

April 2016:

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During our annual strategic planning session, the Easton Chamber Board of Directors agreed to create an Easton Area Public Policy Outreach Committee with the intention to cultivate strong working partnerships with the municipalities we serve in the Easton area. Our ultimate goal is to enhance our Chamber's municipal engagement and strengthen communication with our local public officials and administration. On a monthly basis, our board receives reports from our Public Policy liaisons on the Chamber's greater legislative initiatives. The formation of this committee is Easton's opportunity to advocate for our businesses and educate our officials on the positive legislative impacts of our Chamber.

I'd like to recognize and thank Jeff Warren, Easton Board member, who took the lead on this initiative and is continuing to drive it forward. Easton Chamber representatives and Chamber staff members will "hit the road" and attend local municipal meetings to inform the municipal leadership of our outreach efforts. Participation at meetings will provide us the opportunity for municipal representatives to engage in healthy dialogue with Chamber leadership. We will also promote our organization as one of the strongest resources for the communities we represent.

This committee has the potential to not only open lines of communication, but also to break down barriers to move business and community development forward resulting in vibrant local economies. It's important to recognize that Chambers of Commerce can't settle for fragmentation because it has potential negative impacts on the many facets of our society. As your local Chamber, we are the "Sane Center", which is a term coined and commonly used by the American Chamber of Commerce Executives. The "Sane Center" concept is used to explain the common ground found by Chamber community stakeholders to find common ground rather than polarizing themselves. We can be found in the sweet spot between business/employers, government, and the community. If you're a Chamber member that is interested in getting more involved with this initiative, please contact Alison at 610-739-1512. We'd love to hear from you!