

"Buy Here. Thrive Here." Launches Today!

If you've been hearing and reading little bits-and-pieces about the Blair County Chamber's Buy Here. Thrive Here. initiative, you're about to move to the next level of enlightenment. Beginning today, billboards, yard signs, print ads, radio and television commercials will begin blaring the news about the importance of buying local.

"We're ready to place the message throughout the county, particularly in high visibility areas," explained Chamber VP Linda Stotler. "The sense of urgency to impact people's buying habits has never been greater." At the present time, three area businesses – Stuckey Automotive, Imler's Poultry and Park Home – have stepped-up to help underwrite the costs associated with the Buy Here. Thrive Here. campaign. Other investors are needed to help maintain the message over a multi-month period. "The local media have been extremely generous in making advertising opportunities available," Stotler admitted. "We're hopeful that other businesses and individuals who recognize how important this effort is to our local economy, will invest in it." For more information or to become an investor, contact Joe Hurd at (814) 943-8151 or email him at jhurd@blairchamber.com.



Digital Marketing Roundtable Begins Recruiting Process

In last week's newsletter, we provided information about the creation of a Digital Marketing Roundtable to help Chamber-member businesses to have access to marketing support from qualified providers. In the next few days, email invitations will be sent to those providers who may have an interest in participating on the Roundtable. If you feel that your business will qualify you as one of those providers and you want to make sure that you're included, please contact Joe Hurd at (814) 943-8151 or email him at [jhurd@blaircham-](mailto:jhurd@blaircham-ber.com)



[ber.com](mailto:jhurd@blaircham-ber.com). 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.

Only 14 Spots Remain for Highmark/ Chamber Golf Classic

With more than a month to go, the Highmark/Chamber Golf Classic has only fourteen (of 144) spots remaining until the event is officially a sellout! The Classic is set for August 20th with a noon shotgun start at Iron Masters County Club. "It's really incredible, with all the obstacles that golf outings have faced during the last several months, that this one continues to get such outstanding participation," remarked Michael Eardley of Eardley Financial Agency, who chairs the Chamber's Golf Committee. "People evidently appreciate the time and effort that we spend to make the day enjoyable." To register as a golfer or a volunteer, contact Stacy Hoover at 943-8151. If you'd like to reserve a tee-and-green sign, contact Jessie Covert at that same number.

Committee Meetings

Chamber Finance Committee
Monday, July 13th, 2:00 p.m.
Devorris Center

Leadership Blair County
Alumni Committee
Monday, July 13th, 2:00 p.m.
Zoom

Farm-City Committee
Tuesday, July 14th, 11:00 a.m.
Devorris Center



Ribbon Cutting

C&J Cabinet Co.

The Chamber held a ribbon-cutting ceremony for the grand-opening of C&J Cabinet Co., located at 713 North 4th Ave., Altoona. C&J Cabinet Co. is a family-owned business that specializes in kitchen design for your home, business or commercial space. They carry a wide variety of custom-building materials. For more information go to www.cjcabinetco.com. Pictured at the ribbon, from left, Nancy McClelland, Chamber Ambassador; Alex Seltzer, Blair County Chamber Board of Directors; Chris Cook, owner; Parker, Gabriel, Jennifer Cook, owner; Senator Judy Ward; and Sherri Stayer, Chamber Ambassador.

Lowes Donates Masks, Gloves and Hand Sanitizer

The Altoona Lowes store has donated 3,500 masks, 40 gallons of hand sanitizer and 1,600 nitrile gloves to any business or organization in the community that has a need for them. The items are available at the Blair County Chamber Office until they are all gone. "We're working with the Chamber because we're Chamber members and because they give us access to businesses that need these supplies," explained General Manager Vladimir Blazanin. "It's part of our culture and every store in the company is participating." The Chamber first made people aware of the ability to obtain these items on the Chamber Facebook page last week so the supply has been



diminished. Call the Chamber Office at 943-8151 before you make a special trip to check on availability.



WE ARE IN THIS TOGETHER

We can help you reach your customers to let them know you are open for business.

Utilizing the best of digital and the power of TV, let's navigate this together.

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- Vacuuming
- Restroom Cleaning
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- Glass Door Cleaning
- Trash Service & More

- ✓ ONE TIME
- ✓ WEEKLY
- ✓ BI-WEEKLY
- ✓ MONTHLY

CALL JOSH BURKE AT 814-329-0620!

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!



Canadian Rockies Trip Postponed Until Next July

Covid-19 has caused the cancellation of many trips and the Blair County Chamber's trip to the Canadian Rockies and Glacier National Park, which had been scheduled for later this month, is now among them. That's the bad news. The good news is that the Chamber and its partners – Epic Journeys and Collette --

have been able to reschedule this popular trip for July 25-31, 2021 at an even lower price. "It not only went down in price but there are also discounts and a \$100 early signing bonus," acknowledged Cynthia Watters of Epic Journeys. For more information, contact Cynthia at (814) 266-5070.

Chamber Message: "Don't Forget Our Farmers!"

Often lost in the discussion of Blair County businesses impacted by Covid-19 are agri-businesses, including our many farms. With our food supply so dependent on the ability of our farmers to continue to operate at maximum efficiency, it's truly an industry sector that remains vastly under-appreciated. The accompanying photo shows David Hileman of Hilecrest Angus displaying a sign created by the Chamber to emphasize the critical role that farms and farmers play. David is a longtime Chamber member and an integral part of our Farm-City Committee. As the Chamber launches "Buy Here. Thrive Here," don't forget to support our local agri-businesses.



Leadership Adult Applications Are Still Available for 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.

Congratulations...

... to UGI Utilities, Inc., which was among 44 utility companies nationwide that received the "Most Trusted Brand" status in the recent 2020 Cogent Syndicated Utility Trusted Brand & Customer Engagement: Residential Report from Escalent, a leading human behavior and analytics firm.

... to Dr. Joseph Harford, founder and president of Reclamere, who received the University Council for Workforce and Human Resource Education Outstanding Dissertation Award 2020. The title of Dr. Harford's dissertation was "Helping and Hindering Factors for Inmates Meeting the Challenges for Successful Community Reentry."

... to Cory Tubo, a Business Banker at Reliance Bank, who was recently promoted to Senior Vice-President, Director of Commercial Banking. Cory is a graduate of the Chamber's Leadership Blair County program.

... to Becky Stevens of Morgan Stanley who has been designated as a Certified Divorce Financial Analyst. The designation will allow her to help clients determine short-term and long-term financial impact of any proposed divorce settlement.

... to Grane Hospice Care Altoona, which has been recognized by Strategic Healthcare Programs as a "Superior Performer for achieving an overall caregiver and family satisfaction score in the top 20% of all eligible SHP clients for the 2019 calendar year."



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