



Leveraging the power of membership to grow and strengthen our community, our businesses, and our future leaders.

TCACC Mission: As the primary business advocate, the TriCounty Area Chamber of Commerce provides relevant membership services and proactive leadership to enhance economic opportunity and quality of life within our region.

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CONNECT WITH YOUR TRICOUNTY AREA CHAMBER:

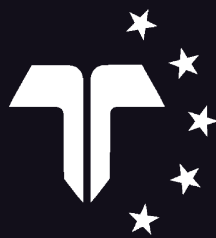
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TRICOUNTY AREA CHAMBER OF COMMERCE

PRESIDENT'S MESSAGE



The TriCounty Area Chamber of Commerce Board of Directors is working diligently to sustain our organization through the unique circumstances of the last 3 months.

Chambers across the country are:

Community Leaders – TCACC has been gathering and sharing information from local, state, and national resources via email and virtual presentations

Adapting – TCACC is working to continue to focus on the current needs of our membership; networking is important to our Members, so we are finding ways for Members to continue to do so and stay connected and build new relationships

Connecting – TCACC has scheduled speakers who are experts in their field to keep the membership informed and educated; we started a CEO Roundtable and a REACH Coffee Chat group for Members to connect and learn from each other

Embracing & Developing – TCACC is working on a new business model keeping our Members' needs at the forefront

Your Chamber continues to focus on Building Communities, Creating Connections, and Supporting Commerce through all the methods mentioned above.

We thank you for your continued support of your Chamber as we fully understand your struggles. The Chamber is and wants to continue to be a valuable and trusted resource for businesses throughout the tri-county region. We understand finances are stressed for many, including the Chamber with no events being held. To enable us to continue to assist the Membership we appreciate your continued support through your membership dues.

We would like to provide you with a few organizational updates:

- Events, seminars, and networking programs are currently being held virtually
- In-person events are currently under review. We must work with our Member venues to adhere to their guidelines and determine what our event policies and procedures look like for Chamber events moving forward.

- We had spring 2020 events on the calendar and have postponed many of them to a later date. We appreciate your patience as again we work with our event locations to select an appropriate date to reschedule.

- The Chamber office will remain closed, with staff working remotely, until Montgomery County moves to green. The Chamber is currently working on posting procedures and protocol for visiting the Chamber office and/or attending meetings in the Chamber space.

- Some difficult decisions were also made to help the financial condition of the organization. The majority of the staff were furloughed and we are working to return staff to their jobs. As a result of the pandemic, the executive committee of the TriCounty Area Chamber of Commerce board of directors has made the difficult decision to not offer the Leadership Tri-County program for the 2020-2021 program year resulting

in the need to layoff Jennifer O'Donnell. We look forward to a class of 2022 to start in September of 2021.

The Board has also worked behind the scenes on advocacy initiatives resulting from the coronavirus and its impact on business in Pennsylvania. The TriCounty Chamber signed onto a letter drafted by the PA Chamber of Business and Industry pertaining to liability protections, "providing the employer and healthcare communities with temporary safe harbor from unwarranted lawsuits, while still holding bad actors accountable." In addition, the TriCounty Chamber

added our name to a letter sent by Chambers of Commerce in Southeastern PA to State Legislators across Southeastern PA to request that our legislators work to urge the Governor to revise his metrics for opening.

The Chamber Board of Directors and staff cannot thank our Membership enough for your ongoing support. We appreciate your patience as we continue to navigate and plan member services and programs that will benefit your business.

Please do not hesitate to contact me if you have any questions regarding any of the items mentioned in this correspondence. Again, thank you for your support!



#wearebettertogether

WE ARE BETTER TOGETHER!

"Chamber Chat Live!"

Chamber
Chat Live
every
Monday
and
Wednesday
at 2 PM!

*Be a guest
or tune in
to see hear the
stories of
fellow Chamber
Members!*

TRICOUNTY AREA
CHAMBER OF COMMERCE
Building Communities. Creating Connections. Supporting Commerce.



If you did not see it, "Chamber Chat" is on Facebook Live so our Members can have some time to talk about what is going on in their business.

*Would you like to be a guest and speak
for a couple of minutes about your business?*

Contact Eileen at 610.326.2900 or Eileen@tricityareachamber.com
to be added to the list of future guests!

5 WAYS YOUR CUSTOMERS WIN WITH YOU AS A CHAMBER MEMBER

Did you know that **your customers receive multiple benefits from you being a chamber member** and those benefits can increase their loyalty? Here are 5 examples:

- 1. You're in the Know** - When you're a member of the chamber you know what's going on in the business community.
- 2. You Have Inside Knowledge (and Tickets) for Events** - As a member, you may be able to purchase tickets earlier or bring an interested guest - **you come off looking like a rock star to your customer or vendor.**
- 3. You Know About Legislative Initiatives** - The chamber is busy working behind the scenes for all businesses in your area.
- 4. You Become a Resource** - You become a connector in the community and someone they patronize to get the inside scoop.
- 5. You Hire the Best** - As a chamber member, you get to meet a wide variety of people and expand not only your sales networking but your career network as well.

SUPPORT LOCAL BUSINESS

Now more than ever, businesses need support.

As businesses begin to reopen, here's how you can show your support for TCACC Members:



- Visit member businesses – look for the TCACC plaques and decals and snap a photo of the business and share on social media
- Utilize our Membership Directory – when looking for a specific product or service browse our directory and find a Member that can help you
- Use and/or offer Member-to-Member Discounts
- Engage on Social Media

Do you know a business that would benefit by being a Member of the Chamber? Help us become BETTER TOGETHER and refer a business to become a part of our community!

#tcaccbettertogether

MAKING A DIFFERENCE IS WHAT WE DO!



THANK YOU TO OUR 2019-2020 SPONSORS

SIGNATURE PARTNER



Pottstown Hospital

TOWER HEALTH

Advancing Health. Transforming Lives.

COMMUNITY PARTNERS



CONNECTIONS PARTNERS



COMMERCE PARTNERS



BUILDING COMMUNITIES - CREATING CONNECTIONS - SUPPORTING COMMERCE

WE ARE BETTER TOGETHER!



Mark Your Calendars!

LINKEDIN FOR BEGINNERS



Presented by
Ed Burns of The
Ed Burns Group

Wednesday, July 8 – 9 to 10 AM

Virtual Webinar, No Charge

In this LinkedIn overview, Ed Burns, Founder of The Ed Burns Group, will go over the keys to success in creating a simple LinkedIn strategy. You'll learn the differences between good, bad, and extraordinary profiles, and how to leverage your personal brand for success online. Once your profile is perfected, Ed will show you how to use your time on LinkedIn for optimal results and financial success.

VIRTUAL NETWORKING

Wednesday, July 29

4:30 to 5:30 PM

via Zoom, No charge

We cannot meet in person for a Business Card Exchange but we can meet over zoom and still strengthen the relationships in our Chamber Community!



K-A-R-E

"Keep, Attain, Recapture, and Expand"

Monday, July 13 – 9 to 10 AM

Virtual Webinar, No Charge



Presented by
John Whitehall,
Sandler Training

KARE is a tool that, when you boil it down, is a thinking tool to be able to figure out where you need to spend your time. It's really an account planning tool at a 30,000-foot level.

The four letters of K-A-R-E stand for "Keep, Attain, Recapture, and Expand." And putting accounts into those four categories, I've found, simplifies all the complexities you have when trying to balance it all. In a quick visual tool, you're able to get your head around where you're really focusing your time.

LEADERCAST

Leadercast

POSITIVE DISRUPTION

Leadercast 2020 was held virtually this year.

Stay tuned...the Chamber will be offering virtual re-broadcast sessions of the 9 speakers!

Details on dates, times, pricing, etc. to come.

GENERATIONAL DIFFERENCES

LEADERSHIP TRI-COUNTY ALUMNI EXECUTIVE SERIES

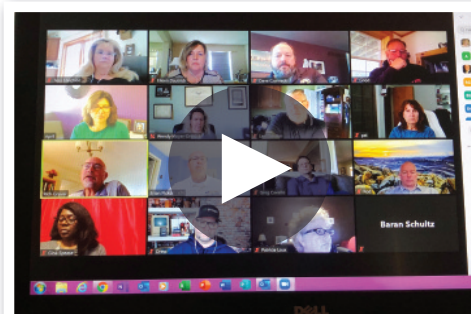


Tuesday, July 14 – 10 to 11 AM

Virtual Webinar, No Charge

Heather Chandler, an award-winning entrepreneur and leader, as well as President of Sealstrip Corporation in Gilbertsville, will be sharing with us the differences, similarities, values, and work and communication styles of the 5 generations. We'll explore how society's economic, social, and political climates as each generation came of age impacted them. We'll build bridges between generations through skills and techniques for improved communication, understanding of motivations, and teamwork to achieve more success for all of us.

RECORDINGS OF PREVIOUS VIRTUAL SEMINARS



• **May 13, "The Power of Positive Attitude"**

• **June 10, PA Chamber Update**

• **June 11, Paycheck Protection Program Loan Forgiveness**

• **June 24, REACH Virtual Panel – "Strive, Grow, and Thrive"**

Scanning this QR code
will take you to the
Seminar Recordings page.



or, visit

<http://www.tricountyareachamber.com/annual-events---networking/refresh-fridays/>

FOLLOW US!

TriCounty Area Chamber of Commerce

tricountyareachamber

TriCounty Area Chamber of Commerce

Register today; connect tomorrow. Visit tricountyareachamber.com or call 610.326.2900.

YOUR MARKETING MADE EASY.

Marketing your business requires time and resources that are sometimes limited. We're here to help! With this marketing package, we do the work for you. We'll coordinate with you via video call to professionally design, plan, and schedule the marketing materials to best suit the needs of your business and boost your exposure.

What's included?

ROUTE 422 BUSINESS ADVISOR INSERT ONE (1) ISSUE

A digital copy of this monthly publication is shared with the TCACC membership. Provide us a full-page digital flyer with content of your business's choosing and we will include it in all promotions of the publication, which include:

- Links in select membership emails
- Social media posts
- Link on the Chamber website

EMAIL SPONSOR ONE (1) MONTH - 4 EMAILS

- An ad for your businesses will be included in select Chamber emails over the course of the month.
- A dedicated email will be sent to the Chamber Membership with content of your choice.
- The ad will be linked to your business's website or other link of your choice.

CHAMBER CHAT SPONSOR ONE (1) MONTH

The Chamber's exclusive podcast!

- Includes a recorded message of your choice at the beginning of each episode released during the month on Mondays and Wednesdays.
- Your business's logo with a link to your website (if applicable) will be displayed on the Chamber Chat page of our website and your business will be tagged in social media posts regarding the podcast.

PRESS RELEASES

- We'll create and distribute two (2) press releases with content of your choice.
- The press releases will be sent to our media contacts and posted on the Chamber website.

SOCIAL MEDIA ONE (1) MONTH

- We'll post about your business once per week during the month on our social media platforms: Facebook, LinkedIn, Instagram and Twitter.
- Your business will be tagged in the posts (if applicable) to direct our audience to your platforms.

ENHANCED WEBSITE LISTING ONE (1) YEAR

- Your business's listing in our Member Directory will be enhanced to have more features than a standard listing. These features include:
 - Enhanced map display with points of interest categories
 - Search results icon and logo on page
 - Ability to include photo gallery and YouTube video
 - Bulleted description with links
 - Unlimited keywords
 - Increased description length

Cost: \$500

All marketing materials will receive your approval before use and distribution.

For questions or to inquire about purchasing, please contact:
Danielle Rexrode, Marketing & Communications Director
danielle@tricountyareachamber.com

WE ARE BETTER TOGETHER!

TRICOUNTY AREA CHAMBER OF COMMERCE BOARD OF DIRECTORS

The TriCounty Area Chamber of Commerce Board of Directors is willing to help you navigate the Chamber community. Feel free to connect with them and ask questions regarding your Membership!

Under the current circumstances, the Executive Committee has made the strategic decision, and the Board of Directors has approved, the extension of Baran Schultz's term as Chairman of the Board to December 31, 2020.

At the end of the year, when the gavel will be passed from Baran Schultz to Rich Newell, we will welcome Lisa Lightcap to the Executive Committee to serve as Treasurer.

We are also proud to announce the election of those board members that were featured on the recent ballot emailed to and elected by the Chamber Membership. In addition, we are excited to welcome and we look forward to working with Therol Dix, Vice President of the West Campus of Montgomery County Community College, as she is our newest member of the Board of Directors.

2020-2021 EXECUTIVE COMMITTEE



BARAN SCHULTZ
BOARD CHAIR
CEO, Schultz Technology



APRIL BARKASI
TREASURER
President & CEO, CEDARVILLE
Engineering Group LLC



**JOSEPH K. KOURY,
ESQ.**
SOLICITOR
O'Donnell, Weiss & Mattei, P.C.



RICH NEWELL
CHAIR ELECT
CEO, Pottstown Hospital
Tower Health

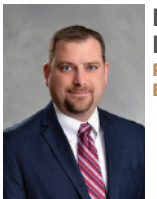


RICH GRAVER
IMMEDIATE PAST
CHAIR
Chief Lending & Delivery
Officer, The Victory Bank



EILEEN DAUTRICH
SECRETARY
President, TriCounty Area
Chamber of Commerce

2020-2021 BOARD OF DIRECTORS



**MARTIN
BONIFANTI**
Plant Manager,
Exelon Nuclear



**BILL
BRESLAWSKI**
Partner, Maillie, LLP



SEAN DEVINEY
Owner,
The Body-Borneman
Companies



**THEROL J. DIX,
ESQ.**
Vice President of West
Campus, Montgomery
County Community
College



TWILA FISHER
Director of Community &
Economic Development,
Hobart's Run



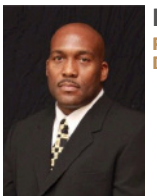
**PEGGY
LEE-CLARK**
Executive Director,
Pottstown Area Industrial
Development, Inc.



**LEE
LEVENGOOD**
Owner, Everything Printing



LISA LIGHTCAP
Vice President of
Commercial Banking and
Relationship Manager,
Tompkins VIST Bank



ERIC PHILLIPS
Plant Manager,
Dana Incorporated



**ELAINE
SCHAEFER**
Executive Director,
Schuylkill River Greenways
National Heritage Area



**DR. WILLIAM
SHIRK**
Superintendent,
Pottsgrove School District



**MICHAEL
STEVENS**
Senior Vice President,
Commercial and
Industrial Banking,
Bryn Mawr Trust

WE ARE BETTER TOGETHER!



WHO WE ARE

Tri-County Young Professionals is a program for professionals ages 21-40 working in the tri-county area of Berks, Chester, and Montgomery Counties. We are a diverse group of ambitious, visionary young minds from a variety of industries and backgrounds coming together to connect, develop as professionals, and give back to the community.

WHO SHOULD JOIN?

We welcome ALL young professionals ages 21-40 who work in the tri-county region of Berks, Chester, and Montgomery counties. All industries and professions are welcome!

TRI-COUNTY YOUNG PROFESSIONALS

PRESENTED BY LEADERSHIP TRI-COUNTY



ANNUAL DUES: \$35 PER PERSON

Annual Dues Include:

- Access to a network of young professionals from Berks, Montgomery, and Chester counties
- Volunteer opportunities to give back to your community
- Social networking events
- Professional development opportunities
- Free access to Refresh Friday seminars: monthly educational seminars presented by Leadership Tri-County
- Discounted tickets to select TriCounty Area Chamber of Commerce events

JOIN US TODAY TO CONNECT, GROW, AND MAKE AN IMPACT.

www.leadershiptricity.org/young-professionals
610.326.2900



For questions or more information, contact:
Danielle Rexrode
Marketing & Communications Director
danielle@tricityareachamber.com

NETWORK OF LEADERS
-
PROFESSIONAL DEVELOPMENT
-
VOLUNTEERISM
-
COMMUNITY ACTION

WE ARE BETTER TOGETHER!