

Survey Results Indicate Great Need for Webinars

The Chamber's Board of Directors reviewed the results of the recent Chamber Member Survey at last Thursday's board meeting and made recommendations to address a couple member suggestions. Chief among those was the desire for the Chamber to offer more educational programs through a webinar format. "The digital option is becoming extremely prevalent and it's not surprising that businesses would prefer to have that available, at least part of the time," acknowledged Board Member Dr. Randy Frye. "The Member Survey also indicated that some members would like the Chamber to explore the possibility of adding a text network to the marketing program so that members could receive reminders about upcoming programs and events. The Chamber plans to look at piloting a program to see if such a network is feasible. The Chamber is grateful to the 219 members who took the time to complete the survey.



Trial Membership Designed to Re-distribute Responsibilities

If Covid-19 taught the Blair County Chamber one lesson in particular it is that the more businesses involved in meeting significant challenges head-on, the more can be accomplished. Toward that end, the Chamber is offering a free trial membership to any non-member business that would like to experience what the Chamber is all about. "We've already got a great membership base," acknowledged Chamber President Joe Hurd. "But our current members, especially in troubled times, are responsible for carrying the entire business community. We'd like to be able to re-distribute the load to a larger number of participants." Trial members will have the opportunity to learn about the organization and will

be able to take part in programs and events at member rates. "There are still some members-only benefits that aren't included in the trial offer," Hurd pointed out. "We're hoping at the end of the trial period (of up to six months), that the business will see the many advantages of being a Chamber member and will sign-on for full membership status. If they don't choose to do that, then they're under no obligation to stay involved." Any business interested in trial membership should call Hurd at (814) 943-8151 or email him at jhurd@blairchamber.com.



Leadership Adult Applications Are Available for 2021 Class



Applications are being accepted for the 27th class of the Chamber's Leadership Blair County Adult program. The deadline to apply is

July 30th. "Despite the challenges associated with Covid-19, there continues to be great enthusiasm for both Leadership Adult and Leadership Youth," explained the Chamber's Judy Juda, who oversees both programs. "We're anticipating a healthy number of applicants and look forward to another great class." To apply for the 2021 LBC program, call the Chamber at 943-8151 or download an application from the Chamber Website at www.blairchamber.com.



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Chamber Retention Effort to Help Where Help is Needed

It's been a tough few months for Blair County businesses. While both the federal and state government have provided some financial assistance, it has still been difficult for businesses to resume some degree of "normal." The Blair County Chamber understands those struggles and wants to help any Chamber members who may not be able to renew their memberships by

the renewal date. "We never want to lose a member because of their inability to pay," explained Chamber Board Chair Darin Tornatore. "We're willing to look at ways to help that member stay connected." Any member who would like to discuss any issues related to membership renewal should contact Joe Hurd at (814) 943-8151.



Buy Here. Thrive Here. Looking at July 13th Kickoff

Even though the Chamber has already executed a soft launch of its "Buy Here. Thrive Here." initiative, it's stepping-up its game on July 13th with a media blitz to remind people in Blair County of the importance of buying products and services from local businesses. "You'll see and hear a lot about Buy Here. Thrive Here. on that day and for the next few months," admitted Linda Stotler, the Chamber's VP of Communication and Marketing. Our business sponsors and media partners have played significant roles in helping to advance this important



message." More sponsorship dollars are still needed to help sustain the program. If you're a business or individual who would like to help with Buy Here. Thrive Here., contact Joe Hurd at (814) 943-8151 or email him at jhurd@blairchamber.com.

Mark your calendars!
Business After Hours
July 16 • 5-7 p.m.

Get your business cards ready!
Allegheny Lutheran Social Ministries
Logan Blvd., Altoona

Committee Meetings

Presidents' Forum Steering Committee
June 23, 1:30 p.m.,
Devorris Center

Golf Committee
June 23, 3:30 p.m.
Devorris Center

Sustainable Blair County Committee
June 24, 1:30 p.m.
Zoom

Transportation Committee
June 25, 8:15 a.m.
Devorris Center

Farm-City Committee
June 25, 11:00 a.m.
Devorris Center

Congratulations...

... to two Hospitality Asset Management Company properties that earned 2019 awards from Wyndham Hotel Group. Microtel Inn & Suites Altoona received the 2019 Best of Microtel Award. Wingate by Wyndham Downtown/Medical Center Altoona was awarded the 2019 Best of Wingate Award. That hotel is currently rated the #1 Wingate in North America based on its quality and cleanliness ranking.

... to the Independent Catholic Foundation which is observing its 30th anniversary during 2020.

... to Quality Corrections & Inspections which was recently presented the Friends of Footwear Award by the Footwear Distributors and Retailers Association, based in Washington, D.C.

Highmark/Chamber Golf Classic Needs Two Beverage Cart Sponsors

As the Highmark/Chamber Golf Classic nears sellout status, there are still two remaining sponsorships available for purchase. Those sponsorships, at \$500 each, are to sponsor beverage carts. "It's a great opportunity," admitted Stacy Hoover, the Chamber's VP of Events and Technology. "The sponsoring businesses can also designate staff members to drive the carts, giving some really good exposure to the sponsor. These are usually the first sponsorships that are sold for this event."

To register as a golfer or a volunteer, contact Stacy Hoover at 943-8151. If you'd like to be considered for one of



the remaining sponsorships or to reserve a tee-and-green sign, contact Jessie Covert at that same number.

Curry Designs Welcomed as New Chamber Member

At last week's Chamber Breakfast Club, held via Zoom, the Chamber welcomed Curry Designs as a new member. Julie Lutz, who handles marketing for the company, represented Curry Designs at a New Member Orientation held just

prior to the Breakfast Club. In the photo, Julie receives her membership plaque from Chamber Board Chair Darin Tornatore as Chamber VP of Sales and Membership Development Jessie Covert looks-on.



WELCOME

Chamber Board Approves New Member

At last Thursday's Chamber Board meeting, the Board approved Networkly as a new member. The company is owned by David Hite and is located in Hollidaysburg.



For June we will be highlighting Ribbon Cutting Ceremonies. This FREE member benefit allows members who wish to promote a new location, renovated space or even a new addition to call the Chamber to schedule a ceremony. Chamber staff, along with dedicated Ambassador's, will come out to participate. To discuss ribbon cutting availability, contact Linda Stotler at the Chamber or email lstotler@blairchamber.com.

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