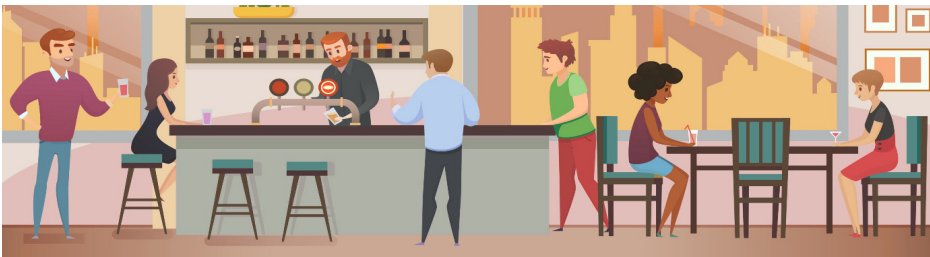


"Eat. Drink. Help." Another Lifeline at a Critical Time

It's hard to keep a good business community down. But the latest mandate from Governor Tom Wolf which further restricts the ability of local bars and restaurants to generate reasonable income is looking less like a concession to healthy outcomes and more like a death blow to struggling hospitality businesses. Rather than simply offering words of encouragement, the Chamber has instead created "Eat. Drink. Help." As an offshoot of the Buy Here. Thrive Here. initiative, this new program incentivizes businesses to purchase gift cards from bars and restaurants in exchange for ad space in the Chamber's weekly newsletter. "What value is there to an organization like ours if we can't help when help is needed most?" questions Chamber President Joe Hurd. For more information on how to participate in Eat. Drink. Help., visit the Chamber Website at www.blairchamber.com and click on the Buy Here. Thrive Here logo.



What Have You Already Done to Keep More Dollars Here?

Now that the Buy Here. Thrive Here. initiative is moving full-speed-ahead, we invite anyone who has already turned their buying habits around to share their success stories so that others may become inspired to do so as well. Or if you're a business that has gained new customers as the result of Buy Here. Thrive Here., share that with us too. There is an urgent need to help the local businesses that have be-

come casualties of Covid-19. Anything that you can do to help will be greatly appreciated. Send stories to Joe Hurd at jhurd@blairchamber.com.



Business Excellence Dinner Cancelled for 2020



The Chamber's Business Excellence Dinner, originally scheduled for June and then re-scheduled for October, will not take place at all during 2020. "It's such a great event that we didn't want to take the chance that it couldn't be done to the high standard that it deserves," acknowledged Darin Tornatore, Chair of the

Chamber's Board of Directors. "We have no guarantee that October will allow more flexibility with events like this one so it became a rather easy decision." Mark Barnhart of NPC, who was to receive the Lifetime Achievement Award for Business Excellence at the Business Excellence Dinner will now receive it at the 2021 dinner instead. That dinner is tentatively scheduled for June.



on Facebook at
The Blair County
Chamber of Commerce

**Committee
Meeting**

Home Garden Healthy Living Showcase Committee
Thursday, July 30th, 8:30 a.m. / Devorris Center

Chamber Foundation Launches Annual Appeal

The Blair County Chamber Foundation has launched its Annual Appeal to raise funds that offset the costs associated with the Leadership Blair County Youth program. That program, which is 100% funded by the Foundation, costs \$42,000 to operate. "We're grateful to the many businesses, organizations and individuals that contribute to the Appeal," explained Foundation President Brian Irwin. "It has allowed us to operate this outstanding



LBC Youth program without relying on either the students or the school districts to cover the cost." Anyone who would like to contribute to the Appeal should contact Cindy Cessna at the Chamber at (814) 943-8151.

Community Foundation, Local Rotary Club Help Fund LBC Youth

As the Blair County Chamber Foundation begins its fundraising effort to offset the costs of operating the Leadership Blair County Youth program, it got off to a great start, thanks to two local organizations. Both the Central Pennsylvania Community Foundation and the Rotary Club of Altoona directed grants of \$2,500 each to the effort. "We've been happy to help, knowing what a great program LBC Youth has been and what

it has meant to our community," stated Jodi Cessna, CPCF Executive Director who presented a check to the Chamber's Judy Juda. "Our Rotarians have placed a high priority on helping wherever we can," noted Phil Dubrow, past Rotary President. "Certainly the LBC Youth program rates a high priority with our Club." Dubrow presented Rotary's check to Chamber Foundation Secretary/Treasurer Cindy Cessna.



Young Entrepreneurs Academy (YEA!) to Again Feature Dual Enrollment

Aside from the incredible opportunity of building your own business, the Chamber's Young Entrepreneurs Academy (YEA!) program gets students to a head start on their higher education goals. YEA! will once again provide students the opportunity to earn Dual Enrollment Credits if they complete the 25-week program. The credits will be obtainable through both Mount Aloysius College and Saint Francis University. Students in grades 6-12 from Blair County schools can now apply to be members of the Chamber's 2021 Young Entrepreneurs Academy (YEA!) class. The program will begin its fifth year in October. To apply, go to the Chamber Website at www.blair-chamber.com and click on "Events and Programs."



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!

Chamber Inviting Applications for VP Position

The Chamber is beginning the application process for the position of Vice-President of Programming and Membership Education. The fulltime position is available due to the upcoming retirement of longtime Chamber VP Juda Juda who is currently working part-time and will be officially retired at the end of December. Her replacement will begin in September and will work with Judy on programs and events, most particularly on the Leadership Blair County Adult and Youth programs, which are integral



parts of the VP position. Interested applicants should email resumes and cover letters to jhurd@blairchamber.com.

Leadership Alumni Helping to Create Little Free Libraries



The Chamber's Leadership Blair County Alumni is assisting the Altoona Area School District in creating Little Free Libraries in eight elementary school neighborhoods. The District has received a grant to fund one of the libraries and

LBC Alumni is raising money and collecting books to furnish the remaining seven. Books should be targeted to children between the ages of five and eleven. They can be new or gently used. Monetary donations will be used to purchase books through participating vendors at reduced prices. Books can be dropped off at the Chamber Office between 8:30 a.m. and 4:30 p.m. from August 3rd to August 28th. Checks can be made payable to the Blair County Chamber Foundation.

Orientation Set for First Group of Trial Members

The Chamber's Membership Recruitment Program, which is offering free six-month trial memberships to allow businesses to experience the value associated with being a Chamber member, has attracted six businesses thus far. Those businesses, which have been invited to an orientation session on Wednesday, are: Blair County NAACP, Farmer's Insurance – Billie J. Friday Agency, Full Motion Technologies, Jimmy Johns Altoona, Rodeway Inn and



Vitruvian Leadership, LLC. The Recruitment Program lasts until September 15th. To become a trial member, contact Jessie Covert at (814) 943-8151 or email her at jcovert@blairchamber.com.

Congratulations...

... to Janet Eldred, Director of the Hollidaysburg Area Public Library, who along with her husband Keith, are embarking on a project to raise \$1million by the end of 2021 to benefit the library.

Our New Members Would Love to Hear From You!

As the Chamber continues to recruit new members, there are few better ways to make those new members feel welcome than to receive a congratulatory call or email from other Chamber members. If you are a current member of the Chamber and would be willing to take a few minutes each month to make such a contact, call Marilyn Templon at the Chamber and she'll be happy to send you the names and contact information of new members. Who knows, that call or email may result in you building a new customer relationship as well!

Nomination Period Underway for ACE Award

The Blair County Chamber of Commerce is now accepting nominations for the Agricultural Community Excellence (ACE) Award. This award will be presented at the October 8, 2020 Breakfast Club. Deadline for nominations is Monday, August 10, 2020. To access a nomination form and a list of past honorees, [click here](#).

Final Week to Sign Up for the Digital Marketing Roundtable

To date, the Chamber's Digital Marketing Roundtable has had eight businesses step-up to be part of that effort, which is being formed to help businesses learn more about how to market themselves using up-to-date technology. Invitations to participate have been sent to all Chamber members in the "Advertising/Public Relations/Marketing"

section of the Membership Directory. Other members, not in that section, are invited to participate as well. To do so, contact Joe Hurd at (814) 943-8151 or email him at jhurd@blairchamber.com by this Friday. The Roundtable meetings will be conducted either face-to-face or through Zoom with the first meeting set for September 17th at 10:00 a.m.

Are You on the Young Professionals Contact List? Sign Up Now!

The Young Professionals of Blair County are scheduling a number of educational and networking events for the fall and the steering committee that oversees that program is hoping to expand its contact list so that more young professionals will participate. "We recognize that there are many young professionals in Blair County who really don't know much about us," explained Jessica Fisher of McQuaide Blasko, who chairs the steering committee. "We'd like to access contact information on these people so that we can make them aware of what's coming up and how it might benefit them."



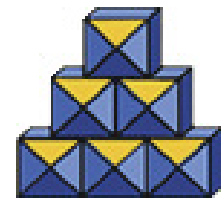
Any business person between the age of 21 and 40 who would like to receive email notices of upcoming YP programs and events should send contact information to Kirsten Stratton at kmsinteriorde-signs@gmail.com. Young Professionals of Blair County is an innovative program of the Blair County Chamber of Commerce.

Ribbon Cutting



C&J Rental Management

The Chamber held a ribbon-cutting ceremony for the grand-opening of C&J Rental Management located in the Triangle Building at 1201 16th St., Altoona. C&J Rental Management is a family-owned business that manages over 80 rental properties. The fully remodeled Triangle can now be rented for parties, weddings, conferences and more. For more information email cjrentalsinc@gmail.com. Pictured from left, Sherri Stayer, Chamber Ambassador; Joe Hurd, President/CEO, Blair County Chamber; Senator Judy Ward; Jennifer and Chris Cook, owners; Parker Cook; State Representative Lou Schmitt; Nancy McClelland, Chamber Ambassador.



Application Deadline is Thursday for Leadership Adult 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.



BUY THRIVE HERE
Support Your Local Economy

It's time to bring our dollars home.

**THE CHAMBER**
BLAIR COUNTY

Hang a sign and show your pride. Our community is worth it!