

October 2015

Easton Area Chamber of Commerce

Letter from the President

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At the beginning of September at our Strategic Planning Session, the Easton Area Chamber of Commerce Board welcomed three new board members to the team - Jeffrey Warren, Business Development Representative for Gilmore & Associates; Jason Vanderburg, a visiting minister with Greater Shiloh Church; and Dennis Boyne, founder of the Lehigh Valley Story Slam and member of The Chamber's Public Policy team. We are very proud to welcome these three business and community leaders who are deeply engrained within the community and eager to work with The Chamber and our Easton Area Members.

Some specific areas of attention we will focus our energies on in the 15/16 Chamber year:

- Strengthen our participation with the Greater Lehigh Valley's Public Policy initiatives through the creation of a sub-committee specific to Easton area related issues or concerns to further reinforce The Chamber's relevancy and impact on members.
- Host Easton area events to educate membership on pertinent public policy issues with representation from local elected officials.
- Market Chamber membership/involvement to Easton area businesses through unique and targeted messaging.
- Enhance partnership opportunities with fellow Chamber councils/chambers at events to maximize network building opportunities for Chamber membership and promote the outreach opportunities to business outside of the Easton area.
- Develop a structured social media plan on social media platforms to maximize exposure to community and members.

These are just a few of our identified initiatives. Over the coming weeks we will continue to expand upon these planning session outcomes. Thank you for your continued support of The Chamber. We always welcome volunteers with open arms. If you'd like to get more involved with Chamber initiatives, please contact Alison Pickle at 610-739-1512. It's always fun and interesting, and it's good for business!