

"A Day at the Park" Will Create a Host of Opportunities

A battered and beaten business community needs an opportunity to step-back and enjoy a night out. Even if that night out has a little bit of business attached to it. That opportunity will take place on Friday, September 11th. From 4:00 to 8:00 p.m., the Chamber and Lakemont Park will partner on an outdoor trade show and community stress-free event, guaranteed to start everyone's weekend on a high note. It's another part of the Chamber's Buy Here. Thrive Here. initiative. There will be food trucks, music and access to local businesses selling products and providing information. For a small fee, businesses can reserve display tables or areas to set-up tents inside and outside park pavilions. It's also an opportunity for people to stop-by on their way home from work, have dinner, and just distance themselves from pandemics and politics. No cost to attend. For more information, contact the Chamber at (814) 943-8151 or visit the Chamber Website at www.blairchamber.com.



"Breakfast Club at Noon" to Feature New Pirates GM

Without question, it's been a crazy year and the Chamber is about to make it crazier! Instead of the normal monthly Breakfast Club that would have been scheduled for September 10th at 7:45 a.m., the Chamber is moving-up the date (to September 9th) and moving ahead the time to a noontime start. The reason? So that we are able to have the new General Manager of the Pittsburgh Pirates as our keynote speaker. Ben Cherington, who was most recently the Executive Vice-President of the Boston Red Sox, is now in the position of overseeing the growth of the Bucs. He'll be making his first trip to Altoona and is looking forward to meeting our local community and gaining insight from our many Pirates fans. The cost to attend



Ben Cherington

this unusual Breakfast Club, which will feature grilled chicken salads instead of bacon and eggs, is \$20 for all attendees. Social distancing will be in effect. To register, call the Chamber at (814) 943-8151 or [register online](#).

Keep Buying Those Gift Cards!

The Chamber's effort to help local bars and restaurants stay financially afloat during a difficult time is gaining momentum as more businesses recognize the need to assist one another by participating in the "Eat. Drink. Help." Initiative. As an offshoot of Buy Here. Thrive Here., this program incentivizes businesses to purchase gift cards from bars and restaurants in exchange for ad space in the Chamber's weekly newsletter. The purchasing businesses must be Chamber members but the bars and restaurants are not required to be. 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.

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Chamber members will have their business listing appear in both the annual print directory and the online directory. This is a great way to reach thousands of potential customers!

Young Professionals to Host CEO Panel Discussion

Why should young professionals in Blair County commit to living and working in the county for the long haul? That will be the basis of a panel discussion hosted by the Young Professionals of Blair County on September 10th beginning at 5:30 p.m. at the Blair County Convention Center in Altoona. The panel discussion is expected to last 45-60 minutes and will be followed by a networking reception featuring light hors d'oeuvres. The panel consists of Ann Benzel of Benzel's Pretzel Bakery, Andrea Cohen of Blair Companies, Jim Kilmartin of Pinnacle Cleaning and



Center City Church, and Matt Stuckey of Stuckey Automotive. Moderating the panel discussion will be Steve McKnight, President/CEO of Altoona-Blair County Development Corporation. The cost to attend the panel discussion is \$15/person. To register, contact the Chamber at 943-8151 or [register online](#). Corporate sponsor of the event is CNB Bank.

WE-LEaD to Hold Empowerment Conference for Women

The Blair County Chamber's WE-LEaD program is holding a half-day Empowerment Conference for Women that will deal with two separate topics featuring one dynamic presenter. The event will take place on September 15th from 7:30 to 11:30 a.m. at The Casino at Lakemont Park. Dr. Sherry Cain, Ph.D. will present Session One, entitled "From Burnt Out to On Fire" which will help women to take charge and make the changes that can immediately have positive effects. Dr. Cain will then present, "Don't Feed the Fears" which focuses attention on the essential elements of living a fearless life. The overall event sponsor for the conference is Benzel's Bretzel Bakery. Session sponsors are



Dr. Sherry Cain

Seltzer Financial Strategies and Blair Companies. Cost to attend the conference is \$55 for Chamber members and \$65 for non-members. A breakfast buffet is included. To register, [click here](#).

Congratulations...

... to Theresa Zurilla, president and franchise owner at Home Instead Senior Care in Duncansville, who is marking 20 years in the position during 2020.

Committee Meetings

Transportation Committee
August 27, 8:15 a.m.
Devorris Center

Executive Committee
August 27, Noon
Devorris Center



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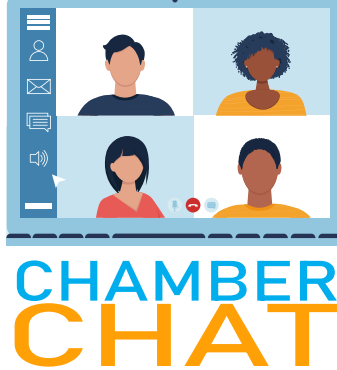


Digital Marketing Virtual Seminars to Begin September 17th

Digital marketing has become a necessity for businesses – large and small – that want to gain a step-up on the competition. Unfortunately, few businesses really do it well or at least to the extent where it impacts the bottom line. For that reason, the Blair County Chamber created a Digital Marketing Roundtable comprised of providers who understand the concept and are willing to share that knowledge to positively impact the business community. Beginning in September, the Roundtable will offer twice-monthly sessions of approximately one-hour each dealing with a particular topic under the Digital Marketing umbrella. The format will be primarily Q&A, will be on Zoom, and will feature providers well-versed on the subject. The first session will be on September 17th at 10:00 a.m. and will focus on "Boosting Website Conversions." There is no cost to Chamber members to participate and non-members can take part for \$15/session. To register and access the Zoom link, [click here](#).

"Chamber Chat" Will Help Employers Deal With Wellness Issues

Among the many challenges created for businesses by Covid-19 are those which threaten employee health. To bring specific health issues to the forefront, the Chamber's Workplace Wellness Committee will debut a new initiative called "Chamber Chat," which will provide periodic Zoom programs with expert presenters and the opportunity for attendees to ask questions and share best practices. The first of seven "Chats" will take place on September 25th from 8:30 to 9:00 a.m. There is no cost to participate. Among the six topics will be: Mental Wellness, Exercise, Employee Assistance, Nutrition, Insurance and Attitude. The dates



of the Chamber Chats are: September 25th, October 9th and 23rd, November 6th and 20th and December 4th and 18th. To register for the September 25th program, [click here](#) or call the Chamber.

Informational Webinar Set For "Bourbon, Bridles & Bluegrass" Trip

As the Chamber optimistically prepares its travel program for 2021, it will begin the year with an exciting trip to several destinations within the United States. On April 23-30, the trip will be "Bourbon, Bridles and Bluegrass," which begins with a flight to Louisville, Kentucky; includes visits to Lexington; Asheville, North Carolina and Chattanooga, Tennessee; and finishes-up in Nashville prior to flying home. That trip will be done with a partnership between the Chamber, Ketrow KURTZ Travel and Globus.



There will be an informational webinar on September 17th from 4:00 to 5:00 p.m. To register for the webinar, [click here](#).

Young Entrepreneurs Academy (YEA!) Graduates Fourth Class

The fourth class of the Blair County Chamber's Young Entrepreneurs Academy (YEA!) program graduated earlier this month. Due to Covid-19, the actual graduation ceremony needed to be cancelled. Students received their YEA! Certificates at the Chamber Office. Members of the 2020 Class are: Michael Solimando, Isaac Kuntz, Josh Holsopple, Walt Wedel, Hugh Newman, Drew McKillop, Ethan Lieb, Meghan

Snyder and Quinn Garrity – all from Hollidaysburg Area; Landon Davis, Marcus Osmolinski and Morgan Baker – all from Altoona Area; and Ben Dombrsky and Kai Kimberly from Bishop Guilfoyle Catholic. Applications are currently being accepted for the 2021 YEA! Class. Students from any Blair County school can apply. Visit the Chamber Website at www.blairchamber.com for application information.

Little Free Libraries Initiative Runs Through Friday

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 now through this Friday, August 28th. Checks can be made payable to the Blair County Chamber Foundation.



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