

MEMBER RESOURCE GUIDE

INFLUENCER



GREATER TOGETHER.



WELCOME TO THE Chamber Alliance

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.



Thank you for becoming a member of the Greater Reading Chamber Alliance!

More than just a voice for the business community, the Chamber 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 gives your business a competitive edge.

We can achieve great results when we are connecting, communicating and collaborating as a business community. Together we are building a strong, inclusive and vibrant Berks County.

We are **GREATER TOGETHER.**

MEMBER RESOURCE GUIDE

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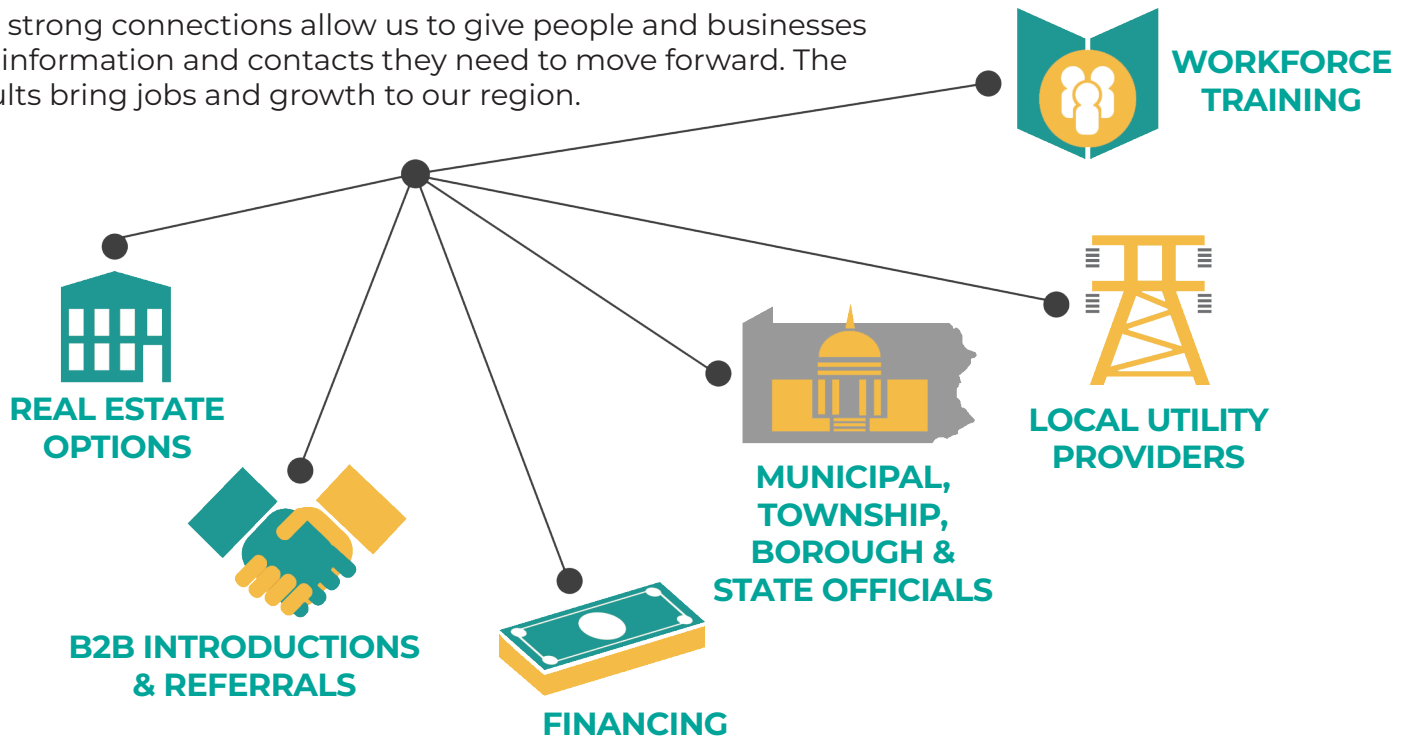
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GRCA **General** **Information**

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

SELECT GREATER READING!

GROW HERE. THRIVE HERE.™

Strategic Location

EASY ACCESS TO MARKETS, HUBS AND MAJOR CITIES IN THE MID-ATLANTIC AND NORTHEAST

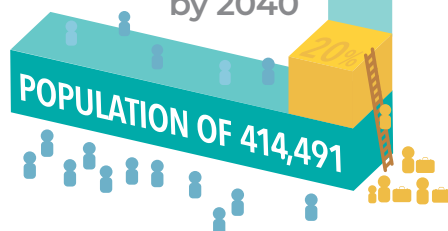
**100
MILLION**

people within
an overnight
drive



Population

**20%
EXPECTED GROWTH**
by 2040



Talent Pipeline

25,000

**COLLEGE AND
TECHNICAL SCHOOL
STUDENTS**

within **20** miles of Reading



Labor Data

November 2020

- Labor Force **221,200**
- Employment **207,500**
- Unemployment **13,800**



Source: DLI

Median Home Prices



Reading, PA	\$159,000
Allentown, PA	\$174,900
Philadelphia, PA	\$240,000
Baltimore, MD	\$287,500
Washington, D.C. - N. VA	\$435,000
Boston, MA	\$440,000
New York, NY - NJ	\$450,000

Source: Realtor.com

Cost of Living Index Q3 2020



- Reading, PA **97.9**
- Pittsburgh, PA **105.1**
- Allentown, PA **106.3**
- Baltimore, MD **110.1**
- Philadelphia, PA **112.9**
- Washington, DC **159.5**
- New York, NY **248.6**

Source: COLI

Top 8 Employers*



Company	Employment
East Penn Manufacturing Co., Inc.	8,151
Tower Health	7,494
Imperium Management Services, Inc.	2,935
Berks County Government	2,300
Penn State Health St. Joseph	2,194
Carpenter Technology	2,116
Penske Truck Leasing	2,043
Bosco's Department Store	1,650

*Does not include government or education institutions

Transportation Drive Times



- Baltimore, MD: **106 miles / 2:00 hours**
- Boston, MA: **339 miles / 6:00 hours**
- New York, NY: **124 miles / 2:30 hours**
- Philadelphia, PA: **62 miles / 1:00 hour**
- Pittsburgh, PA: **260 miles / 4:00 hours**
- Richmond, VA: **256 miles / 4:30 hours**
- Toronto, CAN: **452 miles / 8:00 hours**
- Washington, D.C.: **147 miles / 2:30 hours**

Education



IN 2018:
OVER 4600 DEGREES
were awarded

**OVER 1200
CTC CERTIFICATES**
were awarded

CONTACT US

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I'VE JOINED THE CHAMBER ... **NOW WHAT?** *Check your progress!*



DURING YOUR FIRST 30 DAYS

- ☐ Visit our website: www.greaterreading.org and review the Events Calendar, Membership Directory, Chamber Spotlight and various tabs.
- ☐ Update your listing on the Member Information Center (MIC), and contact the Membership Team with any questions.
- ☐ Request to be registered for our e-newsletters as applicable: GRCA, Women2Women, Berks Family Business Alliance, and Small Biz News.
- ☐ Follow us on social media:
Facebook: Greater Reading Chamber
Twitter: @ReadingChamber
Instagram: greaterreadingchamber
LinkedIn: Greater Reading Chamber Alliance
- ☐ Plan to join us at our next Breakfast for Success, where you will be recognized as a new member!
- ☐ Consider a ribbon cutting or grand opening celebration! Work with the Membership Team to coordinate dates, ensure staff attendance and support, as well as the opportunity to borrow our "big scissors" and red ribbon!
- ☐ Attend a networking event – see what they are all about!

WITHIN 60 DAYS, BE SURE TO

- ☐ Attend a Women2Women program, an FBA session, or a Training program – there is something for everyone, and across all industries!
- ☐ Send all of your company press releases and news to the Communications Team for our e-newsletters and our print publication, *Commerce Quarterly*.
- ☐ Keep in touch with the Membership Team a call for any recommendations on ways to take advantage of your membership benefits.

WITHIN TO 90 DAYS

- ☐ Review our online Membership Directory.
To whom can you potentially refer business?
- ☐ Look into the various committees to see where you may be interested in getting further involved.

AFTER 120 DAYS

- ☐ Consider a Chamber Spotlight feature, or pitch a story for our *Commerce Quarterly* publication with our Communications Team.
- ☐ Need customized training, a peer group, or interested in a LeanIn Circle? Contact us for more information on these professional growth opportunities.
- ☐ Review your Membership ROI – are we meeting the goals you set for joining? Let us know how we can help you make your membership work for you!



Contact us:

Julie Larison, Director of Membership
JLarison@greaterreading.org | 610.898.7785
Leah Fassnacht, Director of Communications & Marketing
lfassnacht@greaterreading.org | 610.898.7780

INFLUENCER

Member Benefits

INFLUENCER

DEVELOP THE WORKFORCE OF BERKS COUNTY

\$2,500

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

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

Member benefits start here.

All GRCA members receive the following services and benefits. Starting at the entrepreneur level 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

de mujer a mujer
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 opportunity to send direct messages.

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



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



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).

NEW!

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



Signature Programs

WOMEN2WOMEN & DE MUJER A MUJER



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

de mujer a mujer
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.



Chamber Spotlight Blog

WHAT IS A BLOG?

A blog is a short article published on greaterreading.org. The ultimate goal of a blog post is to add value to our readers by being informative and educational.

Your topic should be discussed ahead of time with the Marketing Department so it can be added to the blog calendar for planning purposes.

WORD COUNT

The word count can be anywhere between **300-1000 words**. It is important to completely cover your blog topic. If your blog is running long, talk to Marketing about other options.

AUDIENCE

Your audience is **GRCA members or prospects** that may identify with the topic chosen.

BLOG TIPS

1. Use simple, direct sentences and short paragraphs - specific to a 9th grade reading level
2. Add subheadings and bullet points to break up text
3. Ask yourself if your content is useful.
4. Don't use technical terms or acronyms and assume your reader understands.
5. Reduce the amount of "fluff." Readers want information and action.
6. Add a call to action.
7. Put in your personality and flare.
8. If presenting material written by someone else be sure to attribute the material by linking to the source.
9. Provide Marketing with images and links to make your blog more interesting to the reader.

BLOG FORMAT

1. **Headline:** Keep it short and include important words
2. **Opening:** 3-4 sentences about what your blog will include. Grab attention!
3. **Content:** Share examples, provide advice
4. **Closing:** Summarize and add a call to action

NEXT STEPS

1. Review and submit your blog to Marketing. Include any pictures and links that will make your blog more interesting.
2. Help us spread the word by sharing your blog once it is posted to social!

THANK
YOU

Thank you for contributing your expertise and blog! Content marketing is really important because (1) it builds trust, (2) attracts and nurtures prospects, (3) educates our community and members on what we do.

How to

Facebook Live with the Greater Reading Chamber Alliance

1.



Provide GRCA your preferred date and time for your Facebook Live. Approval will be given from GRCA.

2.



Choose a person at your organization that will handle your company's Facebook Live. Inform GRCA of the person.

(This person must follow the GRCA Facebook page.)

3.



The day of the Facebook Live event, GRCA will make the person a moderator of GRCA's Facebook page. This will allow them to perform the live and give control of the live feed.

4.



The day after the Facebook Live event, GRCA will remove the person as a moderator from GRCA's Facebook page.

5.



A few days after your Facebook Live event, GRCA will provide general stats on views, comments, likes.

Facebook Live Tips

1. **Plan** what you want to discuss/show during your Facebook Live event.
2. **Practice** and make sure you can fit everything in the allotted time.
3. During your live event make sure you are **interacting** with your viewers and commenters.

Advocacy In Action

Providing business-friendly solutions to regulatory, legislative and workforce issues.

The GRCA business advocacy program serves as the front-line advocate for business and community. We provide a bridge between business, community and government and facilitate engagement of federal, state and local officials with the regional business and community stakeholders.

We evaluate member priorities through various interactive initiatives and surveys. Member input is used to establish the Chamber's Policy Agenda developed by the Council along with the Standing Issues Committees and approved by the Chamber Board. We collaborate with other organizations/groups that are engaged in similar priorities, so we can align and speak with one voice and effectively use available resources.

Business & Community Advocacy Council

Join Today!

GRCA members at the Influencer, Innovator and Stakeholder membership levels can participate on the Business & Community Advocacy Council, which meets regularly with community and alliance partners. In addition, members can join a Special Issue Task Force.

Task Force Groups (established each year based on policy agenda)

Benefits & Workforce

- Workforce Talent Pipeline
- Health Care & Benefits
- Labor Law

Budgets, Spending & Taxes

- Public Pension Reform
- Tax Reform
- State & Federal Budgets

Business & Community Development

- Business Incentives/Regulations Impacting Business
- Smart Growth
- Infrastructure & Energy Resource

Transportation

- Route 222N #1 Priority Road Improvement Project
- ReadingBridges.net/422 West Shore Bypass
- Passenger Rail

Take Action – Contact: Katie Hetherington Cunfer, Director of Government & Community Relations at:
kcunfer@greaterreading.org



Sponsor A Member!

As an Influencer or 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 the chamber advantage.

My Story



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

Interested in Paying it Forward?

Please contact Julie Larison
Director of Membership Services at
jlarrison@greaterreading.org



GREATER TOGETHER.

GRCA Programs

A **workflow** is the process to get stuff done.

WORKflow

WORKflow is the place to get stuff done.

Calling all crafters of companies, the builders of better businesses and the masters of making it work, who just happen to need a place to work. WORKflow, formerly known as Catalyst on Commerce, is a dynamic, coworking space located in Wyomissing and is chock full of amenities needed to get stuff done. Having a quiet workspace to meet with clients, answer emails or plan your next move is a key factor in your success.



MEMBERSHIP OPTIONS

Cubicles include locked drawers, and open shared workspace features lounge style tables & chairs. Private offices are furnished and have keyed entrances that allow you unlimited 24/7 access.

Shared Workspace

1 year	\$150/month
6 months	\$175/month

Private Office 1

1 year	\$750/month
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Private Office 2

1 year	\$875/month
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AMENITIES

- ☐ Free Wi-Fi connections
- ☐ Free coffee
- ☐ Free parking
- ☐ Lounge areas
- ☐ Networked color copier/printer
- ☐ White boards & A/V equipment
- ☐ Kitchen area with refrigerator & microwave
- ☐ Two conference/meeting rooms
- ☐ Handicap accessible
- ☐ Document shredding
- ☐ Lockers
- ☐ Mailing address & mail slots*

(*available for one year membership only)

TO JOIN

Contact Mark Dolinski
mdolinski@greaterreading.org | 610.898.8386

*WORKflow is available to Chamber members only.
To join the chamber, call 610.898.7785

TEAM OF EXPERTS



*Take advantage of
our new Chamber
Benefit Program!*

What is the Team of Experts?

The GRCA Team of Experts is a group of chamber members who are professionals in fields that support business operations. These individuals volunteer to provide one free 30-minute consultation to other GRCA members.

Who is on the Team?

The team is composed of a broad range of professional and business services that support small business.

How do I get a FREE consultation?

Please review the Team members featured on the Team of Experts webpage and fill out the form on the page. Be sure to add the question you would like answered and choose the team member with whom you wish to connect.

We will send your contact information and question to the appropriate team member.

Sample of Business Services Included

- ☐ Accounting Services
- ☐ Employee Talent Development
- ☐ Financial Advising & Retirement Planning
- ☐ Healthcare Benefits
- ☐ IT Consulting Services
- ☐ Leadership Coaching
- ☐ Marketing Services
- ☐ Multicultural Banking Services
- ☐ Multicultural Employee Engagement
- ☐ Real Estate Loan Services - Agriculture and Manufacturing
- And More!

Join the Team!

If you are interested in joining the GRCA Team of Experts, please contact:

Julie Larison,
Director of Member Services at
jlarison@greaterreading.org.

Contact us:

Julie Larison, Director of Membership Services
jlarison@greaterreading.org
Melissa Hassler, Member Specialist
mhassler@greaterreading.org

GRCA
**GREATER
READING**
Chamber Alliance

HUMAN RESOURCES & BENEFITS ROUNDTABLE

Exchange Ideas • Share Information • Problem-Solve • Learn from Peers • Avoid Costly Mistakes

Join a group of your peers in a confidential quarterly lunch roundtable to proactively discuss pressing issues, regulations, and other programs that affect you.

As a Human Resource Professional, you are involved in making crucial decisions every day. The Human Resources and Benefits Roundtable will provide a forum for you to ask for advice, share insights, gain practical knowledge and counsel on the challenges, trends, and best practices that will provide new ideas and solutions to problems.

WHEN:

Jan. 21 • April 15 • July 15 • Sept. 30

TIME:

Noon to 1:30 p.m.

**LUNCH
INCLUDED**

WHERE:

Center for Business Excellence,
49 Commerce Dr., Wyomissing
or virtually using Zoom

FEE (includes all four sessions):

\$195 per year member

\$250 per year non-member

PAST TOPICS:

Gain Sharing or Bonus Programs •
Performance Management • Wellness
Initiatives • Job Classification Rating
Processes • EFCA • Organizational
Reviews • COVID-19 Best Practices

"As a member of the HR Roundtable for many years, I found the sharing of information to be exceptionally helpful to me as an HR Professional. I learned about new initiatives implemented by other area employers, discussed our HR legal challenges and compared our current practices with one another in everything from recruiting to healthcare to labor relations. The members are supportive of each other's efforts to be the best strategic partner possible to our respective organizations."

— HR Roundtable Participant

HOW TO REGISTER:

Visit tinyurl.com/GRCA-HR-Roundtable

QUESTIONS?:

Contact Mark Dolinski at mdolinski@greaterreading.org • 610.898.8386

Berks



Family Business Alliance

“WHY” being part of the **FBA** is important...

Privately held businesses represent the vast majority of Berks County based companies. Many of these businesses are family-owned and operated. The Berks Family Business Alliance (FBA) was established to meet the specific needs of family-owned businesses - small and large, to help guide and connect them with the resources they need to prepare their business family for generations of success. The FBA provides resources/support in many ways.

2021

A Program of
the **Greater Reading
Chamber Alliance**



FALL & SUMMER FORUM & SYMPOSIUM

These events are held annually and are great opportunities to hear successful and inspiring guest speakers. All sessions are presented by skilled experts on topics specifically focused on the issues family business owners and managers face every day! Here's what one person had to say about the 2018 Fall Forum. "I learned a lot about the generational differences and where they came from. This helped me a lot when dealing with other generations."

THE 2020 FALL FORUM

The 2020 Fall Forum was held virtually on November 19th featuring 6th generation business owners Justin Spannuth of Unique Snacks and Wendy Yuengling Baker of Yuengling hosting *Legacy, Staying Relevant & Success with Yuengling + Unique Snacks*.

SAVE THE DATE!
2021 FALL FORUM
NOVEMBER 17, 2021



SUMMER SYMPOSIUM

SAVE THE DATE!
JUNE 22, 2021

The topic, speakers and event details will be shared closer to the event date and in accordance with all gathering guidelines.

UPCOMING WORKSHOPS

SAVE
THE
DATES!

hot topics which family-owned businesses are currently working through. Our workshops typically receive a 100% approval rating from their participants. The upcoming workshops will be:

WORKSHOP I FEBRUARY 17, 2021

Estate Planning Panel
Stevens & Lee/Griffin, RKL
LLP, M&T Bank, Kozloff
Stoudt Attorneys, and BB&T
now Truist

WORKSHOP II MARCH 23, 2021

**Honoring Legacy & Leading
by Principles:** The Essig Family
Business Story with Steve Essig, G3
President of Essig Plumbing & Heating
In partnership with Delaware Valley
Family Business Center

ALL IN THE FAMILY FORUMS



Hosted by a local family business, these 'gatherings' are held periodically at their business location. This is networking with a purpose! A great opportunity to meet other area family-owned businesses, cultivate resources you can use, and build relationships in the community. A spring/summer date and family business venue will be released in 2021. Stay tuned!

**Want to host an
All in the Family Gathering?
CONTACT US TODAY!**

PEER DISCUSSION GROUPS

**PEER GROUPS MEET 8-10 TIMES PER YEAR
ANNUAL PARTICIPATION FEE: \$400 PER PERSON**

Confidential, non-competitive, and professionally led peer discussion groups give you the opportunity to meet and solve challenges of running a family enterprise in very competitive, disruptive times. For five+ years Berks FBA has hosted these discussions, which are facilitated by professionals in the field. Participants' experience confirmed what research has shown or years: these peer groups provide family businesses with an edge.



Go back to school with



**Alvernia
University**

All Peer Group
members receive a
**TUITION
DISCOUNT!**

“ I've found my FBA
Peer group to be a
positive experience that I look
forward to each month. All in my
group share similar experiences
and goals (business and
otherwise) and we can discuss
any topic in an unbiased,
confidential setting. ”

**Mike Duddy,
WORLD Electronics**

Thanks to our fantastic SPONSORS

we are able to offer these valuable
resources at a modest cost.

For more information on GRCA's
Berks Family Business Alliance
visit www.GreaterReading.org
or call 610-898-7775

FOUNDING PARTNERS & MAJOR SPONSORS:

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FAMILY CHAMPION SPONSORS:

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Orrstown Bank, Paul W. Essig,
Redner's Markets



If your business is planning an open house, ribbon cutting or ground breaking ceremony, the Greater Reading Chamber Alliance can provide detailed instructions and assistance.

Contact us for more information

MELISSA HASSLER
Membership Specialist
MHassler@greaterreading.org
610-898-7784



MEMBER
EXCLUSIVE
Discount
Programs



Make your mark with *Signature*



Greater Reading Chamber Alliance members can enjoy exclusive price-advantaged, unique plan designs with Capital BlueCross Signature Series.

Plan options include deductibles ranging from \$500 to \$5,000, sensible coinsurance and out-of-pocket maximums, as well as cost-efficient copays. Every plan includes prescription drug coverage and can be coupled with other benefit solutions including dental, vision, international travel insurance, and more¹.

For complete plan details, ask your broker about *Signature*

2021 Signature Plans ² —Small Business ASO					
Plans Include:	Signature PPO 500/20/30	Signature Shared Deductible PPO 4000/0/30—500 ³	Signature PPO 5000/0/30— Deductible First	Signature QHDHP PPO 3500/0/0	Signature QHDHP Valley Advantage EPO 3500/0/0
Deductible⁴ (2x Family)	\$500	\$4,000	\$5,000	\$3,500	\$3,500
Coinsurance	20%	0%	0%	0%	0%
Out-of-Pocket Maximum⁵ (OOP max)	\$1,000 coinsurance only; \$8,550 overall OOP max	\$8,550	\$8,550	\$6,900	\$6,900
Primary Care Physician⁶ (PCP) (Virtual Care)	\$5	\$5	\$5	D/\$5	D/\$5
PCP⁶ (In-office)	\$30	\$30	\$30	D	D
Specialist⁶	\$50	\$50	D/\$50	D/\$50	D/\$50
Urgent Care⁶	\$75	\$75	\$75	D/\$75	D/\$75
Emergency Room⁶	D/\$250	D/\$250	D/\$250	D/\$250	D/\$250
Inpatient⁶	D/20%	D/\$500 ⁷	D/\$500 ⁷	D	D
Hi-Tech Imaging⁶	D/20%	D/\$250	D/\$250	D	D
Lab^{6,8} Independent Hospital	\$30 D/\$50	\$30 D/\$50	\$30 D/\$50	D	D
OP Surgery Facility Fee^{6,9} ASC ACH	D/20%	D	D	D	D
OP Surgery Professional Fees⁶	D/20%	D	D	D	D
Rx Plan¹⁰	✓ (see highlight sheet for details)	✓ (see highlight sheet for details)	✓ (see highlight sheet for details)	✓ (see highlight sheet for details)	✓ (see highlight sheet for details)

Capital BLUE

¹ Pricing effective 01/01/2021. Groups may not move from or into this product suite off renewal. Groups selecting products from this suite may not elect other medical/drug products not within the suite. Signature is only available to Chamber members, or those intending to become members, that cover between five and 99 eligible employees.

² Signature Plans are only available to employers who are members of the Greater Lehigh Valley Chamber of Commerce or Greater Reading Chamber Alliance. Plan naming convention = Plan type, Deductible/Coinsurance/PCP office visit copay. Cost share amounts shown in this grid are for participating providers only, with the exception of Urgent Care and Emergency Room copayments.

³ On a single plan, Capital BlueCross covers the first \$500 of the deductible for the member, who is then responsible for the remaining \$3,500 deductible.

⁴ On all QHDHP plans, the single deductible is not embedded on the family plan. All other plans have an embedded deductible.

⁵ On all plans, the family Out-of-Pocket Maximum is two times the single Out-of-Pocket Maximum displayed, with the single Out-of-Pocket Maximum being embedded on all family plans.

⁶ \$ = Copay only; D = Deductible only; D/\$ = Deductible applies first then a copay; D/% = Deductible applies first then coinsurance

⁷ The inpatient copayment is applied one time per admission after deductible has been satisfied.

⁸ Some plans have a tiered Lab benefit – Independent labs | Hospital based labs

⁹ Some plans have a tiered outpatient surgery facility fee – Ambulatory Surgical Center | Acute Care Hospital. The copayment amounts shown apply to the facility charges only. Members will still incur professional charges for these services.



¹⁰ Please refer to the highlight sheets for specific Rx program details.

MEMBER EXCLUSIVE DISCOUNTS

MAKE YOUR MEMBERSHIP WORK FOR YOU

GRCA
GREATER READING
Chamber Alliance

GRCA has partnered with multiple companies to help you get the most out of your membership. Your business may be using some of these products at much higher rates. **Join GRCA and start saving NOW!**

Program	Potential Savings
 Constant Contact Chamber members get 20% off if they prepay for six months, or 25% off if they prepay for a year.	\$180/per year
 Fleet Fueling Program Chamber members with one or more corporate vehicles can save up to \$0.04 per gallon.	\$0.04/per gallon
 YMCA Chamber members receive a 20% discount on membership.	\$123/per year
 BetterHelp Receive access to the world's largest online counseling provider at a 25% discount.	\$80/first month



SAVE EVERY DAY WITH OUR FLEET FUELING PROGRAM

Our Fleet Fueling program gives you the ideal tools for overseeing your fleet fueling. Best of all, it's **free** - and it comes with a full customer support team from a **trusted, local** company. The program also offers purchase controls that can be pre-programmed per card to help manage company-wide fueling policies. The web-based account management system provides all the information you need at your fingertips: consolidated usage information, reports online that can be created and saved, and other tools.

The benefits associated with this program include:

- ✓ **No sign up or card fees**
- ✓ **Save 1¢ per gallon discount at all fuel stations that accept the Voyager Card**
- ✓ **Use at over 320,000 locations nationwide**
- ✓ **Manage fleets of 1 to 100+ vehicles**
- ✓ **Benefits the Greater Reading Chamber Alliance**
- ✓ **Web-based account management**
- ✓ **Easily find fueling stations with the Voyager Mobile App**
- ✓ **Customized reporting**
- ✓ **Electronic billing**
- ✓ **Flexible controls per driver or vehicle**
- ✓ **Local support and service**

For more information or to sign up today, contact:

Heather Rineer
Manager of Client Operations

717.304.9461
rineer@rroadsenergy.com



A DIVISION OF THE RHOADS ENERGY FAMILY OF COMPANIES





GRCA MEMBERSHIP SPECIAL

TAKE 20% OFF

AND \$0 JOINING FEE

ON ADULT & FAMILY MEMBERSHIPS AT ALL
YMCA OF READING AND BERKS COUNTY BRANCHES

Chamber members must present their work ID/badge at the Welcome Center to redeem offer. Please call your YMCA of Reading and Berks County branch for additional details.

GRCA
GREATER READING
Chamber Alliance

Learn more at www.ymcarbc.org

Reading YMCA » Sinking Spring Family YMCA » Tri Valley YMCA
Mifflin Area YMCA » Adamstown YMCA

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Access your SPC Card

- Manage rewards
- Get special offers



NATIONAL CHAMBER
PROGRAM

VISIT STORES.OFFICEDEPOT.COM FOR STORES NEAR YOU

NEW MEMBER BENEFIT

Join Greater Reading Chamber Alliance Today and Receive a Gratis Ad Placement in Our Next *Commerce Quarterly* Issue... a \$375 Value



Become a New Greater Reading Chamber of Commerce Member and Receive a Gratis Ad Placement in our Member/Business Community magazine, *Commerce Quarterly*.*

Join the Greater Reading Chamber of Commerce and receive one gratis eighth-page, business card ad, in the GRCA *Commerce Quarterly* magazine within the quarter of your New Membership enrollment. Your gratis ad placement must run in same issue where your name is also listed under the Chamber's New Members List, which appears in every quarterly issue.

New Member must supply a digital, print-ready, eighth-page business card or ad file (3.5625" Wide by 2.2815" Tall) for gratis inclusion. Hoffmann Publishing Group can prepare electronic files for print for \$50, should you not have digital files available. Hoffmann Publishing Group will also provide New Member pricing for larger-page ad space or additional placements.

Specification Details

Ad Placement Size: 3.5625" Wide by 2.2815" Tall
Placement Cost: Gratis if placed in corresponding *Commerce Quarterly* issue where New Member Name appears (a \$375 Value)
Optional Design Cost: \$50 for development if digital files are not available

**Applies only to New Chamber Members (Last recorded active status ending prior to 2020)*

Contact Alicia@Hoffpubs.com, or 610-685-0914 x210, with your ad or questions, or visit Hoffpubs.com for more information about media placement.



SAMPLE AD SIZE



**"Looking for new clients?
Our readers are active,
community-minded
decision makers with
disposable income."**

Alicia M. Lee
Regional Media Sales Executive
alicia@hoffpubs.com
610-685-0914 *210

 **Hoffmann**
Publishing Group

hoffpubs.com



presents an exclusive partnership with the
Greater Reading Chamber of Commerce and Industry

Greater Reading Chamber of Commerce and Industry
members get an exclusive

10% Discount

off prevailing advertising rates

Berks County Living is the county's premier upscale monthly magazine.

Now you can reach the area's most affluent consumers in one place.

Plus every chamber member receives a subscription!

Check out these reader demographics

97% are home owners • Average household income is \$75,000+

59% of readers have specifically patronized a business after seeing an ad in **BCL**

Target Age: 35-65 • Over 35,000 area readers • Sold at 75 local newsstands

To request a media kit or additional information on advertising, call:

IDP Publications

610-775-0640

RJones@BerksCountyLiving.com



GREATER READING CHAMBER ALLIANCE



FREE Radio Advertising for New Members

As a new member of the Greater Reading Chamber Alliance, you are entitled to 12 free fifteen-second new member salutes (valued at \$240) courtesy of WEEU Radio 830AM.

Note: If you are new to the WEEU Family of advertisers and you purchase radio advertising with WEEU at the time you submit this order for FREE salutes, WEEU will give you a 50% discount on your radio commercial order (Packages excluded).

_____ Yes, I want to participate in WEEU's generous offer of fifteen-second new Chamber member salutes.

Firm Name: _____

Address: _____

City or Town: _____ Zip: _____

Contact Person: _____ Title: _____

Phone: _____ Fax: _____

Please give us a brief description of the service or product that you provide:

Fifteen-second salutes will normally be scheduled in one week throughout all radio day parts.

Flexibility of scheduling remains the option of WEEU.

Please return this form to:

Attn: Membership Department Greater Reading Chamber Alliance
606 Court Street, Reading, PA 19601

You may also fax this sheet to us at 610-376-4135.

Expiration Date: _____

GRCA **Advertising & Sponsorship**

HIGHLIGHT YOUR BUSINESS



2021 ADVERTISING OPPORTUNITIES

ELECTRONIC ADVERTISING

The Greater Reading Chamber Alliance has an extensive email bank that represents Greater Reading's business elite. Use this highly interactive medium to deliver your message directly to decision makers who also buy consumer goods. E-mail marketing allows you to change your message instantly and keep it fresh, allowing for maximum return on your advertising dollars. **Options include:**

The Connection – Electronic Newsletter

The Connection focuses on GRCA news and events and is delivered every other Tuesday. It reaches 3,500+ members with an average open rate of 15% and click rate of 14.5% (both above industry average).

- **Banner Ad:** 1 premium space available - \$300/month (2 newsletter blasts)

Placement: Your premium banner ad will be located mid-newsletter.

Specs: 500(w) x 100(h)px at a resolution of 72 ppi.

Text should be limited and large enough to read. One link per graphic.

Member Minute – Electronic Newsletter

This is the place to announce important anniversaries, employee promotions, gold star items, member events and more. It reaches 3,500+ members and is delivered the 3rd Thursday of the month with an average open rate of 16% and click rate of 9% (industry average).

- **Banner Ad:** 2 premium spaces available - \$150/month

Placement: Your banner ad graphic will be located mid-newsletter.

Specs: 500(w) x 100(h)px at a resolution of 72 ppi.

Text should be limited and large enough to read. One link per graphic.

- **Promotional Text:** \$75/newsletter

Placement: Your promotion will be located under "Member2Member."

Specs: Your promotional text can advertise an upcoming special at your business, new product promotion, etc. and includes your logo, text (50 words or less) and link.

Logo specs: 125(w) x 125(h) px at a resolution of 72 ppi.

eSpotlight – Weekly eBlast

Your exclusive ad or video email message is sent directly to 4,000+ members. This creative and timely advertising vehicle gives you flexibility to creatively get your message out using your full-color graphic linked to your webpage, video or podcast. These are emailed to our members on Mondays only and offer an average open rate of 18%.

- **eBlast Image:** 1 advertiser per email blast - \$350/blast - One month prior notice required.

Specs: 600(w) px at a resolution of 72 ppi | If using text, must be at least 12 pt. font | PNG image preferred
Subject line for eBlast | Link destination for image/ad



WEBSITE ADVERTISING

Premium Webpages

Choose to place your ad on our NEW website! Your ad will rotate on our Premium Pages so no matter where our guests click through, your ad will be seen on our most popular pages.

Member Benefits - Business Directory - Events Calendar - Small Business - Business Resources - Financing

■ **Skyscraper Ad:** 5 premium spaces available - \$250/month or \$600/quarter (\$150 value!)

Placement: Your skyscraper ad graphic will be located vertically in the right sidebar. Ads will rotate between all Premium pages with only one ad on each page at a time.

Specs: 200(w) x 400(h) px at a resolution of 72 ppi.

Text should be very limited and large enough to read. One link per graphic.

Additional Web Listing

All members receive a free member directory listing however taking the opportunity to list your business in other industry categories will enable you to reach more potential clients. Don't forget you can make this extra listing, like your first listing, as enhanced as you'd like.

■ \$100 per extra listing – per year



SOCIAL MEDIA ADVERTISING

Through 2020 social media usage and e-commerce has skyrocketed. The GRCA Facebook page offers 4,400+ likes and 5,300+ followers to view your Facebook posts and live messages. In addition, the GRCA Instagram page offers 1,700+ followers to see your broadcasts. **Options include:**

Social Media Takeover

■ **Facebook Live:** 1 per week available - \$150 per Live session

How: You will be granted host privileges for your 10-minute Live session with access to the GRCA membership, chat features and ownership of your Live session. The content is yours to create and will be advertised by GRCA in advance of the takeover date.

*Following the Live session GRCA will offer your week-long views, comments and likes but will remain in the GRCA Facebook video archives to view again and again.

■ **Facebook & Instagram Takeover:** – 1 per week available - \$200 per Takeover

How: Your posts will be the only posts made on the GRCA Facebook & Instagram during your selected day (as a post in the GRCA story).

Specs: Three Facebook posts (images + verbiage) and three Instagram posts (images + verbiage) will be provided to GRCA at least 1 week in advance for scheduling

WOMEN2WOMEN ADVERTISING

Women2Women (W2W), a special program of the GRCA, serves as a catalyst to develop women leaders by connecting women from diverse backgrounds to learn, share ideas, and mentor each other. In its 10th anniversary year in 2021 with a captivated audience, advertising with the GRCA through W2W is the perfect way to reach the Berks female demographic.

Women2Women eNews

The W2W eNews is sent mid-month each month and focuses on upcoming W2W events, inspiration and empowerment through community partnerships, and promotion of other women's organizations to promote leadership development. The W2W eNews reaches 6,000+ with an average open rate of 20% and click rate of 21% (both well above industry average).

■ **Banner Ad:** 1 premium space available - \$200/month (1 newsletter blast)

Placement: Your premium banner ad will be located mid-newsletter.

Specs: 500(w) x 100(h) px at a resolution of 72 ppi.

Text should be limited and large enough to read. One link per graphic.

IN-EVENT ADVERTISING

Pre-Recorded Video Advertisement

Even with the switch to virtual events, the GRCA membership and not-yet members are interested in meeting for intentional networking, signature events and workshops. This is a captivated audience whether in person at a venue or in front of their computer screen. GRCA membership events average 40-80 attendees.

■ **30-second Video:** 1 per event - \$150/event

Placement: Your video will be played during the event based on the event timeline.

Specs: 30-second video must be uploaded to Youtube and link shared with GRCA prior to event. Content of video is at discretion of advertiser. The event schedule will be shared for all requests including potential topic and speaker.

MEET GREATER RDG

Meet Greater RDG gives residents a fresh look at our vibrant community, and visitors to our region a glimpse at what makes our community special. The magazine is an exciting opportunity to advertise in a sleek, current piece that will be in every hotel; local, regional and state government offices; doctors' office and salon across the county. Meet Greater RDG will also reach 1,200 business leaders via mailing to GRCA members. You will reach over 500,000 community visitors, residents, and leaders. The only publication of its kind in our area, Meet Greater RDG is the go-to resource that promotes our area's extraordinary quality of life.

■ Advertising options range: \$2,100-\$3,300

GRCA SIGNATURE PUBLICATIONS

GRCA offers excellent quarterly publications. If you are interested in advertising in these quarterly magazines, please contact Hoffman Publishing at 610-685-0914 ext. 1.

■ *Commerce Quarterly Magazine*

■ *Women2Women Magazine*



ADVERTISING BUNDLES

Broadcasting your message to the GRCA membership across all outlets ensures your message is received! Our packages were created to maximize your exposure, at a value, for one month. **Options include:**

Live Bundle

1. Skyscraper Web Ad across GRCA Premium Pages
2. eSpotlight eblast

Rate: \$500 | **Value:** \$600

Work Bundle

1. Skyscraper Web Ad across GRCA Premium Pages
2. Banner Ad in The Connection (2 newsletters per month)
3. Social Media Takeover (your choice)

Rate: \$600 | **Value:** \$725

Play Bundle

1. Skyscraper Web Ad across GRCA Premium Pages
2. Banner Ad in Member Minute (1 newsletter per month)
3. eSpotlight eblast
4. Social Media Takeover (your choice)

Rate: \$800 | **Value:** \$925

To advertise with the Greater Reading Chamber Alliance, contact Rachael Romig.

rromig@greaterreading.org | 610-898-7775



MAKE YOUR BUSINESS STAND OUT

2021 SIGNATURE EVENT SPONSORSHIPS

Go Taste Berks is a weeklong restaurant-week style event offering specials, complimentary items and discounts at local, GRCA-member businesses promoting takeout from restaurants, bars, agricultural locations and others. Join us in giving back to your community and supporting of the local economy!

**GOTASTE
BERKS**

Dates: Feb. 22-March 1

Page: 2

A Berks County tradition, the GRCA's **Annual Picnic** is the last blast of summer! You'll enjoy meeting new business contacts and seeing old friends in a fun atmosphere. This event receives significant media coverage. Typical attendance is 750 business members from a wide variety of industries, giving you access to a diverse mix of people that you won't find at any other GRCA event.

**CHAMBER
ANNUAL PICNIC**

Date: July/Aug. 2021

Page: 3

The Dinner is GRCA'S marquee event of the year. The celebratory evening features a nationally recognized speaker, GRCA awards, and an opportunity to network with a sell-out crowd of 1,000 community business leaders and professionals

**THE
DINNER**

Date: Sept. 2021

Pages: 3-4

NEW THIS YEAR:

Small Business Events

Page: 8

GRCA's **Building Berks Awards & Expo**

**BUILDING
BERKS
AWARDS &
TRADE EXPO**

celebrates the economic growth, which is a result of the construction and development activity, in Berks County. Attendees are a cross-section of real estate, construction, design, engineering and finance professionals.

Dates: Oct. 13, 2021

Page: 6

Breakfast4Success is held three times per year. Breakfast presentations are topic-focused on growth. Successful, area business leaders and professional speakers will teach you how to develop your skills to achieve your goals both professionally and personally.

**Breakfast
4
Success**

Dates: Feb., June, Oct. 2021

Page: 7

GRCA's premier networking events, **Networking@Noon** and **Networking@Night**, are exclusively open to GRCA members to attend. Limited to one evening per month, this event allows you to host an event at the site of your choosing — new branch, expansions, facility tours, etc.

**Networking
@NIGHT
Networking
@NOON**

Dates: Determined by sponsors.

Page: 7

GOTASTE BERKS

Major Go Taste Berks Sponsor: \$10,000 – 1 exclusive or 2 co-exclusive (\$5,000 each)

- Company representation for Kickoff Live Stream & Prize Giveaway Live Stream
- 10 Go Taste Berks Passports
- Company logo prominently displayed in “Thank you to Sponsors” presentation
- Company logo on Passport & Go Taste Berks web landing page
- Recognition in all Chamber initiated advertising, media and press releases
- Pre-event publicity through Chamber publications, website and social media
- Advertising from GRCA – eSpotlight eblast, Social Media Takeover, Web Ad

Coupon Book Sponsor: \$1,500 – 5 available

- 5 Go Taste Berks Passports
- Company logo prominently displayed in “Thank you to Sponsors” presentation
- Company logo on Passport & Go Taste Berks web landing page
- Recognition during Kickoff Live Stream & Prize Giveaway Live Stream
- Recognition in all Chamber initiated advertising, media and press releases
- Pre-event publicity through Chamber publications, website and social media
- Advertising from GRCA – Social Media Takeover, Web Ad

Experience Sponsor: \$1,000 – 3 available

- 5 Go Taste Berks Passports
- Company name prominently displayed in “Thank you to Sponsors” presentation
- Company name on Go Taste Berks web landing page
- Recognition during Kickoff Live Stream & Prize Giveaway Live Stream
- Company logo on Go Experience Berks Prize descriptions
- Recognition in all Chamber initiated advertising, media and press releases
- Advertising from GRCA – Social Media Takeover

Live Stream Party Sponsor: \$750 – 2 available

- 3 Go Taste Berks Passports
- Company name prominently displayed in “Thank you to Sponsors” presentation
- Company name on Go Taste Berks web landing page
- Recognition in all Chamber initiated advertising, media and press releases

Restaurant Sponsor: \$500 – 10 available (# of restaurants involved)

- 2 Go Taste Berks Passports
- Company name prominently displayed in “Thank you to Sponsors” presentation
- Company name on Go Taste Berks web landing page

CHAMBER

ANNUAL PICNIC

Major Picnic Sponsor: \$10,000 – 1 exclusive or 2 co-exclusive (\$5,000 each)

- Company logo on Picnic tickets
- Company logo prominently displayed on videoboard
- 25 tickets to the Picnic (\$10,000 level) or 15 tickets to the Picnic (\$5,000 level)
- 15-second company commercial over PA system during Chamber Member Competition
- Display table at event
- 2 Chamber Member Competition participants
- 15 (at \$5,000) or 25 (at \$10,000) Chamber Member Competition t-shirts for your company attendees
- Recognition in all Chamber initiated advertising, media and press releases
- Pre-event publicity through Chamber publications, website and social media
- Advertising from GRCA – eSpotlight eblast, Social Media Takeover, Web Ad

Supporting Picnic Sponsor: \$2000 – 5 available

- Company logo on Picnic tickets
- Company logo prominently displayed on videoboard
- 10 tickets to the Picnic
- Display table at event
- Company recognition at event
- 1 Chamber Member Competition participant
- 10 Chamber Member Competition t-shirts for your company attendees
- Recognition in all Chamber initiated advertising, media and press releases
- Pre-event publicity through Chamber publications, website and social media
- Advertising from GRCA – Social Media Takeover, Web Ad

Entertainment Sponsor: \$750 – 3 available

- Opportunity to introduce Entertainment at Picnic
- Announcements by live music act recognizing sponsor
- 4 tickets to the Picnic
- 1 Chamber Member Competition participant
- Recognition in all Chamber initiated advertising, media and press releases
- Advertising from GRCA – Social Media Takeover

Food/Beverage Basket Sponsor: \$500 – 2 available (non-compete)

- Company logo prominently displayed on videoboard
- Company recognition at event
- 4 tickets to the Picnic
- Recognition in all Chamber initiated advertising, media and press releases
- Advertising from GRCA – Web Ad

Great Outdoors Sponsor: \$350 – unlimited

- Company name displayed on videoboard
- 2 tickets to the Picnic

THE DINNER

Title Dinner Sponsor: \$15,000 – limited (noncompete)

- 20 tickets to event with VIP seating
- 20 tickets to VIP reception
- Group photo taken with speaker at VIP reception (or signed book, etc.)
- Company representation in opening video
- Company logo prominently displayed in “Thank you to Sponsors” presentation
- Company logo on invitation and prominently displayed on signage at the venue
- Company logo on virtual floor plan with option to include video or image
- Full-page ad in program book as well as recognition as Title Dinner Sponsor in program book
- Recognition in all Chamber initiated advertising, media and press releases
- Pre-event publicity through Chamber publications, website and social media
- Opportunity to place logo'd materials in Swag Bag
- Advertising from GRCA – eSpotlight eblast, Social Media Takeover, Web Ad

Platinum Dinner Sponsor: \$10,000 – limited (noncompete)

- 20 tickets to event with VIP seating
- 20 tickets to VIP reception
- Group photo taken with speaker at VIP reception (or signed book, etc.)
- Company logo prominently displayed in “Thank you to Sponsors” presentation
- Company logo on invitation and prominently displayed on signage at the venue
- Company logo on virtual floor plan with option to include video or image
- Full-page ad in program book and recognition as Platinum Dinner Sponsor in program book
- Recognition in all Chamber initiated advertising, media and press releases
- Pre-event publicity through Chamber publications, website and social media
- Opportunity to place logo'd materials in Swag Bag
- Advertising from GRCA (choose 2) – eSpotlight eblast, Social Media Takeover, Web Ad

Swag Bag Sponsor: \$7,500 – limited

- 16 tickets to event with preferred seating
- 16 tickets to VIP reception
- Group photo taken with speaker at VIP reception (or signed book, etc.)
- Company name prominently displayed in “Thank you to Sponsors” presentation
- Company name on invitation and Company logo displayed on signage at the venue
- Full-page ad in program book and recognition as Swag Bag Sponsor in program book
- Recognition in all Chamber initiated advertising, media and press releases
- Pre-event publicity through Chamber publications, website and social media
- Opportunity to place logo'd materials in Swag Bag
- Advertising from GRCA (choose 1) – eSpotlight eblast, Social Media Takeover, Web Ad

THE DINNER



VIP Reception Sponsor: \$5,500 – limited

- 10 tickets to event with preferred seating
- 10 tickets to VIP Reception
- Group photo taken with speaker at VIP reception (or signed book, etc.)
- Company logo prominently displayed in “Thank you to Sponsors” presentation
- Company logo prominently displayed at the venue
- Half-page ad in program book and recognition as VIP Reception Sponsor in program book
- Recognition in all Chamber initiated advertising, media and press releases
- Pre-event publicity through Chamber publications, website and social media
- Opportunity to place logo'd materials in Swag Bag
- Advertising from GRCA (choose 1) – eSpotlight eblast, Social Media Takeover, Web Ad

Food & Beverage Sponsor: \$2,500 – unlimited

- 10 tickets to event with reserved seating
- Company name prominently displayed in “Thank you to Sponsors” presentation
- Recognition as Food & Beverage Sponsor in program book
- Advertising from GRCA – Social Media Takeover

Table Sponsor: \$1,500 – unlimited

- 10 tickets to event with reserved seating
- Recognition as Table Sponsor in program book
- Advertising from GRCA – Web Ad (3 months)

BUILDING BERKS

AWARDS & TRADE EXPO

Premier Sponsor: \$10,000 – 1 available

- Keynote Welcome Address
- 10 tickets to event with preferred seating
- Company pull-up banner on display at event
- Display table at expo
- Company logo prominently displayed in the “Thank You to Sponsors” presentation
- Company logo on virtual floor plan with option to include video or image
- Full-page color ad in program book and recognition as Premier Sponsor
- Recognition in all Chamber initiated advertising, media and press releases
- Pre-event publicity through Chamber publications, website and social media
- Advertising from GRCA – eSpotlight eblast, Social Media Takeover, Web Ad

Title Sponsor: \$5,000 - unlimited

- 10 tickets to event with preferred seating
- Company pull-up banner on display at event
- Display table at expo
- Company logo prominently displayed in the “Thank You to Sponsors” presentation
- Company logo on virtual floor plan with option to include video or image
- Full-page color ad in program book and recognition as Title Sponsor
- Recognition in all Chamber initiated advertising, media and press releases
- Pre-event publicity through Chamber publications, website and social media
- Advertising from GRCA – eSpotlight eblast

Platinum Sponsor: \$2,500 - unlimited

- 6 tickets to event
- Display table at expo
- Company logo displayed in the “Thank You to Sponsors” presentation
- Full-page color ad in program book and recognition as Platinum Sponsor
- Recognition in all Chamber initiated advertising, media and press releases
- Pre-event publicity through Chamber publications, website and social media
- Advertising from GRCA – Web Ad (3 months)

Gold Sponsor: \$1,000 - unlimited

- 4 tickets to event
- Company logo displayed in the “Thank You to Sponsors” presentation
- Half-page color ad in program book and recognition as Gold Sponsor
- Recognition in all Chamber initiated advertising, media and press releases
- Advertising from GRCA – Web Ad (1 month)

Bronze Sponsor: \$500 - unlimited

- 2 tickets to event
- Company logo displayed in the “Thank You to Sponsors” presentation
- 3.5" x 2" color ad in program book

Breakfast 4 Success



Series Sponsorship: \$2,000 - unlimited

- 4 tickets to each breakfast event (3 events – Feb, June, Oct)
- Recognition as Breakfast4Success Series Sponsor
- Keynote Speaker Welcome
- Opportunity to have a display table
- Company logo on virtual floor plan with option to include video or image
- Recognition in all Chamber initiated advertising, media and press releases
- Pre-event publicity through Chamber publications, website and social media

Networking @NIGHT Networking @NOON

Host Sponsorship: \$500 – 1 per event

- Opportunity to showcase your location to GRCA members
- Guests greeted by GRCA staff so you can enjoy your event
- Welcome Address
- Company logo on virtual floor plan with option to include video or image
- 2 minute video share with attendees
- Pre-event publicity through Chamber publications, website and social media

SMALL BUSINESS SERIES EVENTS



Small Business Series Title Sponsor: \$1,000 – 2 available (non-compete)

- Welcome Address at 3 virtual events (or more if only sponsor)
- Recognition in all Chamber initiated advertising, media and press releases
- Pre-event publicity through Chamber publications, website and social media
- Company logo on virtual floor plan with option to include video or image (or logo background for Zoom platform)
- Podium recognition at all Lunch & Learn workshops
- Event recording + Attendee contact information

Small Business Series Platinum Sponsor: \$500 – 4 available

- Recognition in all Chamber initiated advertising, media and press releases
- Pre-event publicity through Chamber publications, website and social media
- Podium recognition at all Lunch & Learn workshops
- Advertising from GRCA – The Connection enewsletter Banner Ad (6 months)

Small Business Series Gold Sponsor: \$250 - unlimited

- Recognition in all Chamber initiated advertising, media and press releases
- Podium recognition at all Lunch & Learn workshops
- Advertising from GRCA – Member Minute enewsletter Banner Ad (3 months)

GRCA **Partners & Partner Programs**

CAREER READY Berks

As a community,
we are charged to provide
pathways to more than 70,000
Berks County students to help
shape their **career decisions**.



- Educator in the Workplace
- Classroom / Career-Day Speakers
- Job Shadowing
- Internships (Paid or Unpaid)
- Workplace Tours / Field Trips
- Apprenticeships
- Career Related Competitions
- Informational Interview
- Pathway Advisory Committee Member
- Employment Opportunities for Students
- Employment Opportunities for Teachers
- Student Led Enterprises
- Simulated Workplace Experience
- Work Experience (Unpaid)/ Volunteering
- Mentorship
- Career Acquisition
- Career Camp
- Practicum/Experience
- Visiting Professors
- On-Campus Curriculum Experiences
- Campus Tours

Can you provide one of these experiences?

CONTACT:

Connie Skipper, Business Liasion,
484-332-1261 | connieyskipper@gmail.com

Stacy Dunleavy, Program Administrator, Office of
Professional Development & Curriculum (OPDC),
610-987-8496 | stadun@berksiu.org

**Berks County
businesses, we
need your help!**
Please consider
providing
experiences,
opportunities,
and resources to
Berks County
K-12 students.

For more
information:

CareerReadyBerks.org

Career Development = Workforce Development = Economic Development



Serving Adams, Berks, Carbon, Cumberland, Dauphin, Franklin,
Lancaster, Lebanon, Monroe, Perry, Pike, Schuylkill & York Counties

Employer Services

WHAT WE DO FOR EMPLOYERS

We offer you ways to:

- Recruit and retain workers; increase your labor pool
- Save on payroll taxes
- Reduce parking costs and/or spaces
- Get workers to work on time
- Improve attendance, enhance productivity
- Improve morale
- Achieve environmental benefits

Employers may not realize how much they influence their employees' commuting habits. We'll provide free assistance in tailoring a program to your specific needs. We come to your work site, meet with you, and help you structure a program that works best to get your workers out of their individual vehicles or out of rush hour traffic. We do all of the work; you just provide the service to your employees through our staff. Information about Commuter Services is available in both English & Spanish.

Some options that we can tailor to make a difference include:

- Carpooling & vanpooling
- Transit promotion
- Emergency Ride Home program
- Preferential parking
- Biking & walking
- Teleworking resources and training
- Scheduling, including flextime, staggered shifts and compressed work weeks
- Payroll tax savings
- Promotional & educational activities
- Onsite Parking Analysis
- Transportation Feasibility Surveys
- Carbon Footprint/VMT Reduction Reporting

Tax savings & benefits

You can reduce your payroll taxes. Section 132(f) of the Federal tax code allows employers to offer pre-tax purchases per month per employee for qualified transit and vanpooling or parking benefits. Commuter Services can show you how this works and provide the current rates. Pennsylvania Act 279 of 1982 excludes carpool and vanpool participants from the Workers Compensation Act (except for the driver of a company owned or -leased vehicle), and from overtime and minimum wage laws. It exempts carpools/vanpools from motor carrier laws.

Educational Activities

We work with human resources departments, sustainability committees, community engagement committees, wellness staff and staffing agencies within your organization to offer educational resources and activities to promote a better way to get to work. For many of our events and programs a virtual option is available as well.

Some of the activities we offer include:

- Lunch & Learn presentations
- New Hire Orientation Presentations/Informational packets
- Informational Tabling Sessions
- Tap the App Events
- Meet Your Match Events
- Sur-Prize Patrol/ Try-It Day Events
- Employee Fair Engagement Activities
- Wellness Series Integration – Featuring Carpooling/Biking/Walking Tips for Wellness
- Promotional Campaigns/Toolkits

Commute PA Rideshare and Rewards Program

We offer a comprehensive program that provides travel choices for your employees to get to and from work. The program allows employees to access transportation resources right at their fingertips. Commute PA is also available via a smartphone app on iOS and Android for ease of use.

Key Features:

- Free ridematching to find and connect with carpool partners
- Local transit route information
- Resources for bicycling and walking
- Access to Emergency Ride Home
- Ability to track green commutes
- Rewards program and monthly drawings

Emergency Ride Home

Employees using a green commute to work can enroll in the program to receive a ride home reimbursement in case of urgent need, which breaks down a major barrier to using options such as transit and carpooling. Reimbursement includes taxi-cab fare, Uber, Lyft, rental car costs, and mileage reimbursement up to \$100 per trip; 6 times a year. Please see the website for specific details on qualified emergencies and eligibility requirements.

Please contact Mark Eastadt, Employer Outreach Manager, for more information:

mark.eastadt@PaCommuterServices.org; (610) 858-3414

2951 Whiteford Rd, Suite 201, York, PA 17402

1.866.579.RIDE

www.PaCommuterServices.org