

## The Power of Data is Tomorrow's Digital Marketing Topic

The fourth in a series of programs dealing with Digital Marketing, presented by the Chamber's Digital Marketing Roundtable, will be held via Zoom tomorrow, October 20th at 2:00 p.m. The title of the program will be, "The Power of Data." Roundtable member Palmer Brown of WTAJ-TV will be the moderator. 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](http://www.blairchamber.com).



## Chamber Foundation Board to Review By-Laws

The Board of the Blair County Chamber Foundation will meet on Wednesday at the Devorris Center beginning at 8:00 a.m. The Foundation Board is in the process of reviewing its by-laws and looking at its priorities ahead of the new year. The priorities include the mission and vision statements as well as funding mechanisms for its various programs. For more information on the Blair County Chamber Foundation, contact Cindy Cessna at (814) 943-8151 or email her at [ccessna@blairchamber.com](mailto:ccessna@blairchamber.com).



## Chamber Board Approves Two New Members

At last Thursday's meeting of the Chamber's Board of Directors, the following new members were approved: Country Club Terrace Apartments of Hollidaysburg and Swartz Fire and Safety of Bellefonte.

## Zoom Session on Canadian Rockies Trip Set for Wednesday

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 this Wednesday, 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](http://www.blairchamber.com).



For business resources  
and news go to

[www.blairchamber.com](http://www.blairchamber.com)



## Friday's "Chamber Chat" Focuses on Virtual Wellness

The next "Chamber Chat" program will take place on Zoom this Friday, October 23rd from 8:30 to 9:00 a.m. The topic of the program will be "Virtual Wellness" and will provide insight on ways that local exercise and health facilities are helping employers and employees to stay fit during times when it's not always easy to exercise. The guest speaker at this Chamber Chat will be Leah Baxter, Director of the Sheetz Shwellness Center. 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](http://www.blairchamber.com).

## Senator Ward to Speak at LBC Alumni Breakfast

Senator Judy Ward will be the speaker at the Leadership Blair County Alumni Breakfast, to be held on Friday, October 30th from 7:30 to 9:00 a.m. at The Casino at Lakemont Park. Senator Ward is a graduate of the LBC program. The event will include the presentation of a check from the LBC Alumni to the AASD Free Little Library. Registration for the breakfast is available on the Chamber Website at [www.blairchamber.com](http://www.blairchamber.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 expi-



ration date and simply submit it to Jessie Covert at [jcovert@blairchamber.com](mailto:jcovert@blairchamber.com).



## Small Businesses Can Still Benefit From 30-Day Fund

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/>.

## Committee Meetings

**BASICS Steering Committee**  
October 19, 8:00 a.m.  
Zoom

**YEA! Committee**  
October 19, 10:00 a.m.  
Zoom

**Chamber Foundation**  
October 21, 8:00 a.m.  
Devorris Center  
for Business Development

**LBC Youth Committee**  
October 21, 3:30 p.m.  
Zoom

**Transportation Committee**  
October 22, 8:15 a.m.  
Devorris Center  
for Business Development



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# Young Professionals to Hold Workshop This Thursday on Home Buying

The Young Professionals of Blair County, a committee of the Blair County Chamber, will hold a workshop this Thursday, October 22nd from noon to 1:30 p.m. at the Devorris Center for Business Development. The topic will be, "Home Buying in Today's Market." Keynote speaker will be Adam Conrad of Perry Wellington Realty who will discuss



what today's buyers need to know to understand the buying process. Seating is limited but a Zoom option is also available. The cost to attend is \$20 for attendees (which includes lunch) and \$10 for anyone wanting to connect through Zoom. To register, visit the Chamber Website at [www.blair-chamber.com](http://www.blair-chamber.com). Corporate sponsors of the event are Adam and Jordan Conrad.

## Ribbon Cutting



## NatureWorksPark

The Chamber held a ribbon-cutting ceremony for NatureWorksPark - Blair County's first environmental specific outdoor recreation area. A quarter mile trail loop is perfect for walking as well as gaining valuable insight into how you can work with nature. For more information go to [www.natureworkspark.org](http://www.natureworkspark.org). Participating in the ceremony were, from left: Amanda Walker, Chamber Ambassador; Mayor Joe Dodson, Borough of Hollidaysburg; Darin Tornatore, Chair, Blair County Chamber of Commerce Board of Directors; Mayor Matt Pacifico, City of Altoona; Michele Ivory, the office of State Senator Judy Ward; State Representative Jim Gregory; Donna Fisher, District Manager, Blair County Conservation District; Blaine Smith, District Vice-Chairman; Harold Bailey, Board Chair; Bruce Erb, Blair County Commissioner; Nancy McClelland, Chamber Ambassador.



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Chamber of Commerce**

# 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!

## Congratulations!

... to Central Pennsylvania Community Foundation, which is marking its 25th anniversary with a Recognition Reception on November 4th.

## "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.

