

# BUSINESS LEADER BENEFITS

- ★ Member Business Directory DIY category listing (2 additional listings or categories)
- ★ Job postings & volunteer opportunities
- ★ Ribbon-cutting support and planning kit
- ★ Savings on Member Exclusive Programs
- ★ Member2Member Discount promotions
- ★ Business notary services
- ★ Certificate of Origin & Labor Law poster discounts
- ★ GRCA Ambassador participation (\$100/annual)
- ★ Sponsorship and advertising opportunities at all GRCA events and programs
- ★ Workflow co-working space access (\$135/month)
- ★ Monthly networking events
- ★ Event hosting opportunities
- ★ Member exclusive pricing to GRCA Signature Events
- ★ Family Business Alliance Peer Groups
- ★ Human Resources Roundtable (2 sessions)
- ★ Member-exclusive marketing opportunities
- ★ Monthly Member Minute E-newsletter with opportunity for promotion
- ★ New member welcome on social media, at Breakfast4Success and in *Commerce Quarterly Magazine*
- ★ Subscription to Berks County Living with 10% ad discount
- ★ Vinyl window cling, Chamber Member GRCA logo
- ★ Professional Development & Training Savings (\$100/year)
- ★ Go Taste Berks vendor participation
- ★ Discounted Wage & Policies Survey
- ★ GRCA advertising credit (\$250/year)
- ★ Ribbon cutting upgrade package 1x
- ★ On-demand BCAC updates



# 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.**



# 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 **110+ 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



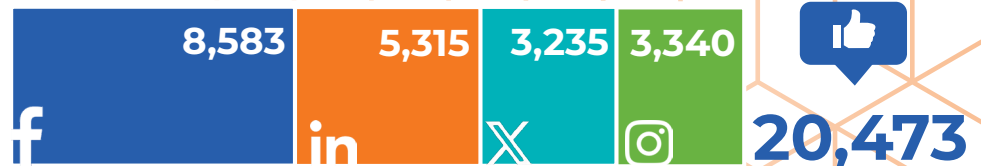
Greater Reading Chamber Alliance



@GreaterReadingChamberAlliance



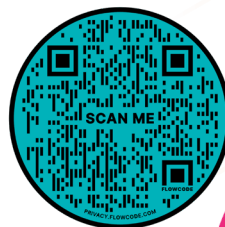
@GreaterReading



## 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

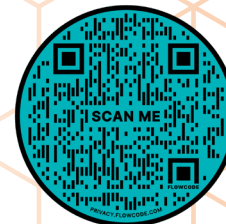
Commerce Quarterly boasts a **4,500+ circulation** and a **30,000+ readership**.

### 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).

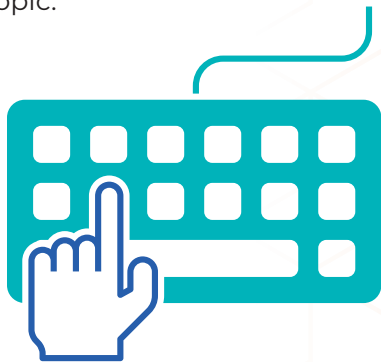
# TIPS & GUIDELINES FOR A GRCA BLOG

## 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.

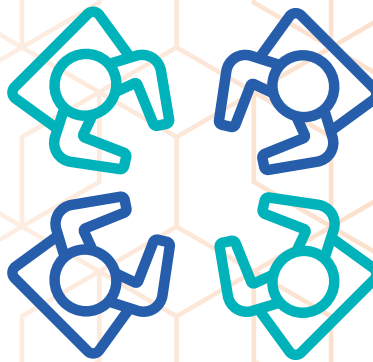


## WORD COUNT

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

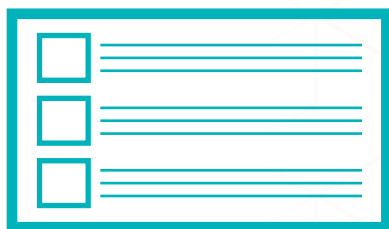
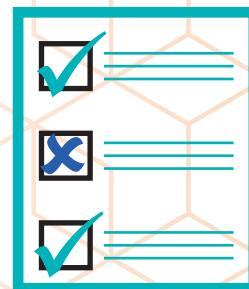
## AUDIENCE

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!

# 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](mailto:MHassler@greaterreading.org)  
610-898-7784



# 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)

**\$600**  
**PER EVENT**

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

# 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% 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         |
|  | Members receive an exclusive 10% discount on non-credit workforce and professional development courses offered through Penn State Berks Continuing Education. Exclusions include: Change Management, Essentials in Strategic Leadership Certificate, PLC for Industry Certificate and Practical Nursing.                                                                                                                                          | 10% discount         |
|  | Members receive no enrollment fee, no annual fee (first year only), the first month free, two free personal training sessions, one free month of group training and a 10% discount on personal training packages (for lifetime of membership).                                                                                                                                                                                                    | \$379+ savings       |
|  | 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    |
|  | 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 for redemption instructions to share with your staff.

## LEARN MORE

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



# 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

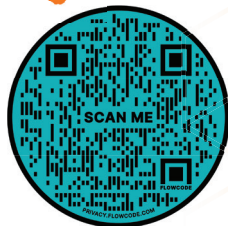
Breakfast4Success is held three times per year offering presentations on business and leadership strategies to grow your company and people.

#### 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

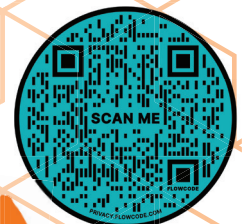
#### Facebook Live

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).



# GRCA RIBBON CUTTING

## Ribbon Cuttings Are Included for ALL GRCA Members

Your membership includes everything you need to host a polished, professional ribbon cutting:

- Ribbon Cutting Guide to help you plan your event with caterers, media outlets, press release examples and more!
- GRCA Staff attendance and GRCA Ambassadors for on-site support
- Ribbon & giant scissors provided
- Photos for social media and *Commerce Quarterly* Magazine
- Event Listing on the GRCA Calendar



## Upgrade Your Experience — Ribbon Cutting Upgrade Package

Enhance your celebration and expand your visibility.

Only \$200 (1x Included at the Business Leader Membership Level and above)

**Includes:**

- Custom digital ribbon cutting invitation design
- Invites sent to specialized GRCA invite list
- Media alert assistance
- Event video (captured and edited by GRCA)
- GRCA staff speaker (available upon request)

## Non-Member Ribbon Cutting Package

Not a member yet? You can still host a ribbon cutting with GRCA.

**\$275 Package Includes:**

- Ribbon Cutting Guide
- GRCA staff attendance
- Ribbon & scissors
- Event listing on Community Calendar

**Bonus:** The full \$275 can be applied to your membership fee if you join after the event!

## Let's Celebrate Your Success!

Fill out the required ribbon cutting form on the GRCA website or contact Membership Coordinator, **Melissa Hassler**, at [mhassler@greaterreading.org](mailto:mhassler@greaterreading.org).

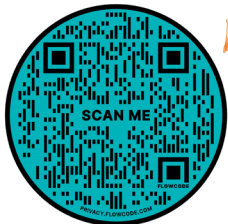


# SETTING YOUR BUSINESS UP FOR SUCCESS

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.

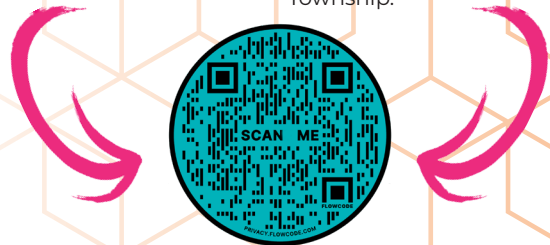
**Scan me to learn more about how GRCA is positioning our community or visit [MeetGreaterReading.org](http://MeetGreaterReading.org)**



## 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).



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

# GRCA AMBASSADOR PROGRAM

## Why Become an Ambassador?

- Expand your visibility within the Greater Reading business community
- Build strong, meaningful connections with local professionals and organizations
- Gain exclusive opportunities to represent GRCA at events and programs

## What Ambassadors Do

- Attend GRCA events as a representative and connector
- Welcome new members and help them integrate into the community
- Support ribbon cuttings, mixers and member engagement initiatives
- Serve as a resource and advocate for GRCA membership
- Refer businesses to become members

## Program Benefits

- Recognition on the GRCA website and marketing materials
- Priority access to GRCA events and volunteer opportunities
- Ambassador spotlights throughout the year
- Invite to Ambassador Appreciation Lunch
- Compete to become GRCA's Ambassador of the Year



## Who Should Apply?

- Professionals passionate about building relationships
- Individuals looking to elevate their presence in the regional business community
- Team members whose roles involve networking, business development, outreach or community engagement

## How to Apply

**Apply online:** GRCA Ambassador Application

**Deadline:** Rolling applications for the 2026 cohort



## Contact

**Dallan Yoh**, Director of Membership, GRCA

**Email:** [dyoh@greaterreading.org](mailto:dyoh@greaterreading.org)



# CONTACT US

## MARK DOLINSKI

**VP of Professional Development and Training**

MDolinski@greaterreading.org  
610.898.8386

## LEAH FASSNACHT

**Senior Director of Marketing & Communications**

LFassnacht@greaterreading.org  
610.898.7780

## AARON GANTZ

**Vice President of Economic Development  
& Strategy**

AGantz@greaterreading.org  
610.898.7788

## MELISSA HASSLER

**Membership Coordinator**

MHassler@greaterreading.org  
610.898.7784

## KAYLA HAYICK

**Director of Lending & Business Outreach**

KHayick@greaterreading.org  
610.898.7761

## KATIE JOHNSEN

**Events Coordinator**

KJohsen@greaterreading.org  
610.898.7779

## STEPH KOCH

**Controller**

SKoch@greaterreading.org  
610.898.7766

## AUDREY KRUPIAK

**Assistant Director of Communications & Marketing**

AKrupiak@greaterreading.org  
610.898.7781

## ANNA LISA

**Administrative Coordinator**

ALisa@greaterreading.org  
610.376.6766

## DEB MILLMAN

**Vice President of Development,  
President – Greater Berks Development Fund**

DMillman@greaterreading.org  
610.898.7798

## DAVE MYERS

**Berks Alliance**

DMyers@greaterreading.org  
610.898.8387

## ALEX ROCHE

**Director of Advocacy**

ARoche@greaterreading.org  
610.898.7773

## LUCINE SIHELNIK

**President & CEO**

LSihelnik@greaterreading.org  
610.898.7783

## KEITH STAMM

**Director of Workforce Development**

KStamm@greaterreading.org  
610.898.7776

## SALLY STEWART

**Chief Operating Officer**

SStewart@greaterreading.org  
610.898.7778

## JACKIE STILES

**Vice President of Business Development  
& Special Programs**

JStiles@greaterreading.org  
610.898.7785

## DENISE VAQUERO

**Executive Assistant**

DVaquero@greaterreading.org  
610.898.7789

## DALLAN YOH

**Director of Membership**

DYoh@greaterreading.org  
610.898.7775