

# BUSINESS CATALYST BENEFITS

- ★ Member Business Directory DIY category listing (Additional listing or category)
- ★ Member exclusive marketing opportunities
- ★ Event hosting opportunities
- ★ New member welcome on social media, website, Breakfast4Success and *Commerce Quarterly* Magazine
- ★ Business card ad in *Commerce Quarterly*
- ★ Monthly Member Minute E-newsletter with opportunity for promotion
- ★ Subscription to Berks County Living with 10% ad discount
- ★ Vinyl window cling, Chamber Member GRCA logo
- ★ Member2Member Discount promotions
- ★ Monthly networking events
- ★ Family Business Alliance Peer Groups (\$400 fee)
- ★ Member exclusive pricing to GRCA Signature Events
- ★ Business notary services
- ★ Certificate of Origin discount
- ★ Member exclusive pricing for training programs
- ★ Human Resources Roundtable (\$50/1x)
- ★ Savings on Member Exclusive Programs
- ★ 30-minute consultation with GRCA's Team of Experts
- ★ Ribbon-cutting support and planning kit
- ★ Workflow co-working space access (\$150/month)
- ★ Job postings & volunteer opportunities
- ★ Sponsorship and advertising opportunities at all GRCA events and programs
- ★ Chamber Spotlight story/video on GRCA website
- ★ Professional development training credit (\$100/1x)
- ★ Facebook Live/Social takeover (1x/year)
- ★ Discounted Wage & Policies Survey results



# 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 Coordinator 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 Coordinator Melissa Hassler walk you through how to access and update your information in your MIC.**



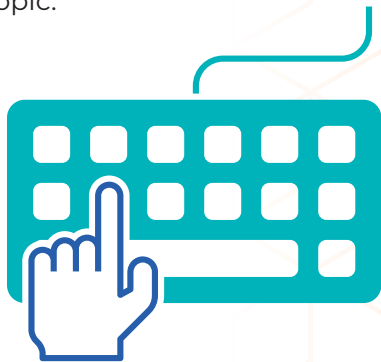
# TIPS & GUIDELINES FOR A GRCA BLOG

## 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.

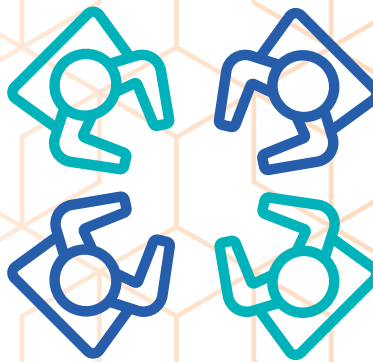


## WORD COUNT

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

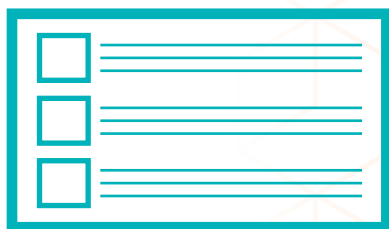
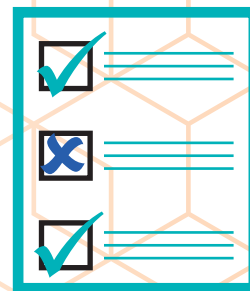
## AUDIENCE

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



## 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

## 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!





# NETWORKING AT 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)**

# 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 **119+ 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 Membership Director Dallan Yoh at [DYoh@GreaterReading.org](mailto:DYoh@GreaterReading.org) and GRCA will post it on its social channels.

### Connect with us!



Greater Reading Chamber Alliance



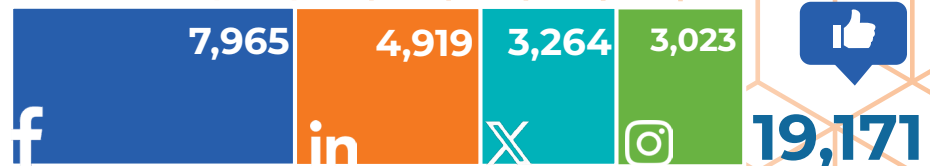
Greater Reading Chamber Alliance



@GreaterReadingChamberAlliance



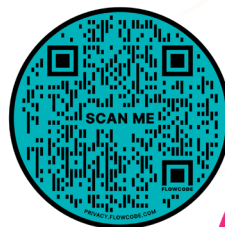
@GreaterReading



## 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](https://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, Senior 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

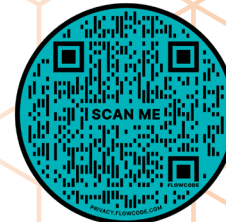
Commerce Quarterly boasts a **4,500+ circulation** and a **30,000+ readership**.

### 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 Jackie Stiles, Vice President of Business Development & Special Programs, at [JStiles@GreaterReading.org](mailto:JStiles@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](https://greaterreading.org/publications).

# MEMBER EXCLUSIVE PROGRAMS

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.

**Now that you have joined GRCA, start saving NOW!**

	PROGRAM	POTENTIAL SAVINGS
	GRCA Members receive a 20% discount on tuition for all eligible graduate and adult undergraduate programs. Accelerated bachelors, master's and doctoral programs and certificate programs will be available to members in addition to 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 and more	20% tuition discount
	Receive a free subscription to Berks County Living magazine as well as a 10% discount on ads in the magazine.	Savings vary
	Constant Contact is a leader in email and social media marketing for small businesses. At GRCA, we use Constant Contact for our email marketing and we can offer you the same great program as a GRCA member.	\$180/per year
	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 more.	Savings vary
	GRCA Members in good standing are permitted to receive a 20% discount on their first billboard project. Only GRCA Members who are not current clients of Lamar Outdoor Advertising are eligible to receive this offer.	Savings vary
	A Multiple Employer Aggregation Program (MEAP) 401(k) program will help GRCA members reduce time and cost by moving the plan's administrative, recordkeeping and fiduciary services to be overseen by Peak Brokerage Services LLC and Lincoln Financial.	Savings vary
	Member businesses with one or more corporate vehicles can take advantage our partnership program with Rhoads Energy and receive local support, service and customized reporting.	\$0.04/per gallon
	Receive 20% off your in-store print & marketing services order. 10% off your in-store purchase of regularly priced items. Valid in-store at Wyomissing Staples only.	up to 20% discount
	The cost for processing Certificates of Origin for Chamber Members online is \$25 per certificate. The price per certificate for Non-Members online is \$50.	\$25/per certificate
	Help your business grow with professional portraits. Zerbe Photography's Business Person Special is a perfect headshot session for the busiest of individuals. The session is 10 minutes in length and includes (2) High Resolution Enhanced Professional Portraits ready for download within 1-2 business days from your session date.	\$25

## HOW TO TAKE ADVANTAGE OF THESE DISCOUNT PROGRAMS

If you are a member and would like to take advantage of these Member Exclusive Programs, login to your Membership Information Center.

## LEARN MORE

Scan this code to learn more about some of these programs.





# TEAM OF EXPERTS

## What is it?

The GRCA Team of Experts is a group of chambermembers 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

- Accounting services
- Employee talent development
- Financial advising & retirement planning
- Healthcare benefits
- IT consulting services
- Leadership coaching
- Marketing services
- Multicultural employee engagement
- Real estate loan services - agriculture and manufacturing

## Join the team!

If you are interested in joining the GRCA Team of Experts, please contact Director of Membership **Dallan Yoh** at [DYoh@GreaterReading.org](mailto:DYoh@GreaterReading.org).



Scan to learn more or visit  
[greaterreading.org/team-of-experts](https://greaterreading.org/team-of-experts)



# RIBBON CUTTING, GRAND OPENING OR OPEN HOUSE



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 Coordinator  
MHassler@greaterreading.org  
610-898-7784





# 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.

#### Breakfast4Success

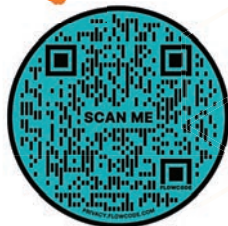
Breakfast4Success is held three times per year offering presentations on business and leadership strategies to grow your company and people.

#### Go Taste 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 [greaterreading.org/sponsorships-advertising](http://greaterreading.org/sponsorships-advertising).



## 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 [greaterreading.org/sponsorships-advertising](http://greaterreading.org/sponsorships-advertising).



# 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.

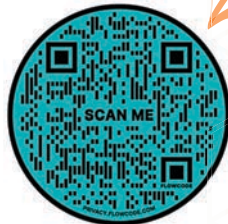
## Financing

**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.



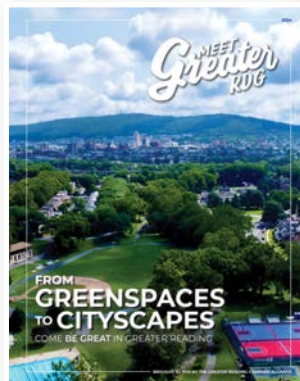
## Pennsylvania Loan Catalyst Fund

**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.



## 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)**



## 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.



**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).



## 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, Vice President of Economic Development & Strategy at [agantz@greaterreading.org](mailto:agantz@greaterreading.org)

# CHAMBER SPOTLIGHT

## What is the Chamber Spotlight?

It is an opportunity that GRCA provides members—starting at the Business 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 nearly 4,000.

## Where is the Spotlight published?

The Chamber Spotlight is located on GRCA's website and its 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: [lfassnacht@greaterreading.org](mailto:lfassnacht@greaterreading.org)

### Video

- Provide one video no longer than three 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).

## 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.

## 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



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