

New Chamber Committee Will Address Digital Marketing

Digital marketing has become a hot topic among businesses looking to separate themselves from the competition and the Blair County Chamber has created a Digital Marketing Roundtable to create discussion and build a strong knowledge base. The Roundtable will be chaired by Kyle Dammann of 10 Seven Marketing who will coordinate twice-monthly discussions on a variety of related topics. "We see this program as an opportunity for businesses of all sizes to learn about the many advantages of digital marketing from providers who deal with this on a regular basis," Dammann explained. The providers will be Chamber members who will receive invitations to participate. The meetings will be conducted either face-to-face or through Zoom with the first meeting set for September 17th at 10:00 a.m. Further information will be provided in future Chamber publications and emails.



Members Asked to Recruit Others to "Share the Load"

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 and we're hoping that our current members will help us identify those businesses that would benefit from Chamber membership." 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." Any business interested in trial membership should call Hurd at (814) 943-8151 or email him at jhurd@blairchamber.com.

July "Breakfast Club" to Focus on Buy Here. Thrive Here.

After its maiden voyage into the Zoom world, the Blair County Chamber's monthly "Breakfast Club" returns to its original format this Thursday, July 9th at The Casino at Lakemont Park. Matt Stuckey of Stuckey Automotive will be the keynote speaker. Stuckey will provide an overview of the Chamber's Buy Here. Thrive Here. initiative which encourages businesses and consumers to buy products and services from local companies to keep more dollars being spent and re-spent in our region. Similar to the Buy Here. Live Here. program that the Chamber launched six years ago, Buy Here. Thrive Here. has a much greater sense of urgency due to the many local businesses that have been struggling to get back on their feet as the result of Covid-19. The cost to attend the Breakfast Club, which begins at 7:45 a.m., is \$20 for Chamber members and \$30 for non-members. A full breakfast is included. \$30 for non-members. To register, call the Chamber at (814) 943-8151 or register online. Corporate sponsor of the July Breakfast Club is Park Home/Park Security.

**BUY
THRIVE
HERE**
Support Your Local Economy

AIRCON

ENGINEERING INC.



www.airconeng.com

Cumberland, MD

Altoona, PA



100% EMPLOYEE OWNED AND OPERATED



Contact your HVAC
Contractor and ask for
products distributed
by Aircon Engineering.

Chamber Endorses Boutique Air as New Carrier

The Blair County Chamber Executive Committee followed a recommendation from its Transportation Committee and endorsed Boutique Air to provide Essential Air Service at the Altoona-Blair County Airport. That endorsement was sent in a letter to the U.S. Department of Transportation. "Our committee was impressed with Boutique Air's reputation for reliability, its agreements with both American and United Airlines and its ability to provide ground transportation options through its car rental



facility," acknowledged Pat Miller, chair of the Chamber's Transportation Committee.

Media Blitz to Encourage People to Keep Dollars Local

Even though the Chamber will have already hyped its "Buy Here. Thrive Here." initiative at the July Breakfast Club, 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 Communi-

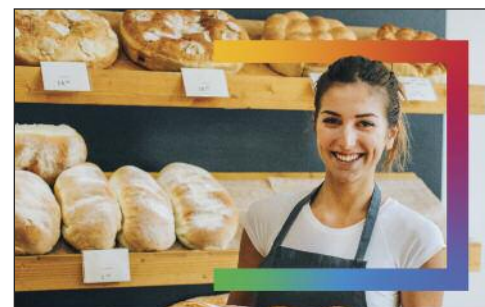
cation and Marketing. Our business sponsors and media partners have played significant roles in helping to advance this important message." More sponsorship dollars are still needed to help sustain the program. If you're a business or individual who would like to help with Buy Here. Thrive Here., contact Joe Hurd at (814) 943-8151 or email him at jhurd@blairchamber.com.



Chamber Makes Retention Effort High Priority

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.



WE ARE IN THIS TOGETHER

We can help you reach your customers to let them know you are open for business.

Utilizing the best of digital and the power of TV, let's navigate this together.

CLICK HERE FOR MORE INFO



ELITE OFFICE CLEANING

COMPLETE OFFICE DISINFECTION SERVICES

- Floor Cleaning
- Vacuuming
- Restroom Cleaning
- Dusting
- Glass Door Cleaning
- Trash Service & More

- ✓ ONE TIME
- ✓ WEEKLY
- ✓ BI-WEEKLY
- ✓ MONTHLY

CALL JOSH BURKE AT 814-329-0620!

Committee Meetings

YEA! Committee
July 7th, 8:30 a.m.
Devorris Center

Workplace Wellness Committee
July 7th, 1:30 p.m.
Devorris Center

YP Committee
July 8th, 8:00 a.m.
Devorris Center

Elite Office Cleaning

Floor Cleaning & Vacuuming

Restroom Cleaning

Dusting

Glass Door Cleaning

Trash Service & More

*Complete Office
Disinfection Services*

*Call Josh Burke
814-329-0620*



You Bet We're Playing Golf!

While many organizations have already cancelled their golf outings for 2020, the Highmark/Chamber Golf Classic is going full speed ahead. The Classic is set for August 20th with a noon shotgun start at Iron Masters County Club. To register as a golfer or a volunteer,

contact Stacy Hoover at 943-8151. If you'd like to reserve a tee-and-green sign, contact Jessie Covert at that same number. We're expecting a great day and we already have a significant number of teams and individuals signed-up. Don't miss out. Call today!



Sustainable Blair County Provides Valuable Tips

The Chamber's Sustainable Blair County Committee met on June 24th and offered the following suggestions:

- Support local farmers markets.
There are some great products grown close to home.
- Now is an especially good time to keep an eye on electricity, hauling and water usage.
- Dine in at local restaurants rather than taking out.
"There's a lot of Styrofoam out there."
- Promote affordable, sustainable packaging for those take-out businesses.
- Consolidate your delivery orders.
Ordering two sodas and two bottles of water doesn't help the restaurants or the environment.
- Consider composting!



Hurd on National Sustainability Panel

Blair County Chamber President/CEO Joe Hurd was a panelist on last Friday's "Chambers for Sustainability" webinar, sponsored by the U.S. Green Chamber of Commerce. Hurd was one of seven speakers and was the only speaker from Pennsylvania. His presentation was about the formation of the Chamber's Sustainable Blair County Committee and the programs that the committee offers to Chamber members.

Congratulations...

... to Mike Cacciotti, Assistant Principal at Bishop Guilfoyle Catholic High School, who was recently selected as private school chairman by the Pennsylvania Interscholastic Athletic Association (PIAA).

... to the financial services firm Edward Jones which was recently ranked #1 among investment firms for customer experience in the U.S. Customer Experience Index for 2020. Chamber member financial advisers for Edward Jones locally are: J.T. Tidd, John Barton, John Biesinger, Michael Harris, Katlin Webb and Vicki Karns.

... to Mount Aloysius College, which was the recipient of the 2020 Employer of the Year Citation by the Pennsylvania Federation of Business and Professional Women. This award is presented to businesses or employers who have contributed most to the employment, advancement and recognition of women.



Saluting Our Renewals!

The Chamber would like to thank those members that have continued to invest with the organization by renewing their membership in the month of June.

Celebrating 57 Years

Union Tank Car Company

Celebrating 40-43 Years

Amtran

Lawn Doctor of Altoona

Celebrating 31-38 Years

Altoona Ophthalmology Associates

Altoona Soft Water, Inc. & Crystal Pure
Bottled Water Inc.

AMED

Bettwy Electric, Inc.

Blair County Oil & Supply

Burchfield Organization, Inc.

Tom Burkholder's Antiques

The Cashman Financial Group, Inc.

Child Advocates of Blair County, Inc.

Gieg Law Offices, LLC

Image Signs, Inc.

Lakemont Park

Mountain Research, LLC

NPC, Inc.

Joseph A. Oricko, Architect

Rea, Rea & Lashinsky

Santella Funeral Home

Teeter Group

L. R. Webber Associates, Inc.

Celebrating 20-29 Years

Albemarle Corporation

Altoona Curve Baseball

Carnegie Equipment, Inc.

Corle Building Systems

Empower Business Solutions

The Hancock Group, Inc.

Inco Beverage, Inc.

James E. Van Zandt VA Medical Center

Lisa Mancinelli, State Farm Insurance Agency

Makdad Industrial Supply Co., Inc.

McAleer's Plumbing, Heating & A/C, Inc.

Pro Active Sports, Inc.

Starfleet Productions, Inc.

Celebrating 10-19 Years

American Rescue Workers, Inc.

AseraCare Hospice - Altoona

Bellwood-Antis School District

Blair County Convention & Sports Facilities Authority

Blair Gastroenterology Associates

Canary Labs

Damin Printing Company, LLC

Discovery House Blair County

Effectv

Gearharts Moving & Storage, Inc.

Holiday Financial Services

Iron Masters Country Club

Joe Krentzman & Son, Inc.

K & C Denture Center

J. Kirk Kling, Law Offices

Metzler Brothers Tank, Truck & Trailer, LLC

The Milky Way

S. Smith Books

Smith's Welding and Fabrication

Snare & Associates Mortgage Services, LLC

Valley Auto Service, Inc.

Window World of Altoona

Celebrating 5-9 Years

Barr's Auto Electric, Radiator & Air Conditioning, Inc.

Bella Lucia, Inc.

Derman Funeral Home, Inc.

The Giorgio Foundation

Groundhog Solar

JW Hoist & Crane, LLC dba Altoona Hoist & Crane

Keystone Environmental, Health, &
Safety Services, Inc.

Microtel Inn & Suites by Wyndham, Altoona

Second Avenue United Methodist Church

Celebrating 1-4 Years

Bedford Candies

Paula Binus

Royce Ann Boyd

Consolidated CCS

Craig Fencing, Inc.

East Freedom Surgical Associates, LLC

Escape Rooms Altoona

Greenland's Lodge

Hometown Bank of PA

Homevestors dba Freedom Junction Properties

Hoss's Steak & Sea House

PA Simple Cremation

Ronald McDonald House Charities Mid-Penn

Staples - The Office Superstore

Zito Business

Leadership Adult Applications Are Still 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.

BENefact
Chamber Membership
can save you money.

For July, we are highlighting Chamber Marketing Opportunities! Numerous opportunities are available exclusively to Chamber members. From digital to print we can help promote your business in a way that will get you the most bang for your buck! Check out the [2020 Chamber Brand Solution Opportunities here](#), then contact jcovert@blairchamber.com to reserve your space today!



**Like us on Facebook at
The Blair County
Chamber of Commerce**

GROUP RATES & PAVILION RENTALS



OUTDOOR DINING OPTIONS

Whatever the occasion, come celebrate at Lakemont Park!
Our pavilion rentals create the perfect environment for family reunions, baby & bridal showers, company picnics, graduation parties, class reunions, team picnics and more!
Bring your own food, pick up a PICNIC BASKET at the Lakeside Cafe,
or cater your event with Snappy Chef. Group events restricted to 250 people.
Tables spaced for social distancing.
Ask about FREE Pavilion Rentals!

Available Daily from July - Sept. 13, 2020
Schedule your event by calling the Lakemont Park Office.

FREE pavilion

WITH THE PURCHASE OF 20 OR MORE
ALL-DAY UNLIMITED RIDE & PLAY PASSES
(PER PAVILION RENTED)

pavilions & rentals

GUEST COUNT	PAVILION SIZE	RENTAL PRICE
1-100	HALF PAVILION	\$75 PER DAY
101-200	FULL PAVILION	\$125 PER DAY

ALL-DAY UNLIMITED
RIDE & PLAY PASS

\$15.95

PLUS AMUSEMENT TAX - MINIMUM PURCHASE OF 20 PASSES
INCLUDES EVERYTHING EXCEPT BATTING CAGES

Go-Karts | Two 18 Hole Mini-Golf Courses | Batting Cages
Roller Coasters | LakeMonster Paddle Boats | Tin Lizzy Antique Autos
4X4 Mini Monster Trucks | Basketball & Volleyball Courts | Yard Games

LAKEside café



Schedule Your Event Today!
Sales@lakemontparkfun.com

Pizza | Burgers | Ice Cream | Snacks | Sandwiches



814-949-PARK (7275)