

BERKS FAMILY BUSINESS ALLIANCE

Impact Report

FAMILIES BUSINESSES IN BERKS

Family businesses generate over 50% of the US Gross National Product however less than 1/3 of family businesses survive the transition from 1st to 2nd generation ownership. Another 50% don't survive the transition from 2nd to 3rd generation.

With a long-term focus on customer and employee satisfaction and social responsibility, family businesses are the biggest job creator in the U.S., contributing 78% of new jobs in the nation and constituting 60% of the total workforce. *We make the case that Berks County may indeed have more family business than the national average.*

It's because of these statistics that we are proud to offer the Berks FBA program to the community. Berks FBA is a special program of the Greater Reading Chamber Alliance (GRCA), with the mission to connect businesses with the resources that allow them to become bigger, better, and more efficient.



Provide resources and support for family businesses in Berks County, and as we continue into our 5-year anniversary of the program, we have reached more family businesses every year.

MISSION

IMPACTFUL EVENTS

Fall Forum - Virtual

- Legacy, Staying Relevant & Success with Yuengling + Unique Snacks
- Included speaker & sponsor swag bag to bring attendees together

Workshops

- Offering businesses the opportunity to work *on* their business while *in* their business
- Added 3 Virtual Workshops - COVID19 human effects, Best Practices Learned, & Green Phase Understanding

Added Events during Pandemic

- *Member Resource Wednesdays* - covering topics important to GRCA members and family businesses (every Wed.)
- *Jumpstart Your Weekend* - offering topics on wellbeing and sanity for businesses owners and individuals (every Fri.)
- 4 free webinars per week across COVID related topics & business development topics

VIRTUAL FBA

COVID19 forced us to transition our programs to a virtual platform. We reacted immediately and added *more* events to our calendar to meet the needs of our family businesses and removed fees for almost all events to ensure all could attend.



PEER GROUPS & FACILITATORS

Monthly discussion groups professionally facilitated by one of our sponsor professionals. This confidential setting allows members to "vent" issues but most importantly learn to solve problems & address future concerns for their business.

Paula Barrett, CPA/ABV, CVA, CEPA - RKL LLP

Partner, Business Consulting Services

Chet Mosteller - Mosteller & Associates

President

Daniel Becker, Esq. - Kozloff Stoudt Attorneys

Managing Director

Steve Essig - Essig Plumbing & Heating

President

GROWTH IN OUR REACH

850+ receiving bi-monthly newsletter

28 family business members in Peer Groups

23 family businesses in Peer Groups



2020 SPONSORS

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BB&T now Truist
FORCEpkg
Kozloff Stoudt Attorneys
RKL, LLP

Signature Event Sponsor

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Program Sponsor

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Family Champion Sponsors

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2020 FBA COUNCIL

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Dave Roland	- BB&T now Truist
Don Schalk	- O'Pake Center at Alvernia
Jay Wagner	- Stevens & Lee/Griffin

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CONTACT & GET INVOLVED