

# GRCA General Information



# 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.

**T**hank 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.**

**GRCA**  
GREATER  
READING  
Chamber Alliance

# CONTACT US

Landon Bernheiser  
LBernheiser@greaterreading.org  
Senior Director of Real Estate & Special Projects  
610.898.7792

Katherine Hetherington Cunfer  
KCunfer@greaterreading.org  
Director of Government and Community Relations  
610.898.7773

Mark Dolinski  
MDolinski@greaterreading.org  
VP of Professional Development and Training  
610.898.8386

Katie Johnsen  
KJohnsen@greaterreading.org  
Events Coordinator  
610.898.7779

Aaron Gantz  
AGantz@greaterreading.org  
Senior Director of Economic Development  
610.898.7788

Jim Gerlach  
JGerlach@greaterreading.org  
President & CEO  
610.898.7783

Melissa Hassler  
MHassler@greaterreading.org  
Membership Specialist  
610.898.7784

Leah Fassnacht  
LFassnacht@greaterreading.org  
Director of Marketing & Communications  
610.898.7780

Steph Koch  
SKoch@greaterreading.org  
Controller  
610.898.7766

Audrey Krupiak  
AKrupiak@greaterreading.org  
Assistant Director Marketing and Communications  
610.898.7781

Julie Larison  
JLarison@greaterreading.org  
Senior Director of Membership  
610.898.7785

Anna Lisa  
ALisa@greaterreading.org  
Administrative Specialist  
610.376.6766

Deb Millman  
DMillman@greaterreading.org  
Vice President of Development  
610.898.7798

Rachael Romig  
RRomig@greaterreading.org  
Executive Director of Events and Special Programs  
610.898.7775

Keith Stamm  
Director of Talent + Workforce  
Kstamm@greaterreading.org  
610.898.7776

Sally Stewart  
SStewart@greaterreading.org  
Chief Financial Officer  
610.898.7778

Shanon Sabanos  
SSabanos@greaterreading.org  
Executive Assistant  
610.376.6739

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



## DURING YOUR FIRST 30 DAYS

- ☐ Visit our website: [www.greaterreading.org](http://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](mailto:JLarison@greaterreading.org) | 610.898.7785  
**Leah Fassnacht**, Director of Communications & Marketing  
[lfassnacht@greaterreading.org](mailto:lfassnacht@greaterreading.org) | 610.898.7780

# MEMBER INFORMATION CENTER

GRCA's Member Information Center (MIC)  
is an important tool for all members.

## What is it?

The Member Information Center (MIC) lets you decide how you utilize your GRCA membership. Members are encouraged to update their company information in the MIC regularly to control how your business appears on GRCA's member directory and to avoid any delays in communication to your staff from GRCA.

## Login On

To create an MIC account, email GRCA Administrative Specialist Anna Lisa at [ALisa@greaterreading.org](mailto:ALisa@greaterreading.org).

## Items to update

- Contact information
- Website URL
- Hours of operation
- Employees with titles, phone numbers & emails
- Business description
- Social media channels
- Logo

## In the MIC, you can also:

- Register for events
- Post jobs/Volunteer opportunities
- Submit news releases
- View member-exclusive discounts
- Add/edit billing information
- View and print all payment transactions



**Scan me to watch GRCA Membership Specialist  
Melissa Hassler walk you through how to access  
and update your information in your MIC.**





# SETTING YOUR BUSINESS UP FOR SUCCESS

GRCA works to bring the necessary tools and resources to the table to help companies locate or grow their business.

## Financing

**Pennsylvania Industrial Development Authority (PIDA)** provides low-interest loans for eligible businesses and is directly administered by Greater Berks Development Fund, an affiliate of GRCA. Different industry sectors may access PIDA financing for land and building acquisition, construction and renovation costs, machinery and equipment purchases and working capital.

## Pennsylvania Loan Catalyst Fund

**Pennsylvania Catalyst Loan Fund** features fixed interest rates below prevailing bank interest rates. Loans will typically range from \$50,000 to \$500,000. The revolving loan funds must be matched by private funding.

## Zones

**Greater Reading Keystone Innovation Zone (KIZ) Tax Credit Program** enables young (less than 8 years) companies to grow. The KIZ Tax Credits are used to offset certain tax liabilities and to accelerate the growth of technology-based companies. The tax credit provides up to \$100,000 annually to eligible companies.

**Greater Reading Enterprise Zone Tax Credit** is a state designation to address deteriorated, distressed, and blighted industrial and manufacturing areas. The municipalities that comprise the Enterprise Zone include Bern Township, City of Reading, Cumru Township, Exeter Township, Muhlenberg Township, and Ontelaunee Township.



## Meet Greater Reading

**Meet Greater Reading (MGR)** is an economic and workforce development program tying together the organization's business growth, retention, and attraction work to showcase what is next and best in Berks County, PA. Berks is a community where diversity is one of our greatest assets — in industry, in people, in housing and in cultural amenities.



**Scan me to learn more about how GRCA is positioning our community or visit [MeetGreaterReading.org](http://MeetGreaterReading.org)**



**Foreign Trade Zone 147** offers U.S.-based companies the ability to defer, reduce or even eliminate Customs duties on products admitted to the zone. Learn more about FTZ 147 at [FTZ147.com](http://FTZ147.com).



CENTRAL PENNSYLVANIA'S  
FOREIGN-TRADE ZONE

## Research and Data

Custom reports can be compiled for companies seeking information on wages across occupations, workforce availability, demographics and more.

## Property Search

For companies looking for their first brick-and-mortar location or are ready to expand, we can help identify available commercial and industrial properties across Berks County. GRCA maintains an extensive list of available properties at [GreaterReadingsites.com](http://GreaterReadingsites.com)

## Questions or interested in more information?

Contact Aaron Gantz, Senior Director, Economic Development at [agantz@greaterreading.org](mailto:agantz@greaterreading.org)

# **BUSINESS CATALYST**

## **Member Benefits**

As GRCA member, you will receive the following benefits:

## VISIBILITY, MARKETING & NETWORKING

- Business Directory category listing
- Member exclusive marketing and advertising opportunities
- Event hosting opportunities
- New member welcome on social media, website, Breakfast4Success
- Business card Ad in Commerce Quarterly magazine with welcome (1x)
- Monthly Member Minute E-newsletter with opportunity for promotion
- Subscription to Berks County Living with 10% ad discount
- Chamber Membership Plaque, Vinyl window sign, Chamber Member GRCA logo
- Monthly Networking events
- Member exclusive access to GRCA Signature Events

## COST SAVINGS & RESOURCES:

- Business Notary service
- Certificate of Origin discount
- Member exclusive pricing for events and training programs
- Savings on member exclusive discount programs
- 30-minute free consultation with GRCA Team of Experts
- Ribbon-cutting support and planning kit (reservations required)
- Co-working space access (additional fee at \$150/mth)
- Job Postings

## Positioned for businesses with 3 to 50 employees

“2020 was a unique year for MADJ Marketing. As one of the region's newest and fastest growing advertising agencies, we found ourselves searching for new and innovative ways to continue our mission of supporting businesses and organizations in our community. We spent the year implementing small business support campaigns and providing no-cost consulting assistance to both local non-profits and some of Berks County's largest employers. Through all of that, we felt that establishing membership with GRCA was necessary to continue telling our story and creating even more awareness around the MADJ brand.”

**Kevin Bezler**  
President | CEO  
MADJ Marketing LLC





# GRCA Programs

Berks



Family Business Alliance

Serving Family, Closely Held,  
& Small Business Needs

2023

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

## OUR MISSION

The Berks Family Business Alliance (Berks FBA), a special program of the Greater Reading Chamber Alliance (GRCA), is a leading resource and support system in Berks County serving family-owned and closely held businesses of all sizes. In addition to a full slate of professionally facilitated programs on traditional business topics, we explore the unique challenges that are faced by family business owners and their employees. We provide resources, and support, for family and closely held businesses.



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

We know that it's hard to build your business alone. The 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 for generations of success.

## QUICK [FAMILY] BUSINESS FACTS

### Why the **FBA** is Here For YOU

- Family-owned businesses are responsible for creating 78% of all new jobs in the US
- Only 30% of family-owned businesses last until the second generation, and only 12% will make it to the third generation
- 47% of people who own a family business are planning to retire within the next five years but don't have any kind of succession plan in place
- According to the U.S. Small Business Administration, there are an astounding 33.2 million small businesses across America, however 1 in 5 of these businesses fail within the first year.

# FBA

A special program of the GRCA that explores challenges faced by family business owners and their employees.

VS

# GRCA

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

Berks



Family Business Alliance

# 2023

Serving Family, Closely-held,  
& Small Business Needs

## PRICE TO JOIN FBA

**FREE** to any family, closely held, or small business.  
Just sign up for the eNewsletter at  
[greaterreading.org](http://greaterreading.org) (Events & Resources)

## BENEFITS OF JOINING GRCA

- Discounted tickets to FBA signature events, workshops, and invite-only networking events
- Access to GRCA member exclusive events
- Opportunity to join a professionally facilitated Peer Group

## FBA'S REAL VALUE:

- Hear from industry professionals at a fraction of the cost for a private onsite seminar
- Connect & network with 800+ to grow your business
- Personal concierge to Family Business Experts for 45-minute complimentary working session



## Thanks to our fantastic SPONSORS

we are able to offer these valuable  
resources to Berks businesses.

For more information on GRCA's  
Berks Family Business Alliance  
visit [www.GreaterReading.org](http://www.GreaterReading.org)  
or call 610-898-7775

### FOUNDING PARTNERS & MAJOR SPONSORS:

FORCE pkg,  
Kozloff Stoudt Attorneys,  
RKL, LLP, Truist

### SIGNATURE PROGRAM SPONSOR:

Stevens & Lee

### PROGRAM SPONSORS:

Herbein I Mosteller HR Solutions

### FAMILY CHAMPION SPONSORS:

Dolan Construction,  
Essig Plumbing & Heating,  
Orrstown Bank, Redner's Markets

Berks



Family Business Alliance

Serving Family, Closely-held,  
& Small Business Needs

PEER  
*Groups*

## PRICE TO JOIN:

**\$500 ANNUALLY** (with GRCA membership)

## REAL VALUE:

- 20-30 hours of a professional's time (normally \$150+/hour)
- Complimentary tickets to all FBA Workshops (5+ each \$30 ticket)
- Personal concierge to Family Business Experts for 45-minute complimentary working session

## HIDDEN VALUE:

- Direct line to a professional facilitator for advice
- Peers who understand & can offer feedback on family dynamics
- Insider tours at local family businesses
- Exclusive invitations to private annual Peer Group Cocktail Event
- Complimentary tickets to regional Family Business Events

Berks FBA hosts five professionally facilitated Peer Groups, including a new Next Gen[eration] Group for the up-and-coming next generation of business owners. Meeting 2 hours each month, members learn from each other, their professional facilitator, and Family Business Experts who speak on business topics. Groups are comprised of non-competitor companies with only one family member in each Group so the Group can speak freely, openly, and honestly while working through family and business issues.

The Peer Groups become a pedestal for Berks family businesses to stand strongly on. Each family business member learns from the others, learns from the professional facilitator, and learns from the Family Business Experts who visit the group to speak on family business topics.

## FACILITATORS:

**Daniel Becker**, Attorney – Kozloff Stoudt Attorneys

**Steve Essig**, President – Essig Plumbing & Heating

**Laurel Cline**, Vice President – Herbein I Mosteller HR Solutions

**Laurie M. Peer**, Partner – RKL Wealth Management

**Jim Socci**, Professional EOS Implementer® – EOS Worldwide



“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 day's “therapy session” was very much needed and so worthwhile!”

**Cheryl Light**,  
Vice President & CFO  
Spotts, Stevens  
and McCoy

Interested in joining an established Peer Group or our Next Gen Group?

**Contact Rachael Romig**  
[rromig@greaterreading.org](mailto:rromig@greaterreading.org)  
610-898-7775



**Berks**



**Family Business Alliance**

**Serving Family, Closely-held,  
& Small Business Needs**

**PEER**  
*Groups*

## **TOPICS DISCUSSED** in Berks **FBA** Peer Groups

### **Succession Planning**

- Estate planning
- Accounting for assets
- Personnel issues

### **Governance**

- Family owners not in business
- Family advisory boards

### **Personnel & HR Issues** **[non-family related]**

- Recruiting
- General issues & repercussions

### **Marketing**

- Best practices & SEO
- Updating marketing strategies

### **Technology & Communication**

- Needs for business
- Adapting needs to solve a business problem – not just using to use
- Internal Communication

### **Soft Skills Training**

- Crucial/difficult conversations

### **Strategic Talent Management**

- Performance management – 'how to' for family vs. nonfamily
- Onboarding & offboarding
- Attraction, retention, growth, and development

### **Risk Management**

- Principles & tactics

### **Leadership vs Management**

- Creating common language around leadership

### **Financial Performance**

- Family member communication and assessment

### **Outsourcing Functions**

- Identify if this works for your company
- Performance improvement & other needs

**THE PERFECT PLACE FOR A FAMILY, CLOSELY-HELD OR SMALL BUSINESS  
TO DISCUSS EVERY ISSUE THAT ALL BUSINESS OWNERS FACE... AND MORE!**

Interested in joining an established  
Peer Group or our Next Gen Group?

**Contact Rachael Romig**  
[rromig@greaterreading.org](mailto:rromig@greaterreading.org)  
610-898-7775

# 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  
[jlarrison@greaterreading.org](mailto:jlarrison@greaterreading.org).

*Contact us:*

**Julie Larison**, Director of Membership Services  
[jlarrison@greaterreading.org](mailto:jlarrison@greaterreading.org)  
**Melissa Hassler**, Member Specialist  
[mhassler@greaterreading.org](mailto:mhassler@greaterreading.org)

**GRCA**  
**GREATER  
READING**  
Chamber Alliance



# 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](mailto:kcunfer@greaterreading.org)



**MEMBER**  
**EXCLUSIVE**  
Discount  
Programs



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



# 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:

**Josh Enders**  
Natural Gas and Fleet Fueling Sales

**717.690.6350**  
[jenders@rroadsenergy.com](mailto:jenders@rroadsenergy.com)



# Advance your Career



Greater Reading Chamber Alliance Members,

**Alvernia University is proud to announce a NEW partnership with GRCA to offer discounted educational benefits in pursuit of personal and professional growth!**

- GRCA members will receive a 20% discount on tuition for all eligible graduate and adult undergraduate programs.
- Accelerated bachelor's, master's, doctoral and certificate programs available.
- Flexible scheduling, supportive advisors & experienced faculty.
- Tuition deferment for eligible members.
- FULL ACCESS as a student to university resources including state-of-the-art computer labs, library resources, volunteer opportunities, a career development team, fitness centers, athletic events & many more.

## Learn More

Accelerated  
Adult Programs

Graduate Programs

**Alvernia University**

Graduate & Adult Education

610-796-5187 | [gradandadult@alvernia.edu](mailto:gradandadult@alvernia.edu) | [alvernia.edu/gradandadult](http://alvernia.edu/gradandadult)



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](http://www.ymcarbc.org)**

Reading YMCA » Sinking Spring Family YMCA » Tri Valley YMCA

Mifflin Area YMCA » Adamstown YMCA



# Make Your Mark with Signature

Greater Lehigh Valley Chamber of Commerce and Greater Reading Chamber Alliance members can enjoy exclusive price-advantaged, unique plan designs with Capital Blue Cross 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 more<sup>1</sup>.

For complete plan details, ask your broker about **Signature** or visit [CapBlueCross.com/Signature](https://CapBlueCross.com/Signature) to get a quote.

2022 Signature Plans <sup>2</sup> — Small Business ASO					
Plans Include:	Signature PPO 500/20/30	Signature Shared Deductible PPO 4000/0/30 – 500 <sup>3</sup>	Signature PPO 5000/0/30 – Deductible First	Signature QHDHP PPO 3500/0/0	Signature QHDHP Valley Advantage EPO 3500/0/0
<b>Deductible<sup>4</sup> (2x Family)</b>	\$500	\$4,000	\$5,000	\$3,500	\$3,500
<b>Coinsurance</b>	20%	0%	0%	0%	0%
<b>Out-of-Pocket Maximum<sup>5</sup> (OOP max)</b>	\$1,000 coinsurance only; \$8,550 overall OOP max	\$8,550	\$8,550	\$6,900	\$6,900
<b>Primary Care Physician<sup>6</sup> (PCP) (VirtualCare)</b>	\$5	\$5	\$5	D/\$5	D/\$5
<b>PCP<sup>6</sup> (In-office)</b>	\$30	\$30	\$30	D	D
<b>Specialist<sup>6</sup></b>	\$50	\$50	D/\$50	D/\$50	D/\$50
<b>Urgent Care<sup>6</sup></b>	\$75	\$75	\$75	D/\$75	D/\$75
<b>Emergency Room<sup>6</sup></b>	D/\$250	D/\$250	D/\$250	D/\$250	D/\$250
<b>Inpatient<sup>6</sup></b>	D/20%	D/\$500 <sup>7</sup>	D/\$500 <sup>7</sup>	D	D
<b>Hi-Tech Imaging<sup>6</sup></b>	D/20%	D/\$250	D/\$250	D	D
<b>Lab<sup>6,8</sup> Independent   Hospital</b>	\$30   D/\$50	\$30   D/\$50	\$30   D/\$50	D	D
<b>OP Surgery Facility Fee<sup>6,9</sup> ASC   ACH</b>	D/20%	D	D	D	D
<b>OP Surgery Professional Fees<sup>6</sup></b>	D/20%	D	D	D	D
<b>Rx Plan<sup>10</sup></b>	✓ (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)

# GRCA

## Advertising & Sponsorship

# EVENT SPONSORSHIP & ADVERTISING OPPORTUNITIES

GRCA offers numerous ways to help your business stand out.

## EVENT SPONSORSHIPS

### Signature Events

#### The Dinner

The Dinner is GRCA'S marquee event of the year. The celebratory evening features a nationally recognized speaker, the Greater Reading Business Excellence Awards, and an opportunity to network with a sell-out crowd of **850+ community business leaders and professionals.**

#### Annual Picnic

At GRCA's Annual Picnic, you'll enjoy meeting new business contacts and seeing old friends in a fun atmosphere. Typical attendance is **500 business members** from a wide variety of industries, giving you access to a diverse mix of people.

#### Building Berks

GRCA's Building Berks Awards & 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.

#### Breakfast4Success

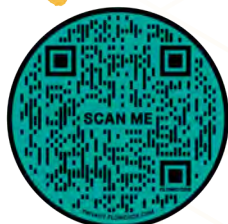
Breakfast4Success is held three times per year offering presentations on business and leadership strategies to grow your company and people.

#### Taste of Berks

Taste of Berks showcases what GRCA members in hospitality, agriculture, event venues, food/beverage vendors, restaurants, and more have to offer!

**Sponsorship packages start at \$350, giving all size businesses access!**

Scan me for information on additional sponsorship opportunities, perks & availability, or visit [tinyurl.com/4bwc4azd](https://tinyurl.com/4bwc4azd).



## ADVERTISING OPTIONS

### Electronic Advertising

#### eSpotlight – Weekly eBlast

Your exclusive ad or video email message is sent directly to **4,150+ 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.

#### The Connection – Electronic Newsletter

The Connection focuses on GRCA news and events and is delivered every other Tuesday.

#### Member Minute – Electronic Newsletter

This is the place to announce important anniversaries, employee promotions, gold star items, member events and more.

### Website Advertising

#### Premium Webpages

Choose to place your ad on our NEW website! Your ad will rotate throughout our award-winning website, so no matter where our guests click through, your ad will be seen.

#### 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.

### Social Media Advertising

#### Facebook Live

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.

#### Facebook & Instagram Takeover

Your posts will be the only posts made on the GRCA Facebook & Instagram during your selected day.

Scan me for information on advertising pricing & availability or visit [tinyurl.com/4bwc4azd](https://tinyurl.com/4bwc4azd).



# MARKETING OPPORTUNITIES

GRCA gets its members noticed through social media, e-newsletters, print publications and more!

## SOCIAL MEDIA

### Social Sharing

GRCA has a significant social media presence. When you share company news, GRCA shares it across multiple channels for greater impact. Through posts and story sharing, GRCA highlights an average of **100+ members** per month via social media. The more active your company is on social media, the more GRCA can share!

### Member Welcome

New members can submit a brief summary of your business, a logo and website link to Senior Membership Director Julie Larison at [JLarison@GreaterReading.org](mailto:JLarison@GreaterReading.org) and GRCA will post it on its social channels.

### Connect with us!



Greater Reading Chamber Alliance



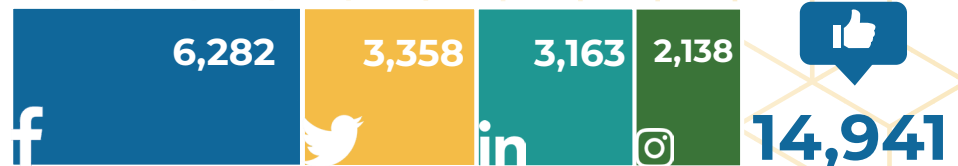
Greater Reading Chamber Alliance



@GreaterReadingChamberAlliance



@GreaterReading



## E-NEWSLETTERS

### Member Minute

The Member Minute e-newsletter is sent to **3,600+ contacts** every three weeks on a Thursday. As a GRCA member, it is your chance to share newsworthy items about your business with a captive audience FREE of charge.



Scan me to access the submission forms to share your news or visit [greaterreading.org/shareyournews](http://greaterreading.org/shareyournews).

### Examples of items to submit:

- Upcoming events
- Employee promotions
- New hires
- Board appointments
- New capabilities/products
- Company anniversary

## PRINT PUBLICATIONS

### Commerce Quarterly Magazine

In addition to including news items in the Member Minute e-newsletter, GRCA will print many of these items in *Commerce Quarterly Magazine*.

### Pitch a story

Interested in submitting a full-length news story for *Commerce Quarterly*? Contact Leah Fassnacht, Director of Communications & Marketing, at [LFassnacht@GreaterReading.org](mailto:LFassnacht@GreaterReading.org) and describe your topic. Stories should not be a longform advertisement for your business. The news should be timely, impactful and/or surprising to readers. The stories are placed in the magazine FREE of charge.

### By the numbers

Commerce Quarterly boasts a **4,500+ circulation** and a **30,000+ readership**.

### Women2Women Magazine

Berks Women2Women, a special program of GRCA, produces *Women2Women the Magazine*, a quarterly publication featuring women leaders and offering a forum to learn and share ideas. Contact Rachael Romig, Senior Director of Events & Special Programs at [RRomig@GreaterReading.org](mailto:RRomig@GreaterReading.org).

### To advertise:

To place an ad in *Commerce Quarterly* or *Women2Women*, contact Hoffman Publishing at 610-685-0914 ext. 1.



Scan me to view previous editions of *Commerce Quarterly* and *Women2Women Magazines* or visit [greaterreading.org/publications](http://greaterreading.org/publications).

# women<sup>2</sup>women



## MISSION

Women2Women (W2W) is Greater Reading Chamber Alliance's catalyst for developing women leaders and connecting women from diverse backgrounds to learn, share ideas, and mentor each other.



## VISION

Women2Women offers a forum for women to create connections, gain knowledge, and build strategic alliances to foster their personal potential and career advancement. Joining the network is open to all who support women.



## 2023 SPONSORSHIP

### Title

\$10,000 (non-compete)  
Seat on Advisory Council



10 tickets to monthly events  
8 tickets to Evening of Empowerment + table  
5 tickets to Annual Conference + Expo + table

### Diamond

\$7,500 (non-compete)  
8 tickets to monthly events



8 tickets to Evening of Empowerment + table  
4 tickets to Annual Conference + Expo + table

### Platinum

\$5,000  
6 tickets to monthly events



5 tickets to Evening of Empowerment + table  
3 tickets to Annual Conference + Expo + table

### Gold

\$2,500  
3 tickets to monthly events



2 tickets to Evening of Empowerment  
2 tickets to Annual Conference + Expo + table

### Women in Business



\$1,000  
1 ticket to monthly events

1 ticket to Evening of Empowerment  
1 ticket to Annual Conference + Expo

### De Mujer a Mujer



\$1,000+  
1 ticket to monthly events

1 ticket to Evening of Empowerment  
1 ticket to Annual Conference + Expo



# women<sup>2</sup>women

## 2023 SPONSORSHIP OPPORTUNITIES

Women2Women (W2W) is Greater Reading Chamber Alliance's catalyst for developing women leaders and connecting women from diverse backgrounds to learn, share ideas, and mentor each other.

Women2Women offers a forum for women to create connections, gain knowledge, and build strategic alliances to foster their personal potential and career advancement. Joining the network is open to all who support women.





# Title Sponsor

**\$10,000 (NON-COMPETE)**

## Advocate for Women2Women

With Title Sponsorship, you receive a seat on the Women2Women (W2W) Council, the advisory body of Women2Women, and a seat on the Research & Development (R&D) Committee. **Council** takes the role of planning the overall scope of the programming initiatives of W2W on an annual basis and planning strategically every two/three years to assist with driving the mission of Women2Women. **R&D** aids in identifying speakers and topics for annual events, developing new marketing strategies, and more.

## Sponsor Marketing

- Logo on website (berkswomen2women.com)
- Signature Event Keynote Welcome or Closing
- Company name and/or logo on all electronic & print messaging, press releases & within W2W magazine
- Podium recognition at all W2W events and programs
- Company Logo on all program agendas
- Spotlight in W2W E-Newsletter + Website
- Ad in W2W E-Newsletter + Website
- Table presence at Evening of Empowerment & Annual Conference

## Event Tickets

- **10** Tickets to monthly W2W & De Mujer a Mujer events
- **8** Tickets to fall signature event Evening of Empowerment
  - **4 of 8** are VIP Tickets (Meet the Speaker)
- **5** Tickets to all day W2W Conference + Expo

## Help Getting Women Involved

As a sponsor of the program, you have access to a **complimentary onsite information session about Women2Women**, its impact, and all we do! Having someone come in and explain the impacts always makes a difference. We can also share a video with the same content to include in a newsletter for your company.



# Diamond Sponsor

**\$7,500 (NON-COMPETE)**

## Advocate for Women2Women

With Diamond Sponsorship, you receive a seat on the Women2Women (W2W) Council, the advisory body of Women2Women. Council takes the role of planning the overall scope of the programming initiatives of W2W on an annual basis and planning strategically every two/three years to assist with driving the mission of Women2Women.

## Sponsor Marketing

- Logo on website (berkswomen2women.com)
- Company name and/or logo on all electronic & print messaging, press releases & within W2W magazine
- Podium recognition at all W2W events and programs
- Company logo on all program agendas
- Spotlight in W2W E-Newsletter + Website
- Ad in W2W E-Newsletter + Website
- Monthly Workshop Speaker Welcome
- Table presence at Evening of Empowerment & Annual Conference

## Event Tickets

- **8** Tickets to monthly W2W & De Mujer a Mujer events
- **8** Tickets to fall signature event Evening of Empowerment
  - **3 of 8** are VIP Tickets (Meet the Speaker)
- **4** Tickets to all day W2W Conference + Expo

## Help Getting Women Involved

As a sponsor of the program, you have access to a **complimentary onsite information session about Women2Women**, its impact, and all we do! Having someone come in and explain the impacts always makes a difference. We can also share a video with the same content to include in a newsletter for your company.



Rental  
Leasing  
Logistics



READING HEALTH  
SYSTEM

Advancing Health. Transforming Lives.



DIAMOND SPONSOR

# Platinum Sponsor

\$5,000

## Sponsor Marketing

- Logo on website (berkswomen2women.com)
- Company name and/or logo on all electronic & print messaging, press releases & within W2W magazine
- Podium recognition at all W2W events and programs
- Company logo on all program agendas
- Spotlight in W2W E-Newsletter + Website
- Ad in W2W E-Newsletter + Website
- Monthly Workshop Speaker Welcome
- Table presence at Evening of Empowerment & Annual Conference

## Event Tickets

- 6 Tickets to monthly W2W & De Mujer a Mujer events
- 5 Tickets to fall signature event Evening of Empowerment
  - 2 of 5 are VIP Tickets (Meet the Speaker)
- 3 Tickets to all day W2W Conference + Expo

## Help Getting Women Involved

As a sponsor of the program, you have access to a **complimentary onsite information session about Women2Women**, its impact, and all we do! Having someone come in and explain the impacts always makes a difference. We can also share a video with the same content to include in a newsletter for your company.



# Gold Sponsor

\$2,500

## Sponsor Marketing

- Logo on website (berkswomen2women.com)
- Company name and/or logo on all electronic & print messaging, press releases & within W2W magazine
- Podium recognition at all W2W events and programs
- Company name on all program agendas
- Table presence at Annual Conference + Expo

## Event Tickets

- **3** Tickets to monthly W2W & De Mujer a Mujer events
- **2** Tickets to fall signature event Evening of Empowerment
  - **1 of 2** is a VIP Ticket (Meet the Speaker)
- **2** Tickets to all day W2W Conference + Expo

## Help Getting Women Involved

As a sponsor of the program, you have access to a **complimentary onsite information session about Women2Women**, its impact, and all we do! Having someone come in and explain the impacts always makes a difference. We can also share a video with the same content to include in a newsletter for your company.





# Women in Business Sponsor

**\$1,000**

*Women-owned businesses, female entrepreneurs & nonprofits*

## Sponsor Marketing

- Company name on website ([berkswomen2women.com](http://berkswomen2women.com))
- Company name and/or logo on all electronic & print messaging, press releases & within W2W magazine
- Podium recognition at all W2W events and programs
- Company name on all program agendas

## Event Tickets

- **1** Ticket to monthly W2W & De Mujer a Mujer events
- **1** Ticket to fall signature event Evening of Empowerment
- **1** Ticket to all day W2W Conference + Expo



# De Mujer a Mujer Sponsor

\$1,000+

## Developing Diverse Leaders

- Creating more integrated, employer driven workforce development programs, especially for women, minorities and young people is how we can support women in Berks.
- 2019 marked the inaugural De Mujer a Mujer Awards recognizing women from diverse backgrounds across three categories to lift those doing good & making positive change in our community:

*de mujer a mujer*  
young changemaker

*de mujer a mujer*  
community impact

*de mujer a mujer*  
small business owner



## Sponsor Marketing

- Logo on website ([berkswomen2women.com](http://berkswomen2women.com))
- Company name and/or logo on all electronic & print messaging, press releases & within W2W magazine
- Podium recognition at all W2W events and programs
- Logo on all program agendas

## Event Tickets

- **1** Ticket to monthly W2W & De Mujer a Mujer events
- **1** Ticket to fall signature event Evening of Empowerment
- **1** Ticket to all day W2W Conference + Expo



# GRCA Special Opportunities

# Networking @NIGHT

OFFERING GRCA MEMBERS AN OPPORTUNITY TO PROMOTE THEIR BUSINESS, PRODUCTS, AND SERVICES BY HOSTING A RECEPTION AFTER REGULAR BUSINESS HOURS.



## SPONSOR PROVIDES:

- Light food & beverage. Please consider choosing a GRCA member restaurant or caterer!
- Provide marketing items to Chamber (including any designed graphics) for use in marketing.
- Registration table for GRCA-created name tags and materials.
- Invite your own guests and include registration via the GRCA website on all your marketing material.

## SUCCESSFUL EVENTS

- The most successful networking events are tied to a specific event: milestones, anniversary, new branch openings, holiday theme or winning an award. In addition, incentives such as interactive displays, giveaways, food & beverage and chances to win prizes draw crowds.
- Networking@Night will be held on the 4th Thursday of the month from 5:30 to 7 p.m.
- "Mix & Mingle" atmosphere: no seminars, lectures or group discussions

## GRCA MARKETING

- Promotion in The Connection e-newsletter
- Promotion on GRCA website using the calendar of events
- Feature photo from event in The Connection and/or social media (night of and following event)
- Creation of Facebook event for mixer with link to registration
- Take registration & communicate to host business the final count.
- At least one GRCA staff person will be in attendance at event to provide name tags and maintain registration table (if needed)

**\$500**  
PER EVENT

**If you are interested in sponsoring an event, contact Katie Johnsen:**  
[kjohnsen@greaterreading.org](mailto:kjohnsen@greaterreading.org)

# Chamber Spotlight

## What is the Chamber Spotlight?

It is an opportunity that GRCA provides members – starting at the Catalyst level and for member non-profits – to share their story through text and images/video. The Chamber Spotlight is not for news items. Members can announce important anniversaries, open houses/ribbon cuttings, and more in our Member Minute e-newsletter, delivered to an audience of over 5,000.

## Where is the Spotlight published?

The Chamber Spotlight is located on GRCA's website and YouTube channel.

## What is included in the Spotlight?

The Chamber Spotlight is a feature story about your business or organization. Your story can be portrayed in written editorial (with visuals) **or** a video.

## What are the requirements of the Chamber Spotlight?

### Written Editorial

- Provide 500-1000 words of copy. You may submit 1-3 visuals to accompany your editorial. The editorial piece and images will be reviewed before published. (GRCA will review copy and may edit).
- Email to: [jarison@greaterreading.org](mailto:jarison@greaterreading.org)

### Video

- Provide one video no longer than 3 minutes in length. The video submission will be reviewed for quality and content prior to publishing.
- View Video Technical Guidelines & Settings on the back.
- Submit MP4 file to: [akrupiak@greaterreading.org](mailto:akrupiak@greaterreading.org).

## Chamber Spotlight Content Ideas:

- History of the Business or Organization
- CEO or President Feature Story
- Product feature
- Mission, values, culture
- Family-owned perspective
- Impact in community
- Diversity and Inclusion Initiatives
- Interview with employee
- Berks County as a great place to work, learn, live and play
- Innovation
- Services that stand out in the crowd

## Technical Guidelines for Creating a Quality Video

1. Have someone else shoot it for you.
2. Shoot horizontally.
3. Shoot from the mid torso up.
4. Shoot during the day or in a brightly lit room. Pay attention to what is behind you.  
***Do not stand in front of a window or lamps.***
5. Turn off anything that makes noise such as fans, TVs, radio, etc.

## Technical Settings for a Smart Phone

1. Go to Settings > Camera and open camera settings.
2. Set ***record video*** to 1080p at 30fps.
3. Toggle on ***record stereo sound***.
4. Make sure your sound is on, turn the volume up and turn on ***do not disturb***.
5. Open the camera, select video and record. ***Ignore all other options.***

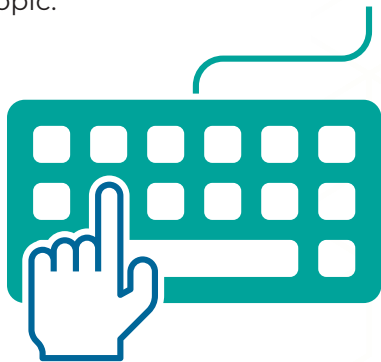
# TIPS & GUIDELINES FOR A GRCA BLOG

## WHAT IS A BLOG?

A blog is a short article published on [greaterreading.org](http://greaterreading.org). The ultimate goal of a blog post is to add value to our readers by being informative and educational.

## PITCH IT

Email Leah Fassnacht, GRCA Director of Communications & Marketing, at [LFassnacht@greaterreading.org](mailto:LFassnacht@greaterreading.org) to pitch your blog topic.

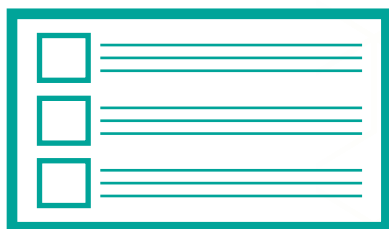


## WORD COUNT

The word count can be anywhere between 300-1,000 words. It is important to completely cover your blog topic.

## BLOG TIPS

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



## BLOG FORMAT

**Headline:** Keep it short and include important words

**Opening:** 3-4 sentences about what your blog will include. Grab attention!

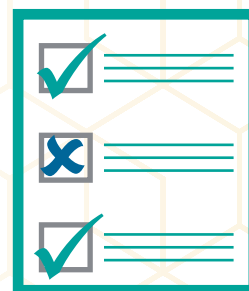
**Content:** Share examples, provide advice

**Closing:** Summarize and add a call to action



## AUDIENCE

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



## NEXT STEPS

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



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
--------	-------------

### Private Office 2

1 year	\$875/month
--------	-------------

## 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