

GRCA
GREATER READING
Chamber Alliance



GREATER TOGETHER.



WELCOME TO GRCA

MISSION: To be Berks County's leading resource for building a healthy, competitive business community.

VISION: Assist companies to retain, expand and grow their operations and employment and attract new business to Berks County.

THE CHAMBER ADVANTAGE



"The Chamber has been an important part of my business success over the years. I believe in the chamber model and I know it will work for you too."

Tracy Hoffmann
President of Hoffmann Publishing Group
Member since 1990

Launching and growing a business is not easy. Investment, strategy, talent, timing, and even a bit of luck, all have their roles to play in success. When evaluating options to gain advantage, joining a chamber of commerce may not be on the top of your list. Yet, many of the most successful businesses in Berks County credit their GRCA chamber membership as one of the best decisions they have made.

More than just a voice for the business community, GRCA serves as a place of unity and community, even among competitors, and offers multiple strategies to strengthen your position in the marketplace. From networking to targeted marketing opportunities, awards recognition and professional development, chamber membership will give your business a competitive edge.

JOIN GRCA AND PUT OUR NETWORKS, RESOURCES AND EXPERTISE TO WORK FOR YOUR BUSINESS!

- **Build relationships** that have long-term impact on your business and in the community
- **Expand your networks** of prospects, contacts and investors
- Provide resources to **keep employees engaged** and ready for advancement
- **Gain expertise** in areas critical to business growth
- **Save on operating expenses** with exclusive member discounts

Did you know?

Particularly during periods of stress, chambers serve a critical role in advocating business interests that shape the future for strong economic growth. In 2020, the GRCA submitted 32 loan applications for local companies assisting them in being awarded \$2.8 M in loans.

What does success look like?



American Crane's work in the aerospace industry takes them to Cape Canaveral and beyond. A chamber member for more than 30 years, American Crane envisions success through its GRIT Matters Culture that embraces perseverance, heart and integrity and empowers its expert craftsmen to focus on exceeding customer expectations.

We want to know! The GRCA staff is focused on tackling your problems so you can reach your goals and achieve the success you envision. Understanding your vision of success will help us to position your chamber membership into an annual action plan, making the most of your time and investment.

"The Greater Reading Chamber Alliance helps Ashley Furniture Industries feel at home in the community. Our employees enjoy building relationships and skills in the various opportunities provided by the chamber."

Jessi Eben
Public Affairs Manager, Ashley Furniture Industries, LLC
Member since 2005

History

Founded in 1913, the Reading Chamber is one of the first chambers established in the United States and is proud to continue a legacy of fostering the growth and economic development of Berks County.

Members since 1913

- Sheerlund Products, LLC
- Albright College
- Carpenter Technology Corporation
- Lamar Outdoor Advertising
- UGI Utilities, Inc.
- Wells Fargo

What is The Chamber Advantage?

The GRCA's Chamber Advantage membership program provides businesses of all types and sizes a competitive advantage in growing and sustaining their businesses.

ENTREPRENEUR

Member benefits start here.

\$500

All GRCA members receive the following services and benefits. Starting at \$500, the entrepreneur level of chamber membership is packed with value and opportunities to take your business to the next level.

BUILD RELATIONSHIPS — IT'S FUN AND REWARDING!

From Networking@Noon to Women2Women events, you'll have plenty of opportunities to connect with other businesses and expand your network each month. Whether you're a B2B or B2C company, chamber events open the door to new partnerships.

MONTHLY NETWORKING EVENTS

Networking
@NOON

Networking
@NIGHT

Lunch &
Learn

GRCA SIGNATURE EVENTS

GOTASTE
BERKS

CHAMBER
ANNUAL PICNIC

THE
DINNER

BUILDING
BERKS
AWARDS &
TRADE EXPO

GRCA SPECIAL PROGRAMS

Berks
FBA
Family Business Alliance

women2women
GROW · CONNECT · LEAD

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ESTABLECIENDO CONEXIONES

DRIVE BUSINESS AND PROMOTE YOUR BRAND

The Membership Directory does your prospecting work for you with a comprehensive listing of all chamber members, their contact information and more.

Plus, take advantage of referrals, Hot Deals, member-to-member discounts and more — there are so many features that drive new business to you.

YOU HEARD IT HERE!

All new GRCA members are welcomed in:

- E-Newsletters/Member Minute
- Commerce Quarterly
- Social Media
- Breakfast4Success



Interested in hosting or sponsoring a networking event?

Promote your brand, or brand new location. Hosting an in-person event or sponsoring an online event is a great way to create awareness and promote your business.

Did you know?

GRCA produced more than 150 events in 2020!

To learn more about creating your directory listing and to take advantage of all the Member Information Center offers, please visit www.greaterreading.org



ADVERTISING & SPONSORSHIPS

Members can promote their events, news and create awareness through advertising opportunities in Chamber newsletters, weekly eblasts, magazine and website.

SAVE ON BUSINESS EXPENSES

Enjoy savings through the Chamber exclusive member discount programs and special services. Please check the website often, as these programs are expanding and being updated throughout the year.

- Notary service
- Certificate of Origin discount
- Job Postings

EXPERIENCE SAVINGS ON THE FOLLOWING

betterhelp



EG SMITH
A DIVISION OF THE RHODES ENERGY FAMILY OF COMPANIES

the Y YMCA

Office DEPOT
OfficeMax



Chamber members receive 10% off your first ad and a FREE subscription.



Signature Programs

WOMEN2WOMEN & DE MUJER A MUJER



GAIN EXPERTISE

Take advantage of your membership discount for GRCA's professional development and training programs offered virtually and located at the Center for Business Excellence (CBE). The GRCA's interactive programs feature peer-to-peer learning facilitated by subject matter experts and professional instructors.

We offer a range of training and professional development programs including:

- Lead Worker & Supervisor Training Certification
- Essentials of Effective Management
- Lessons in Leadership

HUMAN RESOURCES ROUNDTABLE

Join HR professionals for quarterly round table discussions and featured guests (One session included in membership).

ASSOCIATE MEMBERSHIP

Designed for sole proprietors, consultants and micro-sized businesses, our Associate Membership opens the door to several of the GRCA Chamber Advantage membership benefits. To learn more about this introductory membership offer, please contact Julie Larison at JLarison@greaterreading.org.

NEW!

Need some assistance from a subject matter expert? The GRCA Team of Experts will offer a free, 30-minute consultation to assist your business. We have you covered with finance, real estate, IT, employment benefits and more. For more information, please visit www.greaterreading.org.

TEAM OF
EXPERTS



These GRCA special programs are catalysts for developing women leaders and connecting women from diverse backgrounds to learn, share ideas and mentor each other.

women2women
GROW · CONNECT · LEAD

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ESTABLECIENDO CONEXIONES



BERKS FAMILY BUSINESS ALLIANCE (FBA)



FBA provides diverse programming and numerous interactive opportunities to local business that are exploring the unique challenges faced by family business owners and their employees.

"FBA Peer Groups have been a great resource for business advice and specific information tailored to helping family businesses succeed. The Groups also provide a close network of people who listen, advise and understand the special challenges of working with family. I've come away from many peer group meetings feeling like that's day's "therapy session" was very much needed and so worthwhile!"



Cheryl A. Light, CPA
Vice President and Chief Financial Officer
Spotts, Stevens and McCoy
Member since 2014



RECEIVE RECOGNITION

Stand out in the crowd by taking advantage of the Chamber Alliance Awards Programs. Designed to showcase our members and bring awareness to the dynamic and thriving business community in Berks County, the awards programs recognize the hard work, economic impact and dedicated spirit of our region.

ANNUAL DINNER AWARDS

The Greater Reading Top Businesses Program honors the area's most dynamic for-profit businesses and their contributions to the success of the entire community.



Eligible companies must:

1. be a for-profit independent, public or privately-held;
2. be headquartered in Berks County
3. have revenues of at least \$1 million in each of the three most recent fiscal years
4. be a Greater Reading Chamber Alliance member, and;
5. submit supporting documentation for revenues with nomination form.

The Entrepreneurial Excellence Award recognizes small businesses that are making significant contributions to the vibrancy of our local economy.



Eligible companies must:

1. be a for-profit company with revenues exceeding \$250,000 in the most recent fiscal year;
2. have an averaged positive revenue increase over the past three consecutive years;
3. have been in operation for at least three full years;
4. be a Greater Reading Chamber member;
5. not qualify for the Top Business Award threshold of \$1 million in annual sales for the past three years;
6. submit supporting documentation for revenues with nomination form; and
7. be headquartered in Berks County.



BUILDING BERKS AWARDS

GRCA recognizes construction and real estate development projects that have had a positive impact on the Greater Reading area and economy.



Project categories:

- Agricultural
- Education
- Entertainment / Tourism
- Green construction
- Health-related
- Historic preservation
- Housing
- Manufacturing
- Mixed-use
- Non-profit
- Office
- Retail
- Restaurant / Bar

ATHENA® AWARD

Women2Women, a program of GRCA, hosts the ATHENA® Award Program — an award that celebrates the potential of all women/men as members and leaders of the community and recognizes those who support them. Presented to leaders across professional sectors, the ATHENA® Leadership Award's rich history, international scope and focus on mentorship distinguishes it as one of the most prestigious leadership awards one can receive.



CATALYST

ACCELERATE GROWTH WITH MARKETING AND RESOURCES

As a Catalyst member, you will receive all the benefits of the Entrepreneur level Chamber membership, plus:

VISIBILITY, MARKETING & NETWORKING

- Member/Business Directory enhancements
 - Additional category or additional business listing
 - Enhanced business card listing in Member Directory
 - Customizable Member Directory listing
- Chamber Spotlight story/video on GRCA website
- Sponsorship opportunities at all GRCA events
- Advocacy Series Sponsorship opportunity (12/year, limited availability)

COST SAVINGS:

- Professional development training credit of \$100
- One Human Resources Roundtable session

RESOURCES:

- Member Business Directory contact list (1x per year)
- GRCA Lobby conference rooms (as available, reservations required)
- Co-working space access (reduced at \$135/month)

WORKFLOW SPACE AVAILABLE

GRCA’s co-working space is a professional co-work (shared workspace) setting where you can work, form networks, meet with clients, host meetings and interact with like-minded professionals. Several shared workspace settings are available to meet your needs, including shared open workspace with lounge-style tables and seating, cubicles and private offices. Space includes access to WiFi and many other amenities such as the use of conference rooms and AV equipment. It is open from 8-5, Monday through Friday.

Contact Mark Dolinski | mdolinski@greaterreading.org | 610.898.8386



\$1,000

What types of businesses become Catalyst members? Here are a few.

- Hospitality
- Legal services
- Construction
- Marketing & Creative Services



“The GRCA provides us a great opportunity to work together with other area business leaders to better our community, share knowledge, and seek additional outside investment that will benefit all of us in our area. The GRCA is a terrific advocate for our business community and a great resource.”

Eric Shippers
Sr. Vice President, Public Affairs & Government Relations,
Penn National Gaming
Member since 2018

Chamber Spotlight

It’s your turn to shine! Share your story on the GRCA Chamber Spotlight web page. Send us your videos, blogs, new product launches and proud moments. Take the spotlight!

INNOVATOR

EXPAND PROFILE AND BUILD BERKS COUNTY BUSINESS COMMUNITY

As an Innovator member, you will receive all the benefits of the Entrepreneur and Catalyst membership, plus the following:

VISIBILITY, MARKETING & NETWORKING

- Member/Business Directory enhancements
 - 2 additional categories
 - 2 additional business listings
- Facebook Live/Social takeover (1x/year)
- Automatic membership in the BCAC, together with bi-weekly state and federal legislative updates and invitations to BCAC legislative events.

COST SAVINGS

- Professional development training credit of \$200
- Two Human Resources Roundtable sessions

RESOURCES

- Ground-breaking Kit with GRCA shovels, hard hats, press release template (as available, reservations required)
- GRCA 4th floor Conference Room (as available, reservations required)
- Co-working space access (reduced at \$120/mth) or equivalent CBE space rental (1x use as available, reservations required)



SHARE YOUR VOICE!

As an Innovator, you receive automatic membership in the Business Community and Advocacy Council (BCAC), with biweekly state and federal legislative updates and invitations to BCAC legislative events.

\$1,500

What types of business become Innovator members? Here are a few.

- Bank and Credit Unions
- Legal firms
- Insurance agencies
- Healthcare services



“When I joined the Chamber, my business increased 25% within months. No one achieves success alone. We need each other. As a chamber member, I have partnerships and relationships that have enabled my business to grow and better serve my community.”

Adrean Turner
Turner Coaching,
Training & Consulting LLC
Member since 2015

INFLUENCER

DEVELOP THE WORKFORCE OF BERKS COUNTY

As an Influencer member, you will receive all the benefits of the Entrepreneur, Catalyst and Innovator membership, plus the following:

VISIBILITY, MARKETING & NETWORKING

- Member/Business Directory enhancements
 - 2 additional category or 2 additional business listing in online directory
- Sponsorship opportunity of 2 Associate members or 1 Entrepreneur level members. Sponsorships would be recognized at a Breakfast4Success event.

COST SAVINGS

- Professional development training credit of \$300
- Three Human Resources Roundtable sessions
- Customized trainings at 10% discount
- Family Business Alliance Peer group credit (\$200)

RESOURCES:

- GRCA Corporate Conference Room (as available, reservations required)
- GRCA Lobby conference rooms (as available, reservations required)

CUSTOMIZED PROFESSIONAL DEVELOPMENT

GRCA offers customized Professional Development Programs. Provide an out-of-the-box training solution for your team, your department or multiple teams within your organization to experience a professional development program together. Customized training can be held in GRCA’s facility or on-site at your location.

“The Carpenter Supervisor Academy in partnership with GRCA has been a complete success. Feedback from participants is extremely positive, the training materials are relevant and participants are able to utilize the information in their daily jobs immediately. The facilitation is outstanding and engaging. Extremely glad to partner with Mark Dolinski and the Chamber in the Supervisor Academy and other training needs.”

Ruby Mota
HR Business Partner, Carpenter Technology Corporation
Member since 1913

\$2,500

What types of business become Influencer members? Here are a few.

- Education
- Large Retail & Hospitality
- Healthcare providers
- Manufacturing



“Sweet Street became a GRCA member to increase engagement with fellow businesses in the community. A key benefit of membership is the various educational programs offered. Many Sweet Street employees have increased their skills and advanced their careers through supervisory and leadership training programs. Over 300 employees have participated in this training, with a total of 900 courses completed. This investment demonstrates our belief in how meaningful the GRCA courses are.”

Deb Antol
Director of Human Resources,
Sweet Street Desserts
Member since 1996

STAKEHOLDER

LEAD AND FOSTER THE BUSINESS COMMUNITY

As an Stakeholder member, you will receive all the benefits of the Entrepreneur, Catalyst, Innovator and Influencer membership, plus the following:

VISIBILITY, MARKETING & NETWORKING

- Member/Business Directory enhancements
 - 2 additional category or 2 additional business listing in online directory
- Sponsorship opportunity of 4 Associate Members or 2 Entrepreneur level members. Sponsorships would be recognized at Annual Dinner.
- Logo on GRCA website
- Mention at all GRCA Signature Events
- Mention in each edition of *Commerce Quarterly* Magazine

COST SAVINGS

- Professional development training credit \$400
- Four Human Resources Roundtable sessions
- Customized trainings at 10% discount
- Family Business Alliance Peer group credit \$400

RESOURCES:

- GRCA Corporate Conference Room (as available, reservations required)

“PAY IT FORWARD” SPONSORSHIP OF ASSOCIATE OR ENTREPRENEUR MEMBERS

As a Stakeholder member, you can jump start the growth of a business partner by providing a year of Chamber membership with your annual dues contribution. Sponsor at the Associate level, Entrepreneur level or both; it’s a great opportunity to equip a start-up, young business or entrepreneur with a tool kit for success.

“Mi Casa Su Casa Cafe opened in 2007 and became a Chamber member through the generosity of Jon Scott, who believed in our potential and recognized that a Chamber membership would help us be more successful. Jon’s sponsorship opened up a multitude of doors and allowed us to network, grow our sales and expand our business, and we have been members ever since. I am eternally grateful to Jon for the opportunity and to the GRCA for contributing to our success.”

Johanny Cepeda-Freytiz
Owner Mi Casa Su Casa Café
Member since 2012

\$5,000+

What types of businesses become Stakeholder members? Here are a few.

- Utilities
- Hospitals
- Universities
- Larger employers



“Our involvement with the GRCA has been vital to our ability to establish business relationships — and we strongly believe in its mission to encourage business attraction, business expansion, job creation and business investment throughout Berks County.”

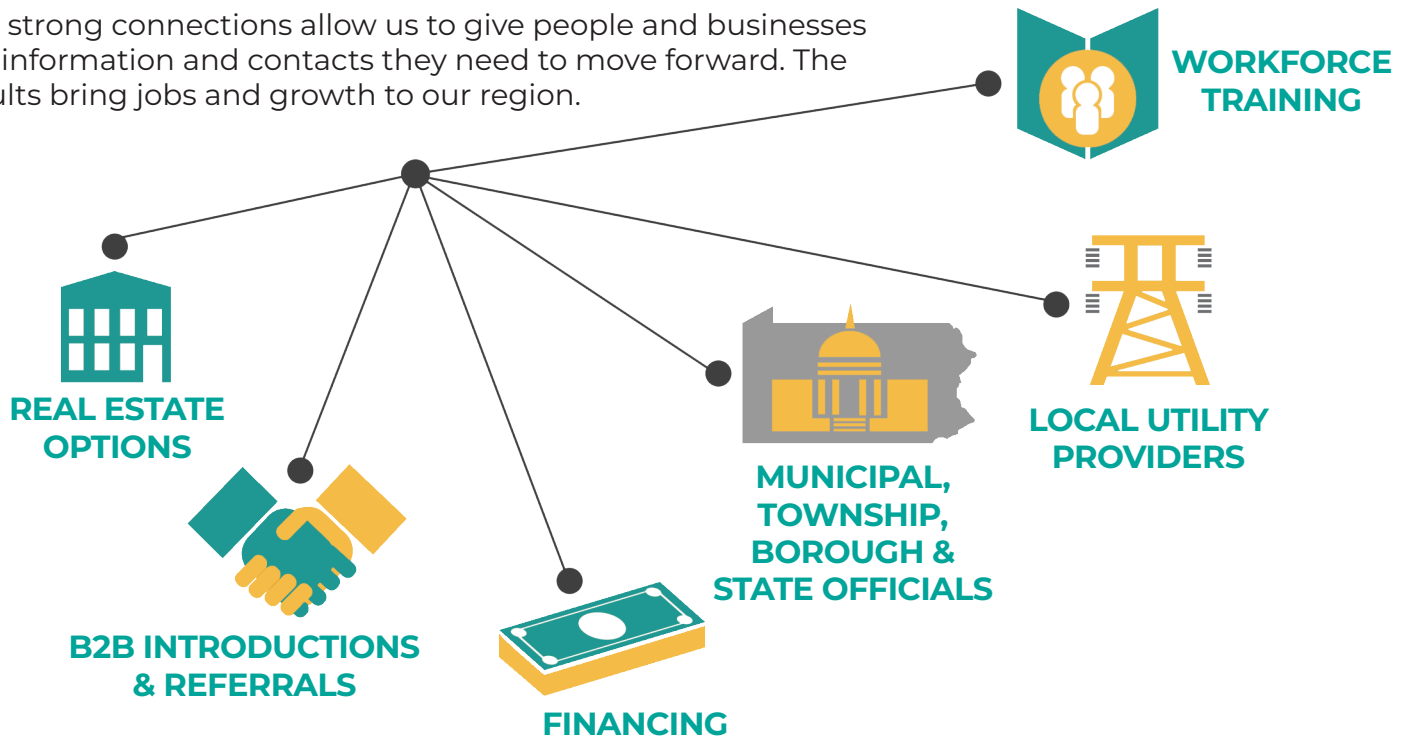
David Stonesifer
Managing Partner,
Herbein + Company, Inc.
Member since 1981



What we do

Greater Reading Chamber Alliance (GRCA) markets Greater Reading to attract new businesses to our area and ensure existing businesses stay here.

Our strong connections allow us to give people and businesses the information and contacts they need to move forward. The results bring jobs and growth to our region.



GRCA Resources

- Facilitated process and information gathering
- Planned tours of our community and properties
- Access to workforce development resources and programs
- Access to funding and incentive packages
- Mapping and customized workforce analysis
- Wage and salary information
- Regional data and demographics
- A comprehensive database of available office, commercial and industrial properties
- Introductions to service providers, business leaders and human resource professional

Contact us

MEMBERSHIP TEAM

Julie Larison

Director of Membership Services

JLarison@greaterreading.org | 610-898-7785

Melissa Hassler

Membership Specialist

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