, handshakes and face to face engagement. We often say we LIVE HERE, WORK HERE & PLAY HERE; let's come together this year to support everyone in our community by continuing to engage, shop, eat and purchase from our area small businesses. 2021 will be a better year if we all work together to stay healthy and safe! We wish everyone a profitable and prosperous new year!

Sincerely, Spring-Ford Chamber of Commerce!

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Ask SCORE

The B2E (Business to Employee) Focused Company

Naturally, most small businesses put a lot of time, energy, and resources toward catering to their customers. Whether your business is B2C (business to consumer) or B2B (business to business), there is another audience you need to keep happy: your employees.

In a 2015 report by Glassdoor, <https://b2b-assets.glassdoor.com/50-hr-and-recruiting-stats-for-2016.pdf>, 47 percent of the small businesses surveyed said they had difficulty finding qualified candidates for the positions they were trying to fill. So, to recruit and keep top talent, your small business needs to create a top-notch work environment.

To answer that challenge, a growing number of businesses are integrating a "B2E" (business to employee) approach into their company cultures. The overarching theme of B2E efforts is showing employees they are as valuable as a business's customers. B2E goes beyond the occasional staff appreciation gestures; It envelops all of the initiatives and programs a business offers to create a working environment that attracts and retains highly competent employees.

Some components of companies' B2E strategies include:

- Creative recruiting tactics
- Flexible working hours
- Bonuses
- Professional development opportunities

Another way your business can provide a quality experience to employees is through robust intra-company tools that streamline finding information and performing tasks. For example, implementing a company intranet that makes information, business applications and collaborative capabilities readily available in one central place can boost efficiency and employee satisfaction.

Elements of an Ideal Small Business Intranet

A few examples of the information and capabilities companies offer to employees through their intranets include:

- Company announcements
- Request forms for ordering office supplies
- Special deals on company merchandise
- Online management of insurance policies and 401K plans

And with a B2E portal (an intracompany homepage or desktop screen) that allows employees to customize elements of what they see, some companies also include individual employees' special interests:

- Stock reports
- News clips
- Weather forecasts
- Sports scores
- Games

By having an intranet for your business, you can give employees one centralized location to access what matters to them. Then you can use other traditional means of communication like email to reinforce information.

Benefits of a Small Business Intranet and the B2E Mindset

A B2E focused intranet gives employees a direct route to what is happening within a company and promotes a sense of community within a business. It can improve employee morale and save time as individuals can easily find and access the tools that they need to do their jobs and review or change their human resources related information. Having forms and documents online can also cut expenses as a business can rely on printers less and will not have to manually handle as much paperwork.

Where to Begin

If you are interested in implementing a company intranet for your small business, considering asking for a free consultation from one or more companies that specialize in developing intranets for small businesses. That will help you understand the available capabilities, implementation process, training requirements and pricing.

Remember, there are other strategies as well that can help make your company B2E focused. Contact SCORE to talk with a business mentor who can help you brainstorm ideas for practical and effective business-to-employee initiatives. SCORE mentors have expertise in all aspects of starting and growing a business, and they are available to provide you with the guidance you need to succeed.



Since 1964, SCORE "Mentors to America's Small Business" has helped more than 10 million aspiring entrepreneurs and small business owners through mentoring and business workshops. More than 11,000 volunteer business mentors in over 320 chapters serve their communities through entrepreneur education dedicated to the formation, growth and success of small businesses. For more information about starting or operating a small business, contact SCORE TriCounty. You can call 610.327.2673, email tricity@scorevolunteer.org or visit the website at www.tricity.score.org. SCORE is funded in part through a Cooperative Agreement with the U.S. Small Business Administration. All opinions, conclusions, and/or recommendations expressed herein are those of the author and do not necessarily reflect the views of the SBA.