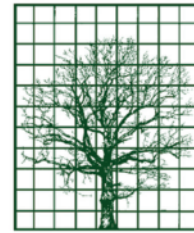


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GRCA TO HOST ITS TASTE OF BERKS EVENT AT NEW VENUE

Taste of Berks is back and packed with more food, drinks and fun than ever before! Join the Greater Reading Chamber Alliance (GRCA) from 5 p.m. to 8 p.m., Monday, Nov. 20, at the Berkshire Mall, 1665 State Hill Road, Wyomissing, for one of the biggest foodie and networking events of the year. Free and easy parking is available. Come enjoy samples from more than 30 food and drink vendors while enjoying a photo booth, Caricatures by Courtney, access to the rest of the mall and visit with Santa. Next, guests can peruse the new maker's market to shop for those on their holiday lists.

New this year, attendees over the age of 21 may indulge in a Beer and Wine Garden. Food and drink vendors will have the opportunity to sell their items to guests. Vendors will be featured in both a digital and printed holiday gift guide distributed at the event. Go Buy Berks gift cards will be available for purchase.

SPONSORSHIPS AVAILABLE

Experience Sponsors are Chester Perfeto Agency and Visions Federal Credit Union.

The Photo Sponsor is Members First Federal Credit Union. Berks County Living magazine is the Caricature Sponsor. Additional sponsorships are available by contacting Rachael Romig, Senior Director of Events and Special Programs, at romig@greaterreading.org or 610.898.7775. Deadline for sponsorships is Wednesday, Nov. 1, 2023.



BECOME A VENDOR

More vendors are welcome at this year's event. Vendor space is free to GRCA members. Future GRCA members may participate for a fee. Visit www.tinyurl.com/tasteofberks2023 to for more information and to download the necessary forms. All forms should be returned to Romig by Friday, Oct. 27, 2023.

ADDITIONAL INFORMATION

Registration required: \$30 for people aged 12 and up; \$15 for children ages 3 to 11. Children under 2 are free. Tickets are non-refundable but can be transferred to another attendee. Register at www.tinyurl.com/tasteofberks2023.

The Route 422 Business Advisor (ISSN 1524-1254) is published monthly, twelve times per year by MACnificent Pages, P.O. Box 334, Pottstown, PA 19464-0334, and is mailed free to qualified business owners and operators throughout the Route 422 and Route 100 Business Corridors in Pennsylvania, USA, and is available in digital format at www.422business.com. Copyright © 2023 by MACnificent Pages. All rights reserved. Reproduction in any form is forbidden without written permission of the publisher. Views expressed in articles published in the *Route 422 Business Advisor* are the views of authors and individual contributors and are not to be attributed to the *Route 422 Business Advisor*, its editorial advisors, or its advertisers, unless expressly stated. *The Route 422 Business Advisor* does not verify the accuracy of claims made in advertisements, and publication of an ad does not imply endorsement by the magazine or MACnificent Pages. All ads are non-cancellable. ERRORS — It is the *Route 422 Business Advisor's* policy to review all ads set in-house with the advertiser regarding content, spelling, prices, and contact information PRIOR to publication. In ALL cases, including camera-ready ads, the advertiser assumes complete responsibility for the accuracy of information presented in ads. In any case where an error is clearly the fault of the *Route 422 Business Advisor*, and which would prevent a reader from contacting an advertiser or in which incorrect pricing is involved, *Route 422 Business Advisor's* liability will be limited to granting a FREE ad run to the advertiser or a correction announcement, whichever the advertiser prefers, provided the *Route 422 Business Advisor* is notified PRIOR to the next edition's deadline. Placing an advertisement in the *Route 422 Business Advisor* constitutes acknowledgment and acceptance of these terms.

GREATER READING CHAMBER ALLIANCE



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Our mission is to be Berks County's leading unified resource for building a healthy, competitive business community. Our vision is to assist companies to retain, expand and grow their operations and employment and attract new businesses to berks County.

UPCOMING EVENTS

LUNCH & LEARN - OPTIMIZE FOR GROWTH (NOV 2023)

Wednesday Nov 1, 2023
 12:00 PM - 1:30 PM EDT
 At Center for Business Excellence
 49 Commerce Dr., Wyomissing
 \$25 / Member Exclusive (GRCA & NEBerks Chambers)
 Contact Information
 Katie Johnsen 610-898-7779
 kjohnsen@greaterreading.org
 Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11379>

BERKS ALLIANCE COMMUNITY FORUM: SPOTLIGHT ON BERKS ENCORE

Wednesday Nov 1, 2023
 12:00 PM - 1:00 PM EDT
 Register in advance for this meeting:
<https://us02web.zoom.us/j/92121dflxi6XPQX1GU3Qkbpj>
 After registering, you will receive a confirmation email containing information about joining the meeting.
 Contact Information
 David Myers dmyers@graeterreading.org

D&B ELITE CUSTOM OPEN HOUSE & RIBBON CUTTING

Wednesday Nov 1, 2023
 4:00 PM - 6:30 PM EDT
 Ribbon Cutting between 5 & 5:30 pm
 At 2001 State Hill Rd, Ste 102,
 Wyomissing, PA 19610
<https://dandbelite.com/showroom-open-house-ribbon-cutting/>

CHAMBER TRIP - PROVENCE & FRENCH RIVIERA 11/2-11/10

Thursday Nov 2, 2023
 Trip Pricing: Please click on full chamber itinerary to your left for pricing.
 Click here to BOOK YOUR TRIP TODAY!
 (Group booking code: CTJNSB)
 please list requests for upgrades, TSA Precheck, Global Entry information at time of booking
 Contact Information
 Rachael Romig, Senior Director of Events & Special Programs 610-898-7775
 rromig@GreaterReading.org

SMALL BUSINESS POLICY FORUM WITH SCHUYLKILL CHAMBER AND NFIB

Thursday Nov 2, 2023
 7:30 AM - 9:30 AM EDT
 At The Warehouse, 215 Pine St., Hamburg, PA.
 \$40 per GRCA Member / NEBerks Chamber Member
 **GRCA members & NEBerks Chamber members should use this registration. Members of Schuylkill Chamber and NFIB should register through their websites.
 Contact Information: Katie Hetherington Cunfer kcunfer@GreaterReading.org
 Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11519>

INTRO TO EXCEL - NOVEMBER 2023

Monday Nov 6, 2023
 8:00 AM - 10:30 AM EST
 Four weeks on Mondays: Nov. 6, 13, 20, and 27
 Time: 8 a.m. - 10:30 a.m.
 At Shearer Technical, 727 Penn Ave., West Reading, PA 19611
 \$300/person - Chamber Members
 \$375/person - Future Chamber Members
<http://www.greaterreading.org>
 Contact Information
 Mark Dolinski, Vice President Training and Professional Development
 mdolinski@greaterreading.org
 Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11524>

INTERMEDIATE EXCEL - NOVEMBER 2023

Four weeks on Wednesday:
 Nov. 8, 15, 22 and 29
 Time: 8 a.m. - 10:30 a.m.
 At Shearer Technical Computer Consultants, 727 Penn Ave., West Reading, PA 19611
 \$300/person - Chamber Members;
 \$375/person - Future Chamber Members
<http://GreaterReading.org>
 Contact Information
 Mark Dolinski, Vice President Training and Professional Development
 mdolinski@greaterreading.org
 Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11525>

ADVANCED EXCEL - NOVEMBER 2023

Four weeks on Thursdays:
 Nov. 9, 16, 30 and Dec. 7
 Time: 8 a.m. - 10:30 a.m.
 At Shearer Technical, 727 Penn Ave., West Reading, PA 19611
 \$300/person - Chamber Members;
 \$375/person - Future Chamber Members
<http://GreaterReading.org>
 Contact Information
 Mark Dolinski, Vice President Training and Professional Development
 mdolinski@greaterreading.org
 Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11526>

DE MUJER A MUJER - THE KEY TO CREATING CONFIDENCE

Thursday Nov 9, 2023
 5:30 PM - 7:00 PM EST
 At Abraham Lincoln Hotel - Roosevelt Suite 100 N 5th Street, Reading, PA 19601
 \$10 / GRCA Member and NEBerks Chamber Member
 \$15 / Future GRCA Member
 Advanced Registration Required
 Contact Information
 Rachael Romig 610-898-7775
 rromig@greaterreading.org
 Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11317>

RENEWED VITALITY'S OPEN HOUSE AND RIBBON CUTTING CELEBRATION

Thursday Nov 9, 2023
 6:00 PM - 8:30 PM EST
 Cutting at 6:30 pm
 At 560 Van Reed Rd Ste 101,
 Wyomissing, PA 19610
<https://www.renewedvitality4you.com/>
 Contact Information
 Chris chris@renewedvitality4you.com

ULTIMATE EXCEL 2019/365 - NOVEMBER 2023

Four weeks on Fridays: Nov. 10, 17, 24 and Dec. 1
 Time: 8 a.m. - 10:30 a.m.
 At Shearer Technical, 727 Penn Ave., West Reading, PA 19611
 \$300/person - Chamber Members;
 \$375/person - Future Chamber Members
<http://GreaterReading.org>
 Contact Information
 Mark Dolinski, Vice President Training and Professional Development
 mdolinski@greaterreading.org
 Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11527>

I AM NOT YOUR SUPERWOMAN - W2W NOVEMBER 2023

Tuesday Nov 14, 2023
 8:30 AM - 10:00 AM EST
 At Holiday Inn Morgantown,
 6170 Morgantown Rd, Morgantown
 \$35 / GRCA Member
 \$40 / NEBerks Chamber Member
 \$45 / Future GRCA Member
 Advanced Registration Required
 Contact Information
 Rachael Romig 610-898-7775
 rromig@greaterreading.org
 Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11318>

M & T BANK OPEN HOUSE/ GRAND REOPENING

Tuesday Nov 14, 2023
 9:00 PM - 10:00 PM EST
 Cutting at 9:55 a.m.
 At 248 N Mill St, Birdsboro, PA., 19508
 Contact Information
 Tiffany Micale tspotts@mtb.com
 SALES METHODS & MASTERY TRAINING PROGRAM
 Thursday Nov 16, 2023 Friday Nov 17, 2023
 Thursday and Friday, November 16 & 17
 Time: 8:30 a.m. - 4:30 p.m.
 At Center for Business Excellence, 49 Commerce Dr., Wyomissing, PA 19610
 \$795/person for Chamber Members;
 \$995/person for Not-Yet Chamber Members;
 \$695 Early Bird registration by October 27 (Chamber Members);
 \$795 Early Bird registration by October 27 (Not-Yet Chamber Members)
 Contact Information
 Mark Dolinski, Vice President Training and Professional Development
 mdolinski@greaterreading.org
 Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11473>

SALES METHODS & MASTERY TRAINING PROGRAM

Thursday Nov 16, 2023 Friday Nov 17, 2023
 Time: 8:30 a.m. - 4:30 p.m.
 At Center for Business Excellence, 49 Commerce Dr., Wyomissing, PA 19610
 \$795/person for Chamber Members;

\$995/person for Not-Yet Chamber Members
 \$695 Early Bird registration by October 27 (Chamber Members)
 \$795 Early Bird registration by October 27 (Not-Yet Chamber Members)
 Contact Information
 Mark Dolinski, Vice President Training and Professional Development
 mdolinski@greaterreading.org
 Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11473>

TASTE OF BERKS 2023

Monday Nov 20, 2023
 5:00 PM - 8:00 PM EST
 At Berkshire Mall, 1665 State Hill Road,
 Wyomissing, PA 19610
 **ample free parking available!
Don't hesitate; this event sells out!
 \$30 / person (12 and up); Access to Beer Garden
 \$15 / child (3-11 years old); children 2 & under free
 Note: All tickets are non-refundable, but transferable to a friend/family member.
 Contact Information
 Rachael Romig, Senior Director - Events & Special Programs rromig@GreaterReading.org
 Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11347>

INTERMEDIATE EXCEL - NOVEMBER 2023

Four weeks on Tuesdays: Nov. 28, Dec. 5, 12, 19
 Time: 2:30 p.m. - 5:00 p.m.
 At Center for Business Excellence,
 49 Commerce Drive, Wyomissing PA 19610
 \$300/person - Chamber Members;
 \$375/person - Future Chamber Members
<http://GreaterReading.org>
 Contact Information
 Mark Dolinski, Vice President Training and Professional Development
 mdolinski@greaterreading.org
 Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11512>

FBA FALL FORUM 2023: 100 YEARS WITH FROMM ELECTRIC

Wednesday Nov 29, 2023
 7:30 AM - 9:30 AM EST
 At Reading Country Club, 5311 Perkiomen Ave.,
 Reading, PA 19606
 \$35 / GRCA Member
 \$40 / NEBerks Chamber Member
 \$50 / Future GRCA Member
 **includes breakfast
 Contact Information
 Rachael Romig 610-898-7775
 rromig@greaterreading.org
 Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11320>

PRACTICAL PROJECT MANAGEMENT

Wednesday, Nov. 29
 Time: 8:30 a.m. - 11:30 a.m.
 At Center for Business Excellence, 49 Commerce Dr., Wyomissing, PA 19610
 \$250/person for Chamber Members;
 \$300/person for Future Chamber Members
 Training is WEDnet eligible
 Contact Information
 Mark Dolinski, Vice President Training and Professional Development
 mdolinski@greaterreading.org
 Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11534>