

REGIONAL CHAMBER ROUNDUP

GREATER READING CHAMBER ALLIANCE



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- www.greaterreading.org

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.

UPCOMING EVENTS

February 3 – Women2Women: Passing the Baton: Mentoring the Next Generation

Remo Platform – Link will be sent week of Event
10:00 – 11:30 a.m.

\$15/Person for Chamber Members
\$25/Person for Not-Yet Chamber Members
Advanced Registration Required

February 11 – De Mujer a Mujer: Cultural Diversity and Cultural Awareness

Stories from a COVID-19 front-line
Interpreter

Remo Platform – Link will be sent week of Event
10:00 – 11:30 a.m.

\$5/Person ; Advanced Registration Required

February 11 – Lessons in Effective Advocacy Series with Jim Gerlach Part 1

Virtual Event – Link will be sent week of Event
11:00 -12:00 p.m.

As a former lawmaker at the state and federal levels, Jim Gerlach, President & CEO of Greater Reading Chamber Alliance, will share his expertise on best practices when it comes to advocating for pro-business policies. In this series, Jim will discuss everything - from how to best communicate with legislators while maintaining relationships to how to best engage employees in advocacy work in a non-partisan manner.

FREE for GRCA & BCAC Members
Advanced Registration Required

February 17 – FBA Workshop: Planning for the Inevitable, Yes, someday you will be Gone

Virtual Event – Link will be sent week of Event
10:00 - 11:00 a.m.

Join the Berks FBA for a discussion focused on Estate Planning Basics. Our panel of experts will provide attendees with a comprehensive view of the estate planning process and a discussion of the current environment under the new administration. Leave the session with a better understanding of where you and your business stand through:

- Estate Planning Basics
- The Right Time-Frame to Plan
- Simple Tools for the Process

\$10/person - Chamber Members
\$20/ person - Not-Yet Chamber Members
Advanced Registration Required

February 18 - Lessons in Effective Advocacy Series with Jim Gerlach

Part 2

Virtual Event – Link will be sent week of Event
11:00 -12:00 p.m.

FREE for GRCA & BCAC Members
Advanced Registration Required

February 18 – Berks Alliance Community Forum: Bridging the Digital Divide

Virtual Event – Link will be sent week of Event
11:30 -1:00 p.m.

FREE

Advanced Registration Required

February 22 – Go Taste Berks 2021

Visit local GRCA members across Berks to support them & be entered to win one of three "Go Experience Berks" prizes!

Kickoff: February 22nd

Passports Due: March 7th

\$10 - Purchase a Go Taste Berks Passport and visit one location in each category (Restaurant, Bar, etc.) to be entered to win the "Go Experience Berks" prizes

Must Register by February 8th

February 24 – Supervisor Training Module 2: Managing Performance & Developing Employees

Center for Business Excellence

49 Commerce Drive

Wyomissing, Pa 19610

6 weeks on Wednesdays: Feb. 24, March 3, 10,
17, 24, 31

8:30 - 11:30 a.m.

Grow Your Own ! it takes great people to grow and develop a great business. Let us help you get from good to great! Develop the skills of your current employees so they are ready to help move your company to the next level. Our Supervisor Modules were developed with the employee in mind - we take the whole person concept offering curriculum not just for training your employees but developing them to meet your goals and needs today and tomorrow.

\$595/person for Chamber Members;
\$745/person for Not-Yet Chamber Members

GRCA is heading to
ANCIENT GREECE!

Join us for a **FREE** virtual information session
Tuesday, March 16 • 5:30 p.m.-6:45 p.m.

Learn more and register at GreaterReading.org.

**GOTASTE
BERKS**

Save *the* Date
Feb. 22-March 1

GRCA
GREATER
READING
Chamber Alliance

Go Taste Berks is a weeklong restaurant-week style event offering specials, complimentary items and discounts at local GRCA member businesses promoting ordering takeout from restaurants, bars, agricultural locations and others. Visit one restaurant in each category during Go Taste Berks Week, get your passport stamped, and then drop it off or mail it to GRCA by March 7 to be entered to win a "Go Experience Berks" prize. Join us for a week of fun, giving back to your community, and support of the local economy! This weeklong initiative then turns into a YEARLONG coupon book!

Learn more at greaterreading.org