

# SMALL BUSINESS BENEFITS

- ★ Member Business Directory DIY category listing
- ★ 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 events and 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



# I'VE JOINED THE CHAMBER ... **NOW WHAT?** *Check your progress!*

## FIRST 30 DAYS

- Visit our website: [www.greaterreading.org](http://www.greaterreading.org) and review the Events Calendar, Membership Directory, Membership Resources & Benefits.
- Update your listing on the Member Information Center (MIC), and contact the Membership Team with any questions.
- Request to be registered for our e-newsletters as applicable: GRCA, Women2Women and Berks Family Business Alliance.
- Follow us on social media:  
**Facebook:** Greater Reading Chamber  
**Twitter:** @ReadingChamber  
**Instagram:** greaterreadingchamber  
**LinkedIn:** Greater Reading Chamber Alliance
- Plan to join us at our next Breakfast4Success, where you will be recognized as a new member!
- Consider a ribbon cutting or grand opening celebration! Work with the Membership Team to coordinate dates, ensure staff attendance and support, as well as the opportunity to borrow our "big scissors" and red ribbon!
- Attend a networking event – see what they are all about!

## WITHIN 60 DAYS

- Attend a Women2Women program, a Family Business Alliance event, or a Training program – there is something for everyone, and across all industries!
- Send your company press releases and news to the Communications Team for our e-newsletters and our print publication, *Commerce Quarterly*.
- Keep in touch with the Membership Team and call for any recommendations on ways to take advantage of your membership benefits.

## WITHIN 90 DAYS

- Review our online Membership Directory. To whom can you potentially refer business?
- Look into the various committees to see where you may be interested in getting further involved.

## AFTER 120 DAYS

- Consider pitching a story to our Communications & Marketing team for our *Commerce Quarterly* publication or writing a blog for our website..
- Need customized training, a peer group or interested in a LeanIn Circle? Contact us for more information on these professional growth opportunities.
- Review your Membership ROI – are we meeting the goals you set for joining? Let us know how we can help you make your membership work for you!

*Contact us:*

**Jackie Stiles**, Director of Membership Services  
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**Leah Fassnacht**, Director of Communications & Marketing  
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# 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 **100+ 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 Jackie Stiles at [JStiles@GreaterReading.org](mailto:JStiles@GreaterReading.org) and GRCA will post it on its social channels.

### Connect with us!



Greater Reading Chamber Alliance



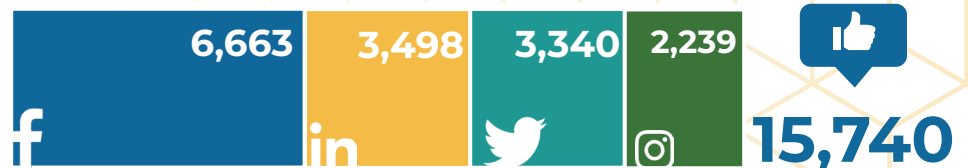
@GreaterReadingChamberAlliance



Greater Reading Chamber Alliance



@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](http://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, 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 Rachael Romig, Senior Director of Events & Special Programs at [RRomig@GreaterReading.org](mailto:RRomig@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](http://greaterreading.org/publications).

# 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.

#### Building Berks

GRCA's Building Berks Awards & Expo celebrates the economic growth, which is a result of the construction and development activity, in Berks County. Attendees are a cross-section of real estate, construction, design, engineering and finance professionals.

#### Breakfast4Success

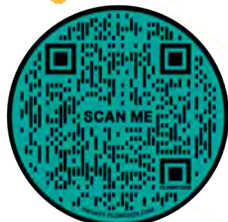
Breakfast4Success is held three times per year offering presentations on business and leadership strategies to grow your company and people.

#### Taste of 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 [tinyurl.com/4bwc4azd](http://tinyurl.com/4bwc4azd).



## 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 [tinyurl.com/4bwc4azd](http://tinyurl.com/4bwc4azd).



# 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.

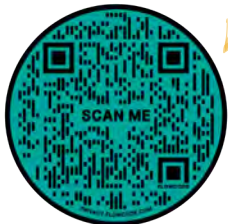
## Pennsylvania Loan Catalyst Fund

**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.

## 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.



## 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)



**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, Senior Director, Economic Development at [agantz@greaterreading.org](mailto:agantz@greaterreading.org)

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