

WE-LEaD Empowerment Conference Set for Tomorrow

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 tomorrow, 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 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, call the Chamber by noon today at (814) 943-8151. WE-LEaD is an acronym for Women Encouraging – Leadership Education and Development.



Fred Imler, Sr. and Imler's Poultry Named ACE Award Winner

The Farm-City Committee of the Blair County Chamber has selected Fred Imler, Sr. and Imler's Poultry as the 2020 recipient of the Agricultural Community Excellence (ACE) Award. The ACE Award was started as a continuation and expansion of the Chamber's successful Farm Family of the Year Award which was initiated in 1970. In addition to farm families, the ACE Award also allows for nominations of agriculturally-oriented individuals, agribusinesses and non-profit organiza-



tions. The ACE Award will be presented at the Chamber's Breakfast Club on October 8th since the Annual Farm-City Dinner will not be held this year.

Trial Membership Deadline Extended Until September 30th

Six month trial memberships in the Blair County Chamber, which were being offered to interested non-member businesses until September 15th, will now have that deadline extended until September 30th.



"There's been considerable interest from a broad range of industry sectors in the trial memberships," reported Chamber President Joe Hurd. "We're aware that a number of businesses would like to take advantage of trying-out a membership but are still getting back on their feet from the pandemic. The extension would give them a few extra weeks to regain their footing." Anyone interested in pursuing a trial membership should visit the Chamber Website at www.blairchamber.com or call Jessie Covert at (814) 943-8151.



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Ribbon Cutting



Just Breathe Salt Spa & Yoga Studio

The Chamber held a ribbon-cutting ceremony celebrating the grand opening of Just Breathe Salt Spa and Yoga Studio located at 1216 Pleasant Valley Blvd., Altoona. Just Breathe offers Halotherapy/Salt Therapy, Flotation Therapy, as well as a Salt and Sound Booth that also provides light therapy. Their services provide an overall wellness to develop a healthy mind, body and spirit. Pictured at the ribbon, from left: Amanda Walker, Chamber Ambassador; Senator Judy Ward; Joe Hurd, President/CEO, Blair County Chamber of Commerce; Maelyn Dutko; John Dutko, owner; Tracy Dutko, Ph.D., LPC, owner; Maverick Dutko; Mayor Matt Pacifico, City of Altoona; Sherri Stayer, Chamber Ambassador.

First "Chamber Chat" Will Focus on Stir-Crazy Employers

The first of seven "Chamber Chats" will take place on September 25th from 8:30 to 9:00 a.m. on Zoom. The "chat" concept was initiated by the Chamber's Workplace Wellness Committee to help employers to gain insight on ways to create and maintain a healthy work environment, especially during challenging times. The Chats are just 30 minutes long and there is no charge to participate. The first Chat will be "Re-Energizing the Stir-Crazy Employer" and will create an opportunity for employers to dialogue about strategies they've used to stay motivated and focused during the past several months. Todd Lewis of Shoe



Fly Stores and Sharon Jones of Blair Regional YMCA will lead the discussion. The dates of the Chamber Chats are: September 25th, October 9th and 23rd, November 6th and 20th and December 4th and 18th. To register to attend, [click here](#).

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Non-Profit Best Practices Forum Set for Friday

Among the groups hit hardest by Covid-19 is Blair County's non-profit community. Many non-profits were unable to continue operating and the resources to fund them practically dried-up. To discuss ways that these essential businesses can get back on their feet, the Chamber's Committee of Non-Profits is holding a Best Practices Forum this Friday, September 18th from 8:15 to 9:45 a.m. at the Devorris Center for Business Development. Chamber President Joe Hurd will facilitate the discussion. There is no cost to attend but registration is required since no more than twenty-five can attend. There is also a Zoom option. To register, contact the Chamber at 943-8151 or [register online](#).

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BENEFact

Business Referrals:

Perhaps one of the biggest benefits of being a Chamber member is Business Referrals!

The Chamber online membership directory receives thousands of hits each day from individuals searching for a business to meet their particular needs. Our office also fields calls throughout the day, however, only active Chamber Members are referred.

New Member...

Welcome



The Blair County Chamber welcomed its newest member at the 555th Breakfast Club on September 9. Pictured, from left: Richard Fiore, Jr., Chair-Elect, Blair County Chamber Board of Directors; Janet Huber, **Swinston Travel**; Sherri Stayer, Blair County Chamber Board of Directors.

First Digital Marketing Seminar is Thursday

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 this Thursday, 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](#).

Informational Webinar For “Bourbon, Bridles & Bluegrass” Trip is Also Thursday

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 this Thursday, September 17th from 4:00 to 5:00 p.m. To register for the webinar, [click here](#).

Congratulations...

... to Sheetz, Inc., which has been recognized by “Great Places to Work” and “People” as one of the “50 Companies That Care.” The annual list, now in its fourth year, specifically focused on how companies have responded to the Covid-19 crisis to care for their employees, their communities and the world. Sheetz is the only convenience store on the list.

Committee Meetings

BASICS Steering Committee
September 14, 8:00 a.m.
Zoom

YEA! Committee
September 14, 10:00 a.m.
Zoom

CEO Executive Roundtable
September 16, 7:30 a.m.
The Blairmont Club

Sustainable Blair County
September 16, 1:30 p.m.
Devorris Center

Chamber Foundation Board
September 16, 4:00 p.m.
U.S. Hotel

Chamber Board of Directors
September 17, 7:30 a.m.
Devorris Center

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