



April 29, 2020

Hello,

I hope this letter finds you and your families safe and well. I encourage you to continue to practice all recommended safety and sanitary protocols, as they are essential in mitigating this crisis.

As you may have seen, GRCA recently released a video thanking community healthcare workers, but I also want to acknowledge and thank everyone who is working tirelessly to keep our local economy moving and our county up and running.

GRCA is developing a comprehensive recovery initiative that will provide planning tools to the Berks County business community to prepare for a full re-opening. My team will enlist the expertise of key community stakeholders, business leaders and board members to ensure the broadest possible input in designing the tools, programs and services businesses can rely on to jumpstart their operations. This plan will be a roadmap for Berks County businesses to travel the road to recovery.

While Gov. Wolf has articulated some standards he will employ for the re-opening of Pennsylvania businesses, there are still many questions that need to be answered. GRCA is committed to helping find those answers and communicating what they mean for the economic recovery of Berks County. It is clear that while we will be entering an entirely new era for business, a pathway forward exists. And this initiative will help illuminate the way.

During this important information-gathering phase, I encourage you to reach out to myself or any of my team members with questions, comments, concerns and suggestions. Please complete the recovery plan assessment sent to you to help shape this plan. Remember, we are in this together, and we are GREATER TOGETHER.

Sincerely,

A handwritten signature in blue ink, appearing to read "Jim Gerlach", with a long, sweeping underline.

Jim Gerlach
CEO, Greater Reading Chamber Alliance