

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

Monday, Nov 8, 2021– Advanced Excel

Shearer Technical
 727 Penn Ave, West Reading, PA 19611
 Four weeks on Mondays: Nov. 8, 15, 22 and 29
 8 a.m. - 10:30 a.m.
 \$240/person - Chamber Members.
 \$340/person - Not-Yet Chamber Members.

Tuesday, Nov 9, 2021- Women2Women Showing Up for Other Women Panel

Virtual Event - Link and instructions will be sent week of event.
 10:00 a.m. - 11:30 a.m.
 \$15/GRCA Member
 \$25/Not Yet GRCA Member
 Advanced Registration Required
<https://greaterreadingchamber.chambermaster.com/eventregistration/register/10899>

Wednesday, Nov 10, 2021- INTRO TO EXCEL

Shearer Technical
 727 Penn Avenue, West Reading, PA 19611
 Four weeks on Wednesdays:
 Nov. 10, 17, 24 and Dec. 1
 8:00 a.m.- 10:30 a.m.
 \$240/person - Chamber Members
 \$340/person - Non-Chamber Members
<https://greaterreadingchamber.chambermaster.com/eventregistration/register/10993>

Wednesday, Nov 10, 2021- W2W/FBA – back to school with Alvernia University – Fall 2021

Location: TBD; 6:30 p.m. - 7:30 p.m.
 Free to W2W Members & FBA Peer Group Member

Thursday, Nov 11, 2021- De Mujer a Mujer Inclusive Work- spaces Require BRAVE Leaders

Virtual Event - Zoom; 10:00 a.m. - 11:30 a.m.
 Workshop is one hour + breakout networking sessions; \$5/attendee
 Advanced Registration Required
<https://greaterreadingchamber.chambermaster.com/eventregistration/register/10901>

Friday, Nov 12, 2021- BOOT BARN RIBBON-CUTTING

1101 Woodland Ave, Wyomissing, PA 19610
 11:00 a.m – 8:00 p.m.
 Ribbon cutting at 12:00 p.m.

Friday, Nov 12, 2021- Intermediate Microsoft Excel

Shearer Technical Computer Consultants
 727 Penn Avenue, West Reading, PA 19611
 Four weeks on Fridays:
 November 12, 19, 26 and Dec. 3
 8 a.m. - 10:30 a.m.
 \$240/person - Chamber Members.
 \$340/person - Not-Yet Chamber Members.
<https://greaterreadingchamber.chambermaster.com/eventregistration/register/10992>

Monday, Nov 18, 2021 – Berks Alliance Community Forum - The Role of Transit- Oriented Development

Virtual Event - Zoom ; 11:30 A.M.
 Register in advance for this meeting:
<https://us02web.zoom.us/j/8121212121>
 After registering, you will receive a confirmation email containing information about joining the meeting.

GRCA Wins Pennsylvania Economic Development Association Award

The Greater Reading Chamber Alliance (GRCA) is pleased to announce it was recognized by the Pennsylvania Economic Development Association (PEDA) as the winner of the Economic Marketing Innovation of the Year Award for its Rebuild Berks campaign. The award was formally announced during the recent 2021 PEDA Fall Conference.

GRCA's Director of Communications & Marketing Leah Fassnacht and Digital Marketing Coordinator Audrey Krupiak managed the year-long campaign in partnership with the County of Berks and under the guidance of Strunk Media Group, Kutztown.

"The County is thrilled that the rebuild Berks initiative has been recognized by PEDA as the Economic Marketing Innovation of the year," said Berks County Commissioners Chair Christian Leinbach. "Rebuild Berks served a vital role in bringing the Berks County community together to support our local businesses throughout the many challenges we've faced

during the COVID-19 pandemic. The partnership between the County of Berks and GRCA made this program possible and is a lesson on what can be accomplished when we work together to address challenges in our community."

The Rebuild Berks campaign launched in July 2020 and encouraged Berks County residents and businesses to buy and source locally. The initiative provided critical safety information, free training, and access to funding opportunities, such as the Small Business New Start Grant Program and COVID-19 Hospitality Industry Recovery Program (CHIRP). In November 2020, GRCA collaborated with the Berks Agriculture Resource Network (B.A.R.N.), to launch a Rebuild Berks offshoot campaign called "Grow Together." The purpose of this ongoing campaign is twofold — first to encourage consumers to purchase directly from local farmers, and second to help position B.A.R.N. as the go-to resource in Berks County for agriculture-related information.

The Greater Reading Chamber Alliance Welcomes New Administrative Assistant, Creates New Position

The Greater Reading Chamber Alliance (GRCA) is pleased to announce its recent hire of Denise Vaquero as the new Executive Assistant to Jim Gerlach, President & CEO. In addition to her administrative duties, Vaquero will provide overall support to various departments at GRCA.

"I could not be more excited to contribute to the GRCA team. I look forward to the new challenges it will bring, and I hope to make a lasting impact at the organization," said Vaquero.

Most recently, Vaquero served as an HR benefits administrator and executive assistant at Glen Gery Brick, Wyomissing, where she assisted in employee hiring and onboarding as well as supplied administrative support to the company's executive team.

Vaquero replaces Shanon Sabanos as Sabanos transitions to the newly created Community Initiatives Team Coordinator. In her role, Sabanos will work on the implementation of the Economic Development Strategic Plan. She also will assume responsibility for loan portfolio administration and will head the Engage! Business Outreach efforts.

"The hire of Denise allows Shanon to move within the organization to further our mission of serving and advocating for our business community. I'd like to personally thank Shanon for all her great work in the Executive Assistant position and look forward to seeing her grow in her new role. We welcome Denise and know she will be a great addition to the team. These staff changes will continue to enhance the great work of our GRCA team," said GRCA President & CEO Jim Gerlach.

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Denise Vaquero



Shanon Sabanos



ACCELERATE YOUR BUSINESS GROWTH WITH A GRCA MEMBERSHIP

Join GRCA now to build new networks, gain resources and tools to maximize profitability, and get ahead of the competition. Your success is our business.



To learn how to become **GREATER** with a GRCA membership, visit joinGRCA.com.