

Thursday's "Breakfast Club" to Feature ACE Award Presentation

October is "Farm-City Month" and, as is traditional, the Chamber's focus at its monthly Breakfast Club is on agriculture and what it means to Blair County. This year, due to Covid-19, the Annual Farm-City Dinner is cancelled. So the Agricultural Community Excellence (ACE) Award which is always presented at that dinner will instead be presented at the Breakfast Club this Thursday, October 8th beginning at 7:45 a.m. at The Casino at Lakemont Park. The recipient of that award for 2020 will be Fred Imler, Sr. and Imler's Poultry. Adding to the special tribute at this event will be the guest speaker – Donald Brumbaugh – whose family received the first Farm-City award in 1970. It promises to be a great opportunity to recognize Blair County's number one industry – agriculture! The cost to attend is \$20 for Chamber members and \$30 for non-members. To register, call the Chamber at (814) 943-8151 or register online at www.blairchamber.com. Sponsor of the Breakfast Club is Evey Black Attorneys, LLC. Sponsor of the ACE Award is Keller Engineers.



Video Marketing is Topic of Next Digital Roundtable Program



The third in a series of programs dealing with Digital Marketing, presented by the Chamber's Digital Marketing Roundtable, will be held via Zoom this Thursday, October 8th at 10:00 a.m. The title of the program will be "Profitable and Affordable Video Marketing." Video remains one of the most powerful and affordable business promotion tools available today. This Zoom program will help attendees produce simple HQ videos that get results, amplify your website with short and simple videos and avoid the common pitfalls that most businesses make with videos. There is no cost to Chamber members to participate in the Zoom program. Non-members can participate for \$15. To register (and get the link), visit the Chamber Website at www.blairchamber.com.

Young Entrepreneurs Academy (YEA!) Welcomes New Class Tomorrow

The fifth class of the Blair County Chamber's Young Entrepreneurs Academy (YEA!) will officially begin its 25-week course of study tomorrow at 8:15 a.m. When completed, each student will have built an actual business and be eligible to have that business funded by area investors. "The program is incredible," acknowledged Chamber President Joe Hurd. "The business leaders in our community who serve as speakers, mentors and instructors make certain that students understand every aspect of the business-building



process. There is no better way to create entrepreneurs." The 2021 Class of YEA! will consist of seventeen students from five Blair County schools.



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Helping Employees Regain Focus is Upcoming "Chamber Chat"

The next "Chamber Chat" program will take place on Zoom this Friday, October 9th from 8:30 to 9:00 a.m. The topic of the program will be helping employees to regain focus after enduring the challenges and difficulties associated with Covid-19. It is a great opportunity for employers to better understand potential problems with employee behavior. The guest speaker at this Chamber Chat will Dr. Sean Hampton of Hampton Medical Direct Primary Care. There is no cost



to participate in Chamber Chat but registration is required to access the Zoom link. To register, go to www.blairchamber.com.

Few Spots Remain for WE-LEaD "Wine, Chocolate & Cheese" Event

The next networking event for women, hosted by the Chamber's WE-LEaD Committee, will be held on October 13th from 5:00 to 7:00 p.m. at U.S. Hotel Liberty Hall in Hollidaysburg. The event, "Wine, Chocolate & Cheese," features a delicious evening of wine tasting, gourmet chocolates, delectable cheeses and light hors d'oeuvres. The cost to attend is \$35 for Chamber members and \$45 for non-members. Reservations are



required – No walk-ins! Only a few spots remain. Call Gwen Query at (814) 943-8151. WE-LEaD is an acronym for Women Encouraging: Leadership, Education and Development.

Informational Session on Canadian Rockies Trip Set for October 21st on Zoom

A very popular Chamber trip, which had been scheduled for this July, was cancelled due to Covid-19. The Canadian Rockies Trip will be offered again from July 25-31, 2021 with the same great attractions and even a lower price! The Chamber will partner with Epic Journeys

and Collette on the trip. An informational meeting will be held on October 21st at 6:00 p.m. on Zoom. There is no cost to participate in the meeting but registration is essential (It's how you get your Zoom link!). To register, visit the Chamber Website at www.blairchamber.com.



Committee Meetings

Chamber Ambassadors
October 6, 8:00 a.m.
Devorris Center

Committee of Non-Profit Businesses
October 6, 9:00 a.m.
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Workplace Wellness Committee
October 6, 3:00 p.m.
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Young Professionals Committee
October 7, 8:00 a.m.
Devorris Center

Leadership Blair County Youth Committee
October 7, 8:00 a.m.
Zoom

Chamber Finance Committee
October 7, 3:00 p.m.
Devorris Center

BENefact

Membership Directories!

The Chamber has both an online and print directory. Your Chamber membership allows your business listing to appear in both. Be sure to keep your business listing current by advising us of any changes you make to your business name or contact information. Help us make it easy for new customers to find you!

Calling All Non-Profits!!

The Chamber's Committee of Non-Profit Businesses is looking to expand its programs and events and they're hoping to add to the committee to make those things happen. If you're a non-profit business that would like to become involved in a committee that helps non-profits with educational programs, networking events and advocacy efforts, contact Joe Hurd at (814) 943-8151 or email him at jhurd@blairchamber.com.



Money Still Available to Help Small Businesses

Thanks to the generosity of the local business community, the PA 30-Day Fund was able to help many Blair County businesses with forgivable \$3,000 loans. And there is still money remaining in the fund! If you're a Blair County business with between three and thirty employees



who has been in business for at least two years, it might be worth your while to check it out. Simply go to <https://pa30dayfund.com/>.

Don't Underestimate the Power of the Power Card!

If you're a member of the Chamber and your business has goods or services that can be discounted, you won't want to miss the opportunity to place an offer on the Chamber's POWER Card. With more than 40,000 cards in circulation, it's a great way to get your offer directly into the hands of potential customers and gain an extraordinary amount of exposure for your business. You decide what you'd like to offer and the expiration date and simply submit it to Jessie Covert at jcovert@blairchamber.com.



For business resources
and news go to
www.blairchamber.com



Congratulations!

... to Mount Aloysius College, who received the Employer of the Year Award from the Business and Professional Women of Pennsylvania. The college received the award based on its contributions to the employment, advancement and recognition of women.

"Buy Here. Thrive Here." Yard Signs Still Available

The "Buy Here. Thrive Here." message continues to resonate throughout Blair County as more and more consumers are taking a look at effective ways to direct more of their spending dollars to local businesses. If you like the message and want to help keep it in front of people for an extended period of time, the Chamber is happy to provide a yard sign to you to place at your business (or even at your home). If you'd like to access a sign, simply come to the Chamber Office, located in the Devorris Center for Business Development. There is no cost to obtain a sign.



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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 September.

Celebrating 92 Years

Altoona Mirror

Celebrating 63 Years

Veeder-Root Company

Celebrating 58 Years

Pepsi Beverage Co.

Celebrating 31-37 Years

Benzel's Bretzel Bakery, Inc.

Calvary Cemetery Association

Domestic Plumbing & Heating

Celebrating 20-29 Years

Allegheny Orthotics & Prosthetics

Altoona-Blair County Airport

American Pride Credit Union

Comfort Inn Altoona

Gordon L. DeLozier, Inc.

Galactic Ice

Goodwill of the Southern Alleghenies

MailPro, Inc.

Moore Power Sales, Affiliate of Sandler Training

Norfolk Southern Corporation

Servpro of Altoona

Celebrating 10-19 Years

Advanced Regional Center for Ankle & Foot Care

B & B Mobile Power Cleaning & Restoration System

Blair County Historical Society

Circle of Life Holistic Health Center, Inc.

The Everett Railroad Company

EZtouse.com

Freedom Excursions by Scully, LLC

Gordon's Therapeutic Massage

Graystone Court

Jackson Hewitt Tax Service, Fellabaum & Co., Inc.

Keystone Industrial Sales & Service, Inc.

Jeff S. Long Construction

Miller, Kistler & Campbell

PA Health Partners, LLC

Pennsylvania Business Central

Phoenix Rehabilitation and Health Services

Precision Business Solutions

Shirley's Cookie Company, Inc.

Urish Popeck & Co., LLC

The Winds At Mattern Orchard

Your Jewelry Box

Celebrating 5-9 Years

Blair County Community Action Agency

E. B. Endres Inc.

Epic Pyrotechnics, LLC

Figure 8 Communications, Inc.

Fort Roberdeau

Furniture Unfinished

Garvey Manor Nursing Home

The Nehemiah Project

Notary & Copy Stop, Inc.

Re/Max Results Realty Group - Jodi Johnson

Roaring Spring Community Library

Salon Professional Academy

The Sullivan Agency/Allstate

Celebrating 1-4 Years

Aircon Engineering Inc.

Delaney Insurance

Dreams Go On

Eastern Cambria Chamber of Commerce

J.W. Fleming, Inc.

Keystone Response Services, LLC

Morgan Stanley

Pro Disposal, Inc.

Tapia Technology Consulting



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FOUNDATIONS TRAINING PROGRAM

The Foundations Program is designed to introduce the Sandler Selling System through a nine-week course which includes training, interactive learning, a one on one coaching session, personality profiles & online tool with audio reinforcement.

The training includes selling techniques, behaviors and attitude awareness skills that will help you further develop professionally and personally. They will be presented in a way that gives you an easy-to-follow “System” to blend with your individual personality.

Week 1 - Why Salespeople Fail? The Importance of Having a System

Week 2 - Improving Your BAT-ing Average – How Behavior, Attitude & Technique Determine Success

Week 3 - Bonding & Building Rapport – Differentiating Yourself in the Marketplace

Week 4 - Up-Front Contracts – Establishing Ground-rules for Adult/Adult Relationships & Conversations

Week 5 - PAIN vs Feature/Benefit Selling – Why People Buy?

Week 6 - Questioning Strategies to Maintain Control of the Selling Process

Week 7 - Uncovering the Prospect's Budget & Decision-Making Process and Making Presentations

Week 8 - Post Sell & Closing the Sale – Set the Stage for Doing Business Together & Avoid Buyer's Remorse

Week 9 – Putting it all Together & Review of the System

Foundations Program:

Investment: This investment allows the participant to attend the (9) week Foundations Course which includes interactive learning, a one on one coaching session, a personality profile & online tool with audio reinforcement and materials. This program is a (12) week Sales Mastery Trial Membership, where the participant may attend our weekly Sales Mastery reinforcement sessions & our monthly Sales Mastery Workshops, as well as their Foundations sessions.

Sessions are available at our location and via Live Stream.

Goals for the Foundations Program:

1. Understand what it takes to be successful in sales
2. Understand the basics of the Sandler Selling System
3. Understand the buyer's system
4. Understand what motivates prospects to buy
5. Be able to separate prospects from suspects (i.e. qualify)
6. Know for sure why the sale was won or lost
7. Begin to take more control of the selling process
8. Increase closing percentage and shorten the selling cycle
9. Learn how to tailor presentations to fit the real needs of the prospect

[CLICK HERE FOR MORE INFORMATION!](#)