GREATER LEHIGH VALLEY CHAMBER OF COMMERCE

FEBRUARY 2018

CONNECTIONS

Developing business relationships across the Lehigh Valley

It Will Be CAMELOT at Snow Ball!

Join us for a "knight" of merriment and fundraising for Camelot for Children at 2018 Snow Ball on Saturday, February 10.

Call on the power
of your Chamber membership.

Your membership in one powerful organization—the Greater Lehigh Valley Chamber of Commerce—provides you with a special opportunity to be part of another: Constellation. As the nation's leading commercial competitive power provider, Constellation takes the time to understand your business and your energy needs. We offer solutions to help you buy, manage and use power strategically to reach your goals. And Constellation can tailor its resources to be the perfect fit for every size business, from a retail store in Emmaus to a manufacturing plant in Bethlehem.

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Source: DNVGL, June 2015.

Hear Ye!
Hear Ye!

2018

Snow Ball

A NIGHT IN CAMELOT

All ye kings and queens! Knights and Nobles!
The honour of thy presence is requested
for feasting and merriment!

FEBRUARY 10, 2018 | 6-11PM

Sands Bethlehem Event Center

TICKETS: Angela@LehighValleyChamber.org or 610.799.3305

AUCTION PROCEEDS BENEFIT

CAMELOT

Sponsorships available. Contact Frank at frank@lehighvalleychamber.org

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Brought to you by: Small Business Council

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program design: info@lehighvalleyprinting.com

Anniversary? Grand Opening? Open House?

RIBBON CUTTINGS

Celebrate Your Event with The Chamber

Let The Chamber's professional event planning services work for you!
From planning and media release to registration and publicity,
The Chamber can help make your company event shine!

Hello Beautiful hosted a ribbon cutting on November 30. They are a new salon located at 3736 Broadway in Allentown that specializes in hair services & offer a boutique with accessories for clients!

Greater Northern Lehigh Chamber hosted a ribbon cutting and grand reopening at **Snap Fitness** in Walnutport on January 3! The event was a well-attended community success! Stop by their location at 200 S Best Ave, Walnutport.

Thriveworks hosted a a ribbon cutting in December at their location at Valley Office Plaza 1140 Glenlivet Drive, A-15, in Allentown. Thriveworks Counseling and Life Coaching provides premium care to individuals, couples and families.

Keystone Canna Remedies, the first medical marijuana dispencary in Pennsylvania, hosted a ribbon cutting on January 17. They are located at 1309 Stefko Boulevard in Bethlehem and are proud to be able to serve patients in need of medical cannabis.

Coming Soon

TUES, FEB 6-
410 Collaborative Ribbon Cutting
410 MAin St., Hellertown
5-7 p.m. / FREE

WED, FEB 7 -
40 South Ribbon Cutting
40 South
40 S. 5th St., Suite 100, Allentown
5-7 p.m. / FREE

THUR, FEB 8 -
Springhill Suites by Marriott
Center Valley Ribbon Cutting
3800 West Dr., Center Valley
5-7 p.m. / FREE

MON, FEB 12 -
EMSP Wings of Change Counseling LLC Grand Opening & Ribbon Cutting
Wings of Change Counseling LLC
222 Main St., Emmaus
5-7 p.m. / FREE

TUE, FEB 13 -
Access Networks Ribbon Cutting
Access Networks
225 Ferry St., Easton
5-7 p.m. /FREE

THURS, FEB 22 -
Fairfield Inn & Suites Allentown West
Ribbon Cutting
208 PA Route 100, Breinigsville
5-7 p.m. (Ribbon Cutting at 5:30)
FREE

THUR, FEB 22 -
Legend of Allentown
Ribbon Cutting
5940 Hamilton Blvd., Suite G, Allentown
4-6 p.m. / FREE

Contact **LIZ WEAVER** at
lizw@lehighvalleychamber.org or call
484-264-6630 for details.

MARK YOUR CALENDARS!

Brought to you by:

Register for an event four ways:
1. Register online at LehighValleyChamber.org **2.** Email or call the person doing registration for the event
3. Email info@lehighvalleychamber.org **4.** Download a registration form at LehighValleyChamber.org, print & fill it out, and subm

Affiliated Chamber & Business Council Events

SUN, JAN 29-SAT, FEB 3- DBA Historic Bethlehem Winter Restaurant Week

THUR, FEB 1- The Chamber's Master Your Membership Orientation
The Flying Egg
451 Main St. Bethlehem
4-5 p.m. / FREE

THUR, FEB 1- The Chamber's Signature Networking
Urbano
526 Main St., Bethlehem
5-7 p.m. / FREE

MON, FEB 5- HDMSP Downtown Allentown First Monday
The Dime
12 N. Sevenths St., Allentown
5-7 p.m. / FREE

TUE, FEB 6- BCC Where Are We Headed? Bethlehem Public Education
Historic Hotel Bethlehem
437 Main St., Bethlehem
11:30-1 p.m./ $35

THUR, FEB 8 - WACC "State of the Region" Fellowship Community
3020 Fellowship Dr., Whitehall
11:30-1 p.m.
$20 member / $40 non-member

SAT, FEB 10 - SBC Snow Ball 2018
Sands Bethlehem Event Center
77 Sands Blvd., Bethlehem
6-11 p.m.
$250 single ticket / $400 couple ticket

MON, FEB 12 - GBACC & NBC Wine & Chocolate Pairing
My Place Pizza Restaurant
270 East Northampton St., Bath
5:30-7:30 p.m.
$10 member / $15 non-member

THUR, FEB 15 - LGBTBC HALO at Bradbury Sullivan
Bradbury Sullivan LGBT Community Center
522 W. Maple St., Allentown
5-7:30 p.m. /$5

THUR, FEB 15 - HDMSP Destination Arts: Third Thursday
Downtown Allentown
5-8 p.m./ FREE

TUE, FEB 20 - WBC presents Not You Mama's Healthcare
Lehigh Country CLub
2319 Cedar Crest Blvd., Allentown
10:30 a.m.-1 p.m.
$40 member / $80 non-member

TUE, FEB 20 - HCC and SLCC Annual Mardi Gras Mixer
Casa Toro Mexican Grille
7001 Pennsylvania 309 #3, Coopersburg
5-7 p.m.
$10 member / $15 non-member

WED, FEB 21 - EPCC and WLCC A New Plan for Growth. Important Guidance on 2018 Tax Reform
Brookside County Club
901 Willow Ln., Macungie
11:30 a.m. - 1 p.m.
$20 member / $40 non-member

WED, FEB 21 - YPC Meet & Greet at Cask
Cask
80 Kunkle Dr., Easton
5:30-7:30 p.m. /FREE

THUR, FEB 22 - BACC Mayor's Breakfast - State of the City
ArtsQuest Steel Stacks
101 Founders Way, Bethlehem
7:30-9:30 a.m. / FREE

FRI, FEB 23 - NPBPC and Association of Fundraising Professionals Joint Luncheon
Historic Hotel Bethlehem
437 Main St., Bethlehem
11:30 a.m.-1 p.m.
$25 single ticket / $100 group of 5 / $20 additional group ticket

TUE, MARCH 6 - LGBT Business Summit 2018
Moravian College's Sally Breidegam Miksiewicz Center for Health Sciences
1107 Main St., Bethlehem
9 a.m.-2 p.m.
$50 member / $100 non-member

THUR, MARCH 8 - SBC and WACC Identifying Your Perfect Customer
BRAVO!
950 Lehigh Lifestyle Center, Whitehall
11:30 a.m. - 1 p.m. / $20

THUR, MARCH 8 - HCC In Honor of International Women's Day Multicultural Women in Leadership Luncheon and Panel Discussion
Coordinated Health
3435 Winchester Rd., 4th Fl, Allentown
11 a.m.-1 p.m.
$25 member

THUR, MARCH 15 - EACC "State of the City" and Breakfast with Mayor Sal Panto
Lafayette College
316 Markle Hall, Easton
7-9 a.m.
$49 member / $89 non-member

THUR, MARCH 22 - PP Manufacturing Summit 2018
ArtsQuest
100 Founders Way, Bethlehem
4-5:30 p.m. / $25

FRI, MARCH 23 - ACC Allentown Economic Development Update - The Waterfront Project
Renaissance Allentown Hotel
12 N. 7th St., Allentown
11:30 a.m.-1 p.m.
$49 member / $99 non-member

THUR, MARCH 27 - WBC Top Chef of the Valley
Lehigh Valley Ironpigs/Coca-Cola Park
1050 IronPigs Way, Allentown
5-7 p.m.
$35 member / $70 non-member

TUE, MARCH 27 - YPC Lead to Succeed
PBS-39 WLVT
839 Sesame St., Bethlehem
5:30-8 p.m.
$20 member / $30 non-member

WED, MARCH 28 - PP Thank You Congressman Charlie Dent!
Lehigh County Club
2319 S. Cedar Crest Blvd., Allentown
5-7 p.m.
Price TBA

THUR, MARCH 29 - PACC "State of the Town" and Breakfast with Mayor Steve Ellis
Phillipsburg High School
1 Stateliner Blvd., Phillipsburg
8:15-10 a.m.
$30 member / $40 non-member

SEE THESE EVENTS AND MORE ONLINE AT LEHIGHVALLEYCHAMBER.ORG/EVENTS

REGISTER TODAY!

Chamber & Council Abbreviations:
AABLC: African American Business Leaders Council
ACC: Allentown Chamber of Commerce
BCC: Bethlehem Chamber of Commerce
CCEDC: Carbon Chamber & Economic Development Corp.
FBA: Forks Business Association
DBA: Downtown Bethlehem Association
EACC: Easton Area Chamber of Commerce
EPCC: East Penn Chamber of Commerce
EMSP: Emmaus Main Street Partners
FBA: Forks Business Association
GNLCC: Greater Northern Lehigh Chamber of Commerce
HCC: Hispanic Chamber of Commerce
HDMSP: Hamilton District Main Street Program
HLSC: Hellertown - Lower Saucon Chamber
MC: Manufacturing Council
NACC: Northampton Area Chamber of Commerce
NBC: Nazareth Business Council
NPBPC: Nonprofit & Business Partners Council
GBACC: Greater Bath Area Chamber of Commerce
PACC: Phillipsburg Area Chamber of Commerce
LGBTBC: Lesbian, Gay, Bisexual & Transgender Business Council
PP: Public Policy (Committee)
SBC: Small Business Council
SLCC: Southern Lehigh Chamber of Commerce
WACC: Whitehall Chamber of Commerce
WBC: Women's Business Council
WLCC: Western Lehigh Chamber of Commerce
YPC: Young Professionals Council

2018 Mayors' Reception

Honoring our Municipal Officials

Future Lehigh Valley…Where are we going?

Tuesday, April 17 2018

ArtsQuest
100 Founders Way, Bethlehem
5-6 p.m. reception with
heavy hors d'oeuvres
6-7:30 p.m. program
$99

Featuring a live
Business Matters taping

BUSINESS MATTERS

Phillips Armstrong
Lehigh County Executive

Lamont McClure
Northampton County Executive

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The Chamber
GREATER LEHIGH VALLEY CHAMBER OF COMMERCE

THURSDAY, APRIL 5 2018

LEHIGH VALLEY COMMERCIAL REAL ESTATE OUTLOOK AND AWARDS 2018

SAVE THE DATE!

LEHIGH VALLEY economic development

Howard Hanna
The Frederick Group
HANNA FREDERICK COMMERCIAL

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Women's Business Council
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Hellertown-Lower Saucon Chamber
Southern Lehigh Chamber
Western Lehigh Chamber
Whitehall Chamber

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Chair, Board of Governors, The Chamber
610-332-0390 • dkozak@kingspry.com

On Saturday, February 10, the Small Business Council will host the 29th Annual Snow Ball Gala. This event, which raises funds and awareness for a local non-profit organization each year, represents the best aspects of a fun-filled black-tie evening with something for everyone to enjoy. Think top-notch themed entertainment to engage guests, one of the best networking cocktail hours with top Lehigh Valley decision makers and leaders, and dozens of beautiful silent auction items anyone would be envious to go home with at the end of the evening.

One of the best benefits of an organization like our Chamber is the power of an amplified regional voice and high visibility for our business and non-profit communities. In today's world, it's more challenging to have your voice heard amongst all the outside noise, but with a strong network of connected professionals, it's quicker and easier to find people with similar passions and interests. The emergence of new social media platforms have also made a significant impact on the way we connect with family, friends and business colleagues. Chamber members, leaders and councils have the ability to generate real buzz around noteworthy community causes and influence decision makers to create tangible social change in the Lehigh Valley.

That is why I am so incredibly proud that the beneficiary of this year's Snow Ball Gala will be Camelot for Children. Camelot for Children creates a safe place for seriously, chronically, and terminally ill, handicapped or disabled children, fostering an environment of emotional support for special needs children and their families, and provide opportunities for children to interact with each other in a family/home setting

If you've never been, I'd strongly encourage you to attend. For those of you joining us again, we thank you for your tremendous support and look forward to gathering together and raising awareness for our beneficiary, Camelot for Children.

Designer/Editor/Layout/Sales: Amanda Ruth, Communications Manager, The Chamber • **Articles:** Chambers, Councils, Staff & Various Contributors • **Printer:** TN Printing

Lehigh Valley Economic Outlook

Dr. Kamran Afshar, Chamber Chief Economist
The Chamber's Finance Committee
610-691-3272 • ka@kaa-inc.com

2017, Year in Review

The 2.1 million new jobs created in 2017 accounted for the 1.4 percent employment growth nationally. While this was 8.3 percent less than 2016's growth, the good news is that it is still solid increase in employment. Lehigh Valley, however, was not that lucky, employment growth in the Valley was significantly slower than the national average. This is despite the fact that layoffs and the pool of labor in the Valley have dropped close to their historical lows, a phenomenon which was only observed during tight labor markets in the Valley.

While the rate of economic growth for the U.S. over the last 7 years was slow, that was not the case for employment growth, which recorded 17 million new jobs over that period. That is an average of 2.5 million new jobs a year. Consumers are shopping more than ever before; a good example of this is that we are buying between 17 and 18 million cars and light trucks every year.

Two-thousand and seventeen was also a great year if you were selling property, number of residential units sold in the Valley, during the first 11 months of that year, rose by a healthy 6 percent over the same period of 2016, while the average sales price of local residence rose by an exceptionally large 10 percent.

However, the headline grabbers for 2017 are the high stock prices and the tax reduction bill. The DJIA increased by 25 percent in 2017. And if you own stock, congrats, this is a huge gain. The tax reduction bill will reduce deductions from paychecks, thus leaving more take home money in people's pockets. For lower and middle-income levels this will encourage higher expenditures. Historically these extra expenditures had not expanded beyond the initial impact. Regardless, it is very likely that it will create higher employment in 2018.

We paid an average of $2.42 for a gallon of gas in 2017, a 13 percent increase over the $2.15 we paid in 2016. And that felt high. What appears to have made the price increase feel more uncomfortable may be the distant memory of paying less than $2 per gallon for gasoline during the first 3 months of 2016. However, we forget the more than $3 a gallon gas just a few years back, when the hope was that it would stay below $4. The less than $2 a gallon gasoline, is something that will continue to remain only as a distant memory.

As part of president Trump's election promises we expect the introduction of a trillion-dollar infrastructure plan in 2018. This is a very important policy, which hopefully will not fall victim to party politics in the Congress. There is no question that the US roads and bridges are well over due for repair and rebuild. Most economists believe that expenditure on infrastructure creates the biggest bang for the buck. It has the highest multiplier and spread effects in the economy. Return on such investments are usually in multiples, however, that is in the long-run, thus the question; how to pay for it initially.

Main Street Initiatives

Laurie G. Hackett, Air Products
Chair, Chamber Foundation
Main Street Lehigh Valley Grant Program
610-481-6118 • gostlelj@airproducts.com

Remember a time when you were lucky enough to be involved with a community committee that truly made a difference? Or a project where you saw the results and witnessed the true value of the efforts of so many people? The Chamber Main Street Foundation does exactly that throughout the year, and this month we were again reminded of the positive impact of the Foundation on communities across the Lehigh Valley! In Emmaus, we saw the new banners that were put up around the borough. They were designed by Emmaus residents Dick Farmer and Alan Hawman, and in collaboartion with Emmaus Main Street Partners, the seasonal flags were installed throughout the Borough of Emmaus! And in Jim Thorpe, visitors and residents are welcomed to the borough by new signage and plantings which create an immediate positive feeling about the community. And in Allentown, additional holiday lighting added so much to the energy and excitement that is now a central part of the City. Thanks to all who volunteer on behalf our Main Streets….we couldn't be more proud to partner with you!

Improving our Main Streets one project at a time!

Emmaus turned into a different sort of winter wonderland recently with the hanging of seasonally themed banners throughout the borough. The festive flags, which can be seen on telephone poles and adorning storefronts along Chestnut and Main Streets, are being funded through a Greater Lehigh Valley Chamber of Commerce Foundation Main Street Lehigh Valley Grant. The Emmaus Main Street Partners applied for round ten of the Chamber Foundation's Main Street Lehigh Valley Grant last spring and the Borough of Emmaus contributed matching funds to complete the initiative. Emmaus Borough Public Works also installed the banners as part of the project.

Photo 1: Members of the Emmaus Main Street Partners Economic Development Committee and Board of Directors along with Emmaus Borough Mayor, Winfield Iobst accept the Main Street Lehigh Valley Grant award check from the Chamber Foundation. Pictured left to right: Teri Sorg-McManamon, EDC; Dick Farmer, Winter Banner Artist; Rick Snyder, Rileighs Outdoor Decor; Laurie Hackett, Chairwoman of Chamber Foundation; John Hayes, EMSP Board member; Mayor Iobst, Emmaus Borough; Dale Culton, EMSP Board; Meghan Reed, EMSP Manager; Michael Irwin, EMSP Board member.

Photo 2: Rick Wentz of Emmaus Public Works happily hanging the new winter banners throughout downtown Emmaus. Pictured Rick Wentz, Borough of Emmaus.

Public Policy Committee

John Hayes, New Tripoli Bank
Chair, Public Policy Committee
jhayes@newtripolibank.com • 610-628-1680

Based on Governor Wolf's comments in the early part of 2017, PA businesses had expected to get workers compensation insurance rate relief, just north of 6 percent, in the current state fiscal year.

Unfortunately, due to a State Supreme Court ruling prohibiting physicians from using American Medical Association (AMA) guidelines in determining an injured employee's level of disability (Protz v. Workers Compensation Appeals Board), businesses will likely see a small increase in premiums instead.

The core issue at hand, according to the ruling, is that the State Constitution does not allow the General Assembly to delegate its authority over matters of policy "to any other branch of government or to any other body or authority." Therefore, the Court ruled as unconstitutional the allowing modification of those AMA guidelines without also providing adequate criteria to guide and restrain the exercise of the authority that has been delegated to the AMA.

This decision lead to the PA Compensation Rating Bureau ("PCRB") requesting a mid-year increase, which will more than wipe out any anticipated savings.

The court case coupled with the PCRB's request for a premium increase which was approved by the PA Department of Insurance, has garnered attention in the PA House and Senate. House Bill 1840 and Senate Bill 963, are awaiting committee consideration, and we are hopeful action will be taken quickly to provide a legislative fix that provides rate relief for business in a manner that protects employees as well.

We continue to lobby for another workers' compensation bill pending in the House. S.B. 936 will improve PA's system and outcomes for injured workers by 1) implementing a prescription drug formulary to streamline medication prescriptions and help patients avoid overuse and 2) helping ensure the quality of outside entities tasked with evaluating treatment decisions. The bill passed the Senate on Oct. 25 with bipartisan support and is pending in the House Labor and Industry Committee.

Transporation Committee

Becky A. Bradley, Lehigh Valley Planning Commission
Transporation Committee Member
610-264-4544 • bbradley@lvpc.org

Pedestrian and Bicycle Projects Get $1.3 million

Pedestrian hazards will be eliminated in Hellertown and Bethlehem, thousands of children will learn how to stay safe on their bicycles and a historic bridge will be restored in North Whitehall Township.

The Lehigh Valley Transportation Study (LVTS) issued $1.32 million in Transportation Alternatives Set-Aside (TASA) program grants in December, after whittling more than $10 million worth of applications to five projects designed to make communities safer.

The grants are issued every two years for bicycle, pedestrian and trail projects not covered in the region's four-year, $458 million plan to maintain the region's road, bridge and transit networks.

All of the projects will have a positive impact on nearby businesses.

"Ninety percent of people right now drive to work every day alone in their cars," said Lehigh Valley Planning Commission Executive Director Becky Bradley. "This money is designed to offset some of that by promoting bicycle and pedestrian programs. These projects help improve air quality and public health, plus they support our economy."

The projects were chosen from 15 projects that applied. Those not funded were forwarded to Harrisburg to compete for a statewide TASA pot of $55 million. Decisions on those grants won't be made until at least the end of January.

Grants approved for projects were:

- $500,000 for Bethlehem's Corridor Connection Project -- The South Bethlehem project improves crosswalks at three intersections, adds handicap ramps and increases lighting in areas frequented by pedestrians and bicyclists.
- $325,900 to rehabilitate the Geiger Covered Bridge in North Whitehall Township – Part of a $1.2 million project to restore the structural integrity and look of the 157-year-old covered bridge
- $200,000 for Hellertown's Main Street Pedestrian Safety Initiative -- Part of a $1.1 million plan that will include crosswalks, LED lighting and handicap ramps at some of the downtown's busiest intersections.
- $160,000 to Community Bike Works of Allentown – The project helps fund the organization's bicycle education program, which is targeted at low-income youths.
- $136,100 for the Coalition for Alternative Transportation's bicycle safety program – Bethlehem-based CAT will use it for bicycle education for 6,000 youths from kindergarten through eighth grade.

Your Chamber is Making Headlines!

Visit: LehighValleyChamber.org
& click on Chamber News under About Us.

Greater Lehigh Valley Chamber of Commerce February 2018

CONNECTIONS

BB&T – Thinking Big and Acting Small

From BB&T's regional headquarters at Two City Center in Allentown, the bank's Regional President Dave Kennedy has a front-row seat to the downtown's exciting growth – and to BB&T's. In 2016, BB&T acquired National Penn Bank, where Dave had worked in executive management since 2008. After the merger, nearly all the executive leaders and their management teams from National Penn remained in place to continue to serve existing clients, develop new clients and expand the overall business. Today, Dave oversees 98 retail branch locations in Pennsylvania and New Jersey, including 45 locations in Lehigh, Northampton, Carbon and Monroe Counties, along with three commercial business centers. He leads the coordination of all lines of business, including personal and business banking, residential mortgages, commercial lending and merchant services, and wealth management, investment and insurance services.

Strengthened by the power of a larger company, BB&T's Northern Pennsylvania Region maintains a vibrant presence in the community, offering the products and services of a larger financial institution with the familiar faces and autonomy of a community bank.

"In every market, we have client-facing people who have authority and decision-making capability," Dave says. "It's actually very similar to The Chamber's model – we're on every main street, but we also benefit from centralized support."

BB&T Headquarters at 200 West Second Street. Winston-Salem, North Carolina.

A Super-Community Bank

With the BB&T/National Penn merger came the integration of new systems, a name change and a transition to new products and services, but things normalized quickly over the last two years, and the benefits of the new company's scale and efficiency became obvious, Dave says.

"While smaller community banks may struggle to keep up with the need for technology upgrades and the expense of banking regulations, the merger with BB&T has allowed us to afford those major expenses," he says. "As the banking industry continues to consolidate, we're well-positioned to continue our growth by operating efficiently and making investments in technology."

BB&T is among the top 10 financial institutions in the nation and is the fifth-largest insurance agency in the country. It's also thriving locally. In June of 2017, the FDIC ranked BB&T No. 1 in market share in Northampton County and No. 2 in Lehigh County. Despite its size, BB&T is still strongly focused on community banking, where local bankers are empowered to serve the needs of the bank's clients.

"It's really the best of both worlds," Dave says. "BB&T has a tremendous breadth and depth of products and services, but it operates through decentralized regions and local leadership representing every line of business. When clients bank with us, they're dealing with their neighbors."

Through BB&T, Dave and his team have an advantage over smaller community banks because they can now offer clients and prospects a much broader array of products and services.

"Additionally, now that we have the power of a larger financial institution, we have essentially leapfrogged to a place where we can call on and work with much larger companies," Dave says.

Making a Difference Every Day

BB&T encourages every associate to promote happiness and make a difference, whether small or large, every day. The company's Culture Book contains 10 core values that are intended to enable associates not just to be successful and achieve happiness, but also to create a "PCE," or perfect client experience.

> *"We're still here and we're committed."*
> *- Dave Kennedy*

Dave explains, "BB&T is a mission-driven organization with a clearly defined set of values. We encourage our associates to have a strong sense of purpose, a high level of self-esteem and the capacity to think clearly and logically."

One way in which BB&T associates make a difference is by offering the "BB&T at Work" financial-wellness program, which is free to businesses owners and their employees. This is an especially important program as more than 70 percent of Americans identify themselves as "financially stressed," according to a recent study.

Another unique advantage that the company has is the BB&T Leadership Institute, where the bank's associates provide clients with a leadership-development program to help identify and create effective leadership within their businesses.

"Helping our clients help their employees helps the overall community," Dave says.

Philanthropy, including financial support and volunteerism, is also encouraged at every organizational level at BB&T.

In 2017, the BB&T Economic Growth Fund of the Lehigh Valley Community Foundation awarded a total of $1.45 million in grants to more than a dozen Lehigh Valley organizations to support manufacturing, create jobs, reduce blight and spur economic development throughout the region. Additional local support includes hundreds of thousands of dollars in grants and donations made annually through the bank's regular community-support budget and Pennsylvania's Educational Improvement Tax Credit (EITC) program.

At the corporate level, BB&T's Lighthouse Project addresses critical needs in communities through associate volunteerism with local charities. Through the project, 562 Lehigh Valley associates volunteered for a total of 2,700 hours, impacting 49,000 people in April and May of last year. Additionally, many associates volunteer their time on community boards for various causes. Volunteerism for the betterment of the community is strongly encouraged.

Dave sums it up by declaring, "We are committed to our community, and we're here to stay!"

Dave Kennedy, Regional Manager of BB&T Northern Pennsylvania.

Northern Pennsylvania Headquarters:
1139 Hamilton Street
Allentown, PA 18101

Dave Kennedy's BB&T Regional Leadership Team:

Commercial Market President: Bill Proehl

Commercial Real Estate Manager: Dave Dyer

Regional Corporate Banking Manager : Lewis Cyr

Small Business Leader – Betsy Reeder

Retail Banking Manager: Joe Kochanasz

Retail Sales Leaders: Jim Ferry & Ricky Gower

For more information:
bbt.com

Manufacturing
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Strategic Trends in Manufacturing

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"Strategic Green"
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These buzzwords can save money & help your company image!

Strategic Green Experts and Lehigh Valley Manufacturers share their stories on these industrial advantages.

Thursday, March 22
4:00-5:30 pm
ArtsQuest
100 Founders Way, Bethlehem
$25/person includes hors d'oeuvres

Sponsorships and Information Available:
Danielle Bodnar 610-739-1642 or danielleb@lehighvalleychamber.org

Energy & Environment Committee

Raymond Minarovic Jr., T&M Associates
Energy & Environment Committee Member
*610-625-2999 * rminarovic@tandmassociates.com*

The implementation of the Federal Municipal Separate Storm Water Systems (MS4) program may soon increase storm water fees for the public, business owners, developers and owners of large non-profits. MS4 regulations require each municipality to prepare an MS4 management plan. Regulations associated with MS4 are administered under the US EPA, and in Pennsylvania the regulations are managed by the Department of Environmental Protection (DEP). The MS4 program requires the owner/operators of municipal separate storm water systems to implement a series of programs to reduce the discharge of pollutants from the storm sewer system to the maximum extent practicable in a manner that protects water quality.

So why is this important? Because the cost of implementing these measures at the municipal level may be passed along to taxpayers and residents through increased storm water fees. Generally, the driving force behind the cost of the fee is the amount of impervious surface at a property (driveways, sidewalks, parking lots, patios, etc.). A property that has a large amount of impervious surface generally has increased storm water runoff which imparts a greater stress on the municipal storm water system, thus increasing fees.

The municipalities use various calculations to determine the fees. There is some relief available from these fees by using credits and on-site Best Management Practices (BMPs) for storm water. The BMPs that are most effective manage storm water on-site so that it never leaves the property as runoff, thus causing less stress on the municipal storm water system.

Earn $50 towards your dues!

Refer a member and earn $50 off dues for every new member you refer!

For details, contact Gina Martens at ginam@lehighvalleychamber.org.

Capital BLUE

Capital Blue Health and Wellness Center Focuses on Heart Health

February is American Heart Month, the perfect time to focus on your own heart health. According to the American Heart Association, heart disease and strokes claim a life every 40 seconds. This makes heart disease the world's number one killer, with strokes coming in at number five.

With numbers like this, there is a good chance that you or someone you know has been impacted by heart disease. The positive news is that it can often be prevented by making healthy choices and managing health conditions.

A good place to start is by learning your personal health numbers so you can determine your risk for heart disease or stroke. These include blood pressure, cholesterol, blood sugar and body mass index, or BMI.

This is where the Capital Blue health and wellness store can help. Located in the Promenade Shops at Saucon Valley, Capital Blue has many tools to help improve your heart and overall health. Skilled care guides can get you started by checking some of those important personal health numbers, including your BMI and blood pressure.

Capital Blue registered dietitians also can help you develop nutritional and dietary goals. With a personalized consultation, they can put you on track to a healthier lifestyle.

If you want to add more exercise to your life, Capital Blue offers fitness classes for all ages and skill levels. From yoga and Zumba, to meditation and cardio kickboxing, find the class for you by visiting capitalbluestore.com. Classes are free for Capital BlueCross members and only $5 for non-members.

Make American Heart Month your time to focus on getting heart healthy. Visit Capital Blue and get on track to a healthier you in 2018!

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Workforce Board Lehigh Valley

Nancy Dischinat, Executive Director
Workforce Board Lehigh Valley
610-841-1122 • ndischinat@lvwib.org

WorkforceBoard Lehigh Valley

LEHIGH VALLEY economic development

What are the jobs? What are the skills? What are the educational requirements?

We cannot answer these questions alone. Sure, we have all the federal and state workforce trends and data available, but we are still missing YOU…we need you… our EMPLOYERS!!!

New Workforce Innovation and Opportunity Act (WIOA) legislation enhanced the focus of workforce boards to create a One Stop process for job seekers and employers. WIOA is designed to help job seekers access employment, education, training, and support services to succeed in the labor market, and to match employers with the skilled workers they need to compete in the global economy.

The concept of a One Stop Workforce System with all of our community partners is not new to the Workforce Board Lehigh Valley. We have been coordinating workforce services for many years. Community colleges, career and technical schools, youth organizations, community based organizations and support service agencies are just a few of the partners in Lehigh Valley's workforce system. We need to continuously work to maintain a world class workforce system.

PA CareerLink Lehigh Valley a One Stop center is now home to our partners as required under WIOA. They have joined forces at Lehigh Valley centers and are ready to serve job seekers and employers.

How can we help job seekers without knowing where are the jobs, what are the skills and educational requirements required for work?

We have programs to help employers with incumbent worker training, registered apprenticeship, transitional jobs, on-the-job training, customized training, literacy, skills training and connections to all workforce development resources.

Workforce Board Lehigh Valley hired a One Stop Operator to ensure that all the One Stop partners are working together to assist the workforce needs of job seekers and employers.

The Greater Lehigh Valley Chamber of Commerce was awarded the contract. Danielle Bodnar serves as the One Stop Operator. Along with visiting all three CareerLink Lehigh Valley locations and constant communication with the ONE STOP partners she will maintain office hours at the PA CareerLink Lehigh Valley's location at 555 Union Blvd. She will continue to serve along with Michelle Young as the conduits between The Greater Lehigh Valley Chamber of Commerce and Workforce Board Lehigh Valley.

As we continue to enhance the workforce system and coordinate workforce efforts with the partners, we invite our employers to help drive workforce solutions. PA CareerLink Lehigh Valley our ONE STOP Center provides excellent customer service to job seekers and employers with a customer satisfaction survey rating of 4.5 out of 5. We are shooting for 5!

Let's meet our workforce players our ONE STOP PARTNERS:

Area Agency on Aging

caclv Community Action Committee of the Lehigh Valley, Inc.

LCTI Lehigh Career & Technical Institute

Lehigh Carbon Community College

Northampton Community College

pennsylvania Department of Labor & Industry Office of Vocational Rehabilitation

ProJeCt Helping People Help Themselves

SkillsUSA

The Literacy Center Education for Work, Family and Life

Representative Mike Schlossberg hosted a "Where Are the Jobs" forum at WBLV in January.

The Chamber
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Call Jessica Gary — 610.349.8226
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*The Chamber Health Marketplace is open to Chamber members who employ between 2 and 50 employees. Visit thechamberhealthmarketplace.com for complete eligibility details.

S49-393 (04/27/17)

Ambassadors Council

Julie Knight, Financial Advisor, Morgan Stanley
Chair, Ambassadors Council
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How to Get the Value out of your Chamber Membership

Interview with Lou Fromm, Owner/VP – Business Development at Fromm Electric Supply Corp

Why did you originally get involved with the Chamber?

I got involved to simply to provide a networking opportunity for me and my company. I was aware that membership in The Chamber would be very effective and other business leaders strongly encouraged that I join.

How did you originally get involved with the Chamber?

As I gathered information about the most effective ways to network and start relationship-building, some Lehigh Valley business acquaintances recommended joining the Chamber… without hesitation. So, I met with Tony Iannelli & Frank Facciano, plotted a course of involvement, was nominated to the Board of Governors – and haven't looked back since.

What volunteer positions do you hold with the Chamber?

I am on the Board of Governors and a committee member for the Manufacturer's Resources Council – Lehigh Valley.

How have you benefited from being a Chamber member?

The relationships that I have developed with Chamber BOGs and members have been invaluable in every area. The Chamber represents great businesses in the Valley. Everybody is very excited at the prospect of growth in the Valley and it is a very inspiring environment to be in. I have learned so much professionally and personally from the people I have met. Moreover, I've gained an immense appreciation for the Lehigh Valley market and for the individuals/businesses that support it. There is a team approach…all rallying behind each other…to continue the momentum of growth that has gone on for the past few years.

I've connected and aligned with other Chamber members that have a like-minded approach towards keeping current and future business activity within the local area. "Local supports Local". So, whether it's my relationship with members of the local trades, or strategic partnerships with those involved in construction, or networking with fellow business owners (commercial, industrial, manufacturing, etc.), I cherish the co-efforts made towards shared success and growth within the borders of the Valley.

How have you gotten the value out of your membership?

All the new relationships that I have made with the Chamber and its members have increased exponentially. That's a value you can't put a price on. In addition, due to sponsorships and participation in Chamber events, the Fromm brand has grown and become a much stronger name in the market. I like to think that the brand has grown organically, from efforts made to develop solid relationships with fellow Valley business folks. Of course, sponsorship of GLVCC events supplement our image/brand awareness…especially when those events are tied-in with energy-efficiency, utility rebates, commercial/industrial safety, construction/development, etc.

How do you recommend others get involved to get the value out of their membership?

If any potential member would talk to me and learn about the road map that I have taken, it would be easy for them to understand that The Chamber is a very active forum for creating and developing relationships.

What is your favorite aspect of the Chamber?

Tony Iannell's socks. Seriously though, it's the relationships that I have formed, the sense of comradery and the willingness to work together to make the Valley successful.

What do you hope to gain from your continual involvement with the Chamber?

To continue the momentum I have built so far in regards to making an impact towards the betterment of businesses in the Valley, and to continue supporting other member companies and doing business in the area.

What do you wish new members knew about Chamber Membership?

That it is unlike any other Chamber that they are probably aware of… in the best ways possible.

African American Business Leaders Council

Marc Troutman, Met-Ed, a FirstEnergy Company
African American Business Leaders Council Vice Chair
(610) 250-2811 • mtroutman@firstenergycorp.com

2018 started like most other years. The ball drop in Times Square, the Golden Globes, NCAA football National Championships and NFL play-offs leading up to the Super Bowl. Significant events and crowning of Champions! There is only one first place trophy and one champion. Participation trophies don't exist (only in pee wee football).

The new year is also a customary time for corporate organizations to roll out their goals for the coming year. In the last couple years "Diversity and Inclusion" has been a line item/goal in boardrooms across the country. In many cases one thing has been missing, "A Champion." In my previously mentioned examples the Champion is front and center, obvious and celebrated.

Certainly, there needs to be a champion to drive an initiative such as Diversity & Inclusion, and that person needs to be front and center. If your company has a D & I goal, and you are not sure who is in charge, that's a problem. However, the champion cannot do it alone. We must all be champions.

In my mind a successful diversity & inclusion initiative is a stepping stone to a culture change. What I mean is you can meet your goals by checking the boxes. That works with financial goals, hiring quotas and the like. If you are in a culture of inclusiveness, you can feel it. Like being in your comfort zone, or in my case walking along the beach dressed in linen from head to toe!

I was involved in a corporate Diversity Initiative 20 years ago. It is disappointing that so little progress has been made, but positive that it is finally being recognized as a necessity and not a flavor of the month initiative. What happened in those 20 years? Not much if we are still talking about it. mergers and acquisitions have a way of changing your priorities. I was thinking about how quickly technology such as cell phones, social media, etc. have advanced in the last 20 years and keeping up has become a necessity for survival. As a people we have evolved and adapted. It is time to recognize that Diversity, Inclusion and Equity are a necessity for survival.

It's Championship Season. Let's all be Champions!

Your Business and Diversity Council Staff

Danielle Joseph is the Executive Vice President, Business & Diversity Councils at the Greater Lehigh Valley Chamber of Commerce, one of the top seven largest Chamber's in the United States. She has been with The Chamber since June 2003. In her position, Danielle manages and oversees the African American Business Leaders Council, Hispanic Chamber, LGBT Business Council, Small Business Council, Women's Business Council, and Young Professionals Council. She is most proud of her role in helping to start the LGBT Business Council at the Chamber in 2012, as well as the African American Business Leaders Council in 2015, as she is passionate about human rights and celebrating diversity. Danielle serves on the board of the YWCA of Bethlehem, whose mission is to empower women and eliminate racism. Her accomplishments include being selected as a recipient of the 40 Under 40 award. Danielle graduated from Moravian College in 2002 with a Bachelor of Arts Degree in Spanish and Political Science.

Angie DelGrosso is the Vice President of Business & Diversity Councils at the Greater Lehigh Valley Chamber of Commerce, the 7th largest Chamber in the United States. She has been with The Chamber since May, 2014 directly following her completion of a three-year internship with the organization. In her position, she is the Staff Liaison for the Young Professionals Council, LGBT Business Council, and small business council. She also manages major events for the Women's Business Council, African American Business Leaders Council, and the Hispanic Chamber. Angie currently serves on the Board of Directors for Moravian College Alumni and the marketing committee for Mercy School for Special Learning. Her accomplishments include being voted one of Lehigh Valley Style's Women of Style in 2015 and awarded as one of Lehigh Valley's Finest by the Cystic Fibrosis Foundation in 2016. Angie graduated from Moravian College in 2014 with a Bachelor of Arts Degree in Business Management with a concentration in Marketing. During her time at Moravian College, she held various leadership positions in her national sorority, Sigma Sigma Sigma.

Azalea Chacon is the Coordinator, Business & Diversity Councils at the Greater Lehigh Valley Chamber of Commerce. She has been with The Chamber since January, 2018. In her position, Azalea works directly with the African American Business Leaders Council, Hispanic Chamber, and Women's Business Council. Azalea handles assistant/administrative duties, social media and event management, meeting and marketing assistance. Azalea graduated from the University of Pittsburgh in 2016 with a Bachelor of Arts Degree in Communications and Rhetoric, with a Minor in Sociology. One of Azalea's accomplishedments is being a part of Lambda Pi Eta, the official Communication Studies honor society of the National Communication Association.

Brittany Wiltshire is the Coordinator of Business & Diversity Councils at the Greater Lehigh Valley Chamber of Commerce, one of the largest Chamber's in the United States. She was an exciting addition to The Chamber in January 2018. In her positon, she works with the LGBT Business Council, Small Business Council, and Young Professionals Council. She also assists with Major Events for the African American Business Leaders Council, Women's Business Council, and the Hispanic Chamber. Brittany currently serves as the Alumni Advisor for Sigma Lambda Gamma Nat'l Sorority, Inc. at Kutztown University. She also is a Volunteer Coach for the Kutztown University Cheer Team.
Brittany Graduated with a Master of Education Degree in Sports Management from Millersville University in 2017. She also obtained a Bachelor of Science Degree in Leisure and Sports Studies from Kutztown University in 2015, with a minor in Public Relations. She is most proud of becoming 1 out of 10 founding sisters of the Kutztown Colony of Sigma Lambda Gamma Nat'l Sorority Inc. in 2014.

Hispanic Chamber

Victor Salicetti, AmericaVen
Chair, Hispanic Chamber of the Lehigh Valley
610-849-0474 x4911 • vsalicetti@americaven.com

We hope that your year has started successful. We are excited to collaborate with you to grow your business and our community. The beginning of every new year brings with it the opportunity and the excuse to make a new start. Part of the exhilaration that accompanies every new year is the optimism that starting over is possible and the belief that new beginnings can create new and successful outcomes. We hope all of your personal and business "resolutions" are materializing. Keep going!

We are continuously striving to expand our services and connections to better serve and represent our members, in addition to keeping up with our annual meetings and seminars. Our next event "Mardi Gras Mixer" is February 20th at Casa Toro Mexican Grill, we are excited to work with the Southern Lehigh Chamber of Commerce on this event. This is a great example how our councils can work together in benefit of our members and a way to extend the networking possibilities.

Also, I wanted to formally welcome our two new diversity council staffers, Azalea Chacon and Brittany Wiltshire! Stay tuned for more information on upcoming events. Please reach out to us if you need assistance in reaching the Hispanic market for employment or business development. We are here to help grow your business.

The Hispanic Chamber of Commerce rung in the holidays at its Fiesta de Navidad mixer at Fiesta Olè in Emmaus.
Photo 1: Maria Tomlinson and Jennifer Pizarro of Kidspeace collected items donated by attendees.
Photo 2: Azalea Chacon and Danielle Joseph, The Chamber with Sam DelRosario, Re-Max Unlimited.
Photo 3: Gerry Sanchez, Eli Betancourt, Eliana Lucumi of Quaint Oak Mortgage.
Photo 4: Ryan Werling, Able Pay and Ann Marie Slavick.
Photo 5: Donna Figura & Kelly Pettis, Olympus Corporation of the Americas; Lisa Deutsch & Heather Lindaman, First Commonwealth.

SEND US YOUR SOCIAL MEDIA LINKS!

Send us your social media links and we'll add them to your profile in our Online Membership Directory!
Email lizw@lehighvalleychamber.org

LGBT Business Council

Jonathan Huerta, Esquire
King, Spry, Herman, Freund, & Faul, LLC
President, LGBT Business Council
610-332-0390 • jhuerta@kingspry.com

The new year has brought with it continued change for the LGBT community. Most recently, we've seen the Pentagon release a memorandum expressly stating that allowing transgender military service is "mandatory." While the memorandum is in opposition with President Trump's proposed ban announced via Twitter in July, it is in accordance with previous instruction from Marine General Joseph Dunford who said all people will be "treated with dignity and respect." Moreover, it complies with federal court orders recently issued in Washington D.C. and Seattle. Additionally, we will soon have a decision in the Masterpiece Cakeshop case wherein baker Jack Phillips claims his constitutional right to free speech and religion permits him to refuse to provide cakes for same-sex weddings. On the other hand, the couple argued, and noted swing-voter Justice Kennedy seemed concerned, that permitting this behavior could essentially permit one to "boycott gay marriages" similar to pre-Obergefell times. The matter was argued before SCOTUS on December 5, 2017, and a decision is expected in the coming months.

Throughout this uncertainty, it is imperative that you continue to do your part in supporting your local LGBT-owned and friendly businesses and organizations. The LGBT Business Council has the following exciting events coming up where you can show your support:

This month, come spread the love and join the LGBT Business Council for our next HALO (Helping and Leading Others) networking event in partnership with the Bradbury-Sullivan LGBT Community Center. The event takes place at the Center from 5-6:30PM on Thursday, February 15th followed by a networking reception from 6:30-7:30PM at Grain. Admission is $5, which will benefit the Community Center, and we will also be featuring ONEHOPE Wine samples and sales which benefit The Trevor Project.

Then, on March 6th, join the LGBT Business Council for our 2nd Annual LGBT Business Summit. The event will take place from 9:00AM-2:00PM at Moravian College's new Sally Breidegam Miksiewicz Center for Health Sciences. Keynote speaker, Staff Sergeant Eric Alva, was the first Marine seriously injured in the Iraq War and he stood next to President Obama as he signed the Don't Ask Don't Tell Repeal Act of 2010. Executive Director of the Office of LGBT Affairs for the City of Philadelphia, Amber Hikes will also be featured. Director Hikes serves as the principal advisor to Mayor Kenney on issues that affect the LGBTQ community. We also have a number of brilliant breakout sessions planned discussing topics such as: The Law on Human Resource Diversity and Inclusion; The Power of the LGBT Dollar; and What it Takes to be a Good Ally.

As always, feel free to reach out to me directly with any questions, comments, or suggestions for how our Council can better serve your Business and the LGBT community.

Next Month!
Don't miss photos from the LGBT Businss Summit!

LGBT Business Council:
Stay Connected with our Council!
Facebook: LGBT Business Council
Instagram: LGBTBusinessCouncil

LGBT Business Summit

March 6th 2018

Moravian College

9AM-2PM

$50 Member • $100 Future Member

Includes breakfast & networking lunch

Featuring keynote speaker Staff Sergeant Eric Alva, who stood next to President Obama as he signed the Don't Ask Don't Tell Repeal Act of 2010

Also featuring Amber Hikes, executive director of the Office of LGBT Affairs for the City of Philadelphia where she serves as the principal advisor to Mayor Jim Kenney.

BREAKOUT SESSSION TOPICS:

Human resource diversity & inclusion: what's the law?

Transitioning with your transgender employees

The power of the LGBT dollar

Resources for starting your own business

RSVP: brittanyw@lehighvalleychamber.org

Air Products

LGBT Business Council
Greater Lehigh Valley Chamber of Commerce

Novus ACS
Affordable Healthcare & Diagnostic Labs

Capital Blue

Historic Hotel Bethlehem

First Commonwealth Federal Credit Union

ppl

AFP Association of Fundraising Professionals Eastern Pennsylvania Chapter

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Air Products

CHRISSY HIXSON
Capital BlueCross

JILL WHEELER
City Center Allentown

Moderated by
MEGAN BESTE
Taggart Associates

February 23, 2018 | Hotel Bethlehem

11:30 AM – Registration and Networking | 12:00 PM – 1:00 PM Lunch and Program

$25.00 per Attendee or 5 Attendees for $100.00

For Info contact Lorie Reinert at GLVCC at 610-739-1597 | Lorier@lehighvalleychamber.org

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Nonprofit & Business Partners Council

Lori Richardson, Haven House
Nonprofit & Business Partners Council Chair
610-433-6181 x214 • lrichardson@haven-house.com

Sponsorship - What does that word mean to you and how can we make those sponsorships more meaningful? Meaningful and effective; whether you are the sponsor or the recipient of the sponsorship. Our upcoming Friday, February 23 event at Hotel Bethlehem is going to address this with a dynamic panel including Paul Frank of King Spry, Laurie Hackett of Air Products, Chrissy Hixson of Capital BlueCross, Jill Wheeler of City Center Allentown and moderated by Megan Beste of Taggart Associates. Speaking of sponsors – Thank you Air Products, Good Shepherd Rehabilitation, PBS 39 and Working Dog Press for sponsoring this event. For many, sponsorships can be an uncomfortable conversation, but it should be a successful business relationship. Looking forward to some great conversations and new ideas on how we can take sponsorships into the next decade. This event co-hosted with AFP of Eastern PA has reached capacity the last 2 years – so REGISTER NOW!

Our April 25, 5th Anniversary Collaboration Conference committee is continuing to work on program details around the topic of Equity, Diversity and Inclusion with Keynote Speaker Vu Le of Rainier Valley Corp. in Seattle, Washington. Thank you to the Board members of the AABL , LGBT, YPC, and HC Councils for giving us a few moments at recent meetings to discuss this conference and hear their thoughts on addressing this topic. No matter what business you are in or what generation you were born into, this is a key conversation for our future. Be there or be square! (Guess what generation I am from)

Nonprofit Business Partners Council:
Stay Connected with our Council!
Facebook: Nonprofit & Business Partners Council

The SBC and WBC held their Annual Holiday Breakfast on December 15 at the Historic Hotel Bethlehem.
Photo 1: Attendees listening to our keynote speaker Kassie Hilgert, CEO Artsquest.
Photo 2: Special thanks to presenting sponsor Zator Law, who have been sponsoring this event since its inception. We truly appreciate your continuous support!
Photo 3: Jane Wells Schooley, North Star Team Development posing with Nancy Werteen & Kim Howie, The Wisdom Coalition.
Photo 4: Ryan Werling, Able Pay and Ann Marie Slavick.
Photo 5: Donna Figura & Kelly Pettis, Olympus Corporation of the Americas; Lisa Deutsch & Heather Lindaman, First Commonwealth.

Small Business Council

Mario Carannante, Peerless Business Advisors
Chair, Small Business Council
mcarannante@financialguide.com • 610-798-2517

My favorite restaurant knows me. They know I only dine with them a few times a year mostly for special occasions and no matter what it is I'm doing I like to feel like I'm getting a good deal. Who doesn't? I always get a card from them wishing me a happy birthday the month before and in the card is a few pictures of their featured dishes along with a birthday gift of a free appetizer. I follow their page on Facebook and occasionally will get holiday messages or special offers from them. However, it's not so often that it becomes too much so I never ignore them.

In any business, identifying your ideal customer is important, but for many business owners it is often overlooked or dismissed by saying "isn't anyone willing to buy from me considered my ideal customer?" This might be true if you take a 'sit back and wait approach' hoping your ideal customer walks through the door, calls in, or visits your website to buy. However, if you want to drive traffic to your business, understanding who to target will bring the best return on your investment and efforts. Once you have identified them, now you need to understand what motivates them and the best way to introduce your business to them. Finally, when they purchase from you once and have a good experience how do you make sure they continue to come back when they need your product or service? These are the questions important to every business and figuring out the perfect recipe can be the difference between success and failure.

It is with these questions in mind the Small Business Council developed our Spring Series to help owners develop an effective marketing strategy. We will kick-off the series in March with Identifying your Perfect Customer, a partnered event with the Whitehall Chamber of Commerce. In April we will host an event on Cultural Marketing, helping to understand what motivates and the best way to communicate your message to different demographics, partnered with the Hispanic Chamber and African American Business Leaders Council. In May, we will complete the series with Retaining your Customer, partnering with the Nazareth Business Council. Don't miss this fantastic opportunity to gain some valuable Marketing insight from industry professionals!

2018 Snow Ball Auction Beneficiary - Camelot for Children!

Can't make this year's event? You can still participate in our silent auction. Bid from home with this link: https://www.qtego.net/qlink/lehighvalleychamber.

Identifying Your Perfect Customer

Thursday, March 15th
11:30AM - 1:00PM

Bravo! Cucina Italiana
$20

Join the Small Business Council and Whitehall Chamber for a program that will take you through the steps of identifying your perfect customer, lunch, and networking!

RSVP: BrittanyW@lehighvalleychamber.org

Small Business Council — Greater Lehigh Valley Chamber of Commerce
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The Chamber
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4:00 - 5:00 PM
THE FLYING EGG
451 MAIN ST, BETHLEHEM, PA 18018

the flying egg

This event is ideal for both new members and existing members looking to engage employees!

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- Meet with Chamber Ambassadors

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OR CONTACT LIZ AT LIZW@LEHIGHVALLEYCHAMBER.ORG

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The Chamber
GREATER LEHIGH VALLEY CHAMBER OF COMMERCE

SIGNATURE *networking*

URBANO
MEXICAN KITCHEN & BAR

THURSDAY, FEBRUARY 1, 2018
5:00 - 7:00 PM
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Shedding the Guilt Felt by the Working Mom

Returning to full-time work after having a baby is probably one of the most emotionally heart wrenching things every new mother faces. Like you, I remember the constant feeling that I was being judged for not staying home; the belief that someone else is raising my children; and even worse, the notion that I wasn't sacrificing enough to stay at home with my children. God forbid I even considered for one second doing something for myself or by myself, before picking up my children as the guilt of that notion was insurmountable as well as the feeling of being a terrible mother. There is hope!

By loving your job you will find fulfillment rather than resentment and in turn feel less guilty for not being at home with your children. Stop thinking of your career as a burden and start thinking of it as an opportunity to grow both occupationally and financially, which in turn is a benefit for your children.

Your children are fine! Studies have shown that children in a quality daycare program score higher in cognitive and verbal comprehension tests. Your earning power increases as you climb the corporate ladder, which in turn provides more privileges and opportunities for your children outweighs staying home.

Make the most of your time with your children, the laundry or dishes will always be there. And above all, don't compare yourself to others as you only see what they want you to see.

The WBC celebrated their 2017 Women 2 Women Mentoring Program Graduation on December 20 at Moravian College. Graduation: Graduate Katie Wallace, ASR Media Productions, accepting her certificate of completion.

Photo 1: Congratulations to the graduating Class of 2017!
Photo 2: Allison Bengel & Tammy Wendling, Adams Outdoor Advertising; Mona Soliman & Amy Sartain, Crayola.
Photo 3: Graduate Allison Bengel, Adams Outdoor Advertising, accepting her certificate of completion.
Photo 4: Special thanks to all of of the 2017 mentors for your time and commitment to this year mentoring program: Anne Baum, Capital Blue Cross; Leah Brisch, Moravian College; Constance K. Nelson, Gross McGinley; Betsy Storey-Bono, Miller & Co. PC; Jane Wells Schooley, Northstar Team Development.

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Melissa Hakim, MD
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WFMZ / The Wisdom Coalition

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For more information contact daniellej@lehighvalleychamber.org

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Young Professionals Council

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"If your actions inspire others to dream more, learn more, do more and become more, you are a leader. – John Quincy Adams".

As we prepare for our upcoming annual 'Lead to Succeed' event, I wanted to take the time to reflect on the benefits the YPC can provide our area's future leaders. For those who may attend our events every so often or those who have yet to join us, I invite you with open arms and open minds. Our Board strives to bring you engaging learning opportunities to help expand your networks and explore ways to enrich your personal and professional lives.

If you're interested in getting involved on a committee to help continue pushing the YPC forward, we'd love to hear from you! You do not need to be a board member to participate on a committee, but it's a great starting point for someone looking to become a future board member.

10 Reasons You Should Get Involved:

1. Develop your leadership skills
2. Build lasting professional and personal relationships
3. Represent your company within the community
4. A great resume builder to gain additional skills/experience
5. Uncover the latest area developments happening in our downtowns
6. Meet with and learn from top Lehigh Valley leaders
7. Join efforts to volunteer and engage in nonprofit organizations
8. Learn how to improve your physical, mental and financial well-being
9. Strengthen your connections spanning multiple generations
10. Partner with other Chambers and Mission Councils

We look forward to seeing you at our next meet & greet on February 21 from 5:30-7:30 p.m. at Cask Taphouse & Grill.

The YPC hosted their Holiday Meet & Greet at Historic Hotel Bethlehem in December.
Photo 1: Chris Gurciullo from ExxonMobil Research and Gerard Kellner from Alfred Benesch & Company.
Photo 2: Frank Alvarado, Edwards Business Systems; Abed Sanchez, Stark Financial Group; Dustin Dubay, Ernst & Young.
Photo 3: Mike Bilby from Concannon Miller & Co and Jeremy Sestito from PICPA.
Photo 4: Attendees networking in the Mural Ballroom at Historic Hotel Bethlehem.

Young Professionals Council
Stay Connected with our Council!

Lehigh Valley Chamber Young Professionals Council
LehighValleyYPC
Lehigh Valley Young Professionals Council

Historic Hotel Bethlehem

Historic Hotels of America
National Trust for Historic Preservation

Happy Hour

Small Plates

Monday–Thursday 4:30PM–6:30PM

FRESH OYSTERS.....**$1** *piece*
Chef's Preparation

SHRIMP TACO.....**$7**
Guacamole, chips

ARUGULA SALAD.....**$5**
Scholl Farm pears, candied pecans, sherry vinaigrette

DOE RUN DAIRY DRAGONFLY BRIOCHE....**$6**
Spiced pears

KOREAN PORK BBQ SLIDER.....**$5**
Kohlrabi apple slaw

LAMB ORRECHIETTE.....**$7**
Toasted almonds, gremolata

Drink Specials

Monday–Thursday 4:30PM–6:30PM

MONDAY
$7 CK Mondavi Glass Pour

TUESDAY
$4 Seasonal Crafts

WEDNESDAY
$2 off Signature/Seasonal Cocktail

THURSDAY
$5 Craft Bottles

Allentown Chamber

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Wonderful turnout for the State of the City Address, January 5 at Miller Symphony Hall!

Chamber Seen!
Allentown State of the City

Photos courtesy Sherry Clewell Photography

The Chamber
GREATER LEHIGH VALLEY CHAMBER OF COMMERCE
ALLENTOWN CHAMBER OF COMMERCE

THE WATERFRONT

ECONOMIC DEVELOPMENT UPDATE
FRIDAY, MARCH 23rd

The Allentown Chamber of Commerce presents

An Economic Development Update with Mark and Zachary Jaindl on The Waterfront Development Project

Mark and Zachary Jaindl are co-founders of Jaindl Enterprises and the lead developers of The Waterfront project: a 1,250,000 square foot mixed-use development along the western banks of the Lehigh River in Allentown. Together the father-son team will give an overview of their strategic blueprint to implement revitalization efforts and introduce an entirely new district in the heart of our city.

Tickets: **$49 Members; $99 Non-Members**
RSVP: **elizabethr@lehighvalleychamber.org**

Renaissance Allentown Hotel
12 North 7th Street, Allentown, PA 18101

Registration begins at 11:30 a.m. with lunch and program beginning at 12 noon

THE WATERFRONT · VAULT 634 · Capital BLUE · CITY CENTER ALLENTOWN · AmericanBank · THE LEHIGH VALLEY ELECTRICIANS UNION IBEW 375 · AmericaVen · adams · equinox · TD Bank · LANta · RCN BUSINESS · THE MORNING CALL · YURCONIC · ABE · GROSS McGINLEY · Norris McLaughlin & Marcus, P.A. · SERVICE ELECTRIC · viamedia · Sherry Clewell Photography

Bethlehem Chamber

Bob Begliomini RPh, Pharm D, MBA , FASHP
Lehigh Valley Health Network
Bethlehem Chamber Chair
484-884-2729 • Robert.Begliomini@lvhn.org

February brings us two events that are of vital importance to anyone who lives or has a business in Bethlehem.

On Tuesday, February 6 at the Hotel Bethlehem in the Grand Ballroom, we will have a great panel discussion on public education in Bethlehem. Dr. Joseph Roy, Superintendent of the Bethlehem Area School District, Adam Lazarchak, Executive Director of the Bethlehem Area Vocational Technical School and Michael Faccinetto, President of both the BASD Board and the PA School District Boards Association will talk about the challenges they face in Bethlehem and the innovations that are being used to help our students thrive. With the changing landscape of skills that employers are looking for, they will discuss what the BASD is doing to ensure that their student body is learning the skills that are needed to sustain not only the business community's current needs, but our future needs. If you have children in the school district or if you have a business that will employ these future workers, you should attend this luncheon.

On Thursday, February 22, Mayor Bob Donchez will give his fifth State of the City Address at the annual Bethlehem Mayor's Breakfast at the ArtsQuest Center in the Musikfest Café. This event is the most popular event of the year for the Bethlehem Chamber members and most likely will be a sold out event. This is a "must see and be seen" event; timely and useful content and great networking.

To register at either one of these events, please contact Emily Krall at emilyk@lehighvalleychamber.org .

Don't miss Mayor Bob Donchez as he delivers his State of the City Address to the Bethlehem business community!

Bethlehem Chamber
GREATER LEHIGH VALLEY CHAMBER OF COMMERCE

BETHLEHEM MAYOR'S BREAKFAST WITH MAYOR ROBERT DONCHEZ

THURSDAY, FEBRUARY 22 AT 7:30 AM - 9:00 AM
ArtsQuest SteelStacks Campus
101 Founders Way
Bethlehem, PA 18015
Musikfest Cafe

BREAKFAST AT 7:30 AM, PROGRAM AT 8:00 AM
$49 per person for Chamber Members $99 for Non-Members

Presenting Sponsor: RCN Business
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For registration and sponsorship opportunities, contact Emily Krall at emilyk@lehighvalleychamber.org or 484-280-3024

Carbon County Chamber

Marlyn Kissner, The Chamber
Executive VP, Affiliate Chambers & Councils
610-751-4932 • marlynk@lehighvalleychamber.org

Celebrate Administrative Professionals Day with a Luncheon and Vintage Fashion Show

The Carbon Chamber and Economic Development Corporation invites all administrative professionals and guests to a celebration luncheon and a fashion show in their honor on Wednesday, April 25, 2017 at the Mahoning Valley Country Club in Lehighton.

Enjoy a delicious lunch and beautiful scenery as you vintage fashion show with fashions and accessories from Dreisbach House in Jim Thorpe. Doors open at 11:30 am and the luncheon and program will begin at Noon. Guests will receive fun give-a-ways and enter to win great door prizes representing local businesses. The cost to attend this event is $20.00 for Chamber members and $40.00 future members. Event sponsorships are also available.

To register, become a sponsor, or for more information, contact Marlyn Kissner at marlynk@lehighvalleychamber.org or 610-751-4932.

The CCEDC Women in Business series "Be Your Own Hero" kicked off in December. Pictured are, co-chair Shelley Hunt of Jim Thorpe Wellness and Massage, Exec. Director Marlyn Kissner and co-chair Dina Tulli Davis of JumpSpark Creative Group.

The Chamber
GREATER LEHIGH VALLEY CHAMBER OF COMMERCE

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Greater Lehigh Valley Chamber of Commerce

NOVEMBER 2017

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- Chamber blog, and Linkedin ($300 value)
- An email blast announcing your story to over 9,500 Chamber members ($500 value)

For more information contact:
Amanda Ruth at amandar@lehighvalleychamber.org or call 610-739-1000

Easton Area Chamber

Lori Metz, YMCA of Easton, Phillipsburg, and Vicinity
Easton Area Chamber Chair
lorimetz@greatervalleyymca.org • 610-258-6158

Learn From Your Past, Appreciate the Present, and Focus On Your Future…Richard Krawczyk

We all have people in our lives that leave an impact and teach us lessons that help our business to succeed. Here, I share the impact of my very dear friend that passed away over the holidays. He marketed a local product both domestically and internationally. He was admired, respected and celebrated despite the fact he was well into his retirement. His customers loved him, as did his staff. He was a gentle giant with honed and impeccable leadership skills always doing what he could to help his staff shine. Staff would come to him with what they thought was a new idea. He would then encourage them to run with it even though he knew it had already been tried. The learning process was important to him and he taught that to others. He celebrated with them and shared in their pain. He continued celebrating with them even after his retirement. That was how important their success was to him. He was described as the best boss ever. All of his strategies served his company well and created a life well lived. I will miss my friend, but feel truly blessed to have walked along side of him. Take an inventory of who is in your life that contributes to your business success. How they can help you focus on your future? Now is the time to call them.

Chamber Seen! President's Roundtable at Majestiv Athletic

Tony Iannelli hosted a President's Roundtable at Majestic Athletic in Easton on Wednesday, January 17. Chuck Strom, VP/GM at Fanatics brand at Majestic, welcomed the group with a tour of the faciity and discussion over lunch.

Phillipsburg Area Chamber

George Chando
Phillipsburg Area Chamber Chair
chando.george@pburgsd.net • 610-972-7974

Proposed Projects to Enhance the Downtown and River Front Areas

The development and improvement of the downtown business district continues to be a major focus of the Town of Phillipsburg and the Phillipsburg Area Chamber of Commerce. Currently, The Business Recruitment Project (funded by the UEZ – Urban Enterprise Zone) and a Planning Charrette (which is part of the Highlands Planning Initiative) are two projects in the planning stages that will serve to form a comprehensive plan to revitalize the Phillipsburg River Front.

The initial studies that were undertaken as part of the planning process for both projects identified the critical need for increased lighting. These projects are focused on providing enhanced lighting on South Main Street and the adjacent area that includes the River Front. These studies noted the importance of lighting as a means of creating a safe pedestrian environment, increasing a sense of life, and encouraging foot traffic in the downtown business district.

Mayor Stephen Ellis and his staff continue work on finalizing the design and seeking the necessary financial resources for the projects to move forward. Progress and more information on these exciting projects will be available at a later date. The Phillipsburg Chamber appreciates the work of the Mayor's Office and endorses these much needed projects.

2018 Membership Directories arriving soon!

You'll also receive your 2018 membership plaque card and new window decal showcasing your "Proud member" status.

East Penn Chamber

Thomas Capehart, Gross McGinley
East Penn Chamber Chair
484-224-2780 • TCapehart@grossmcginley.com

This is an exciting time of year and the EPCC is keeping active in 2018.

The EPCC, in partnership with the WLCC have a very insightful luncheon in store for you this month. Our February 21 luncheon event is entitled "A New Plan for Growth, Important Guidance on 2018 Tax Reform". Jeffrey Berdahl, CPA/PFS, CSEP of RLB Accounting and Chair of the Chamber of Commerce Tax Committee and Attorney Kim Spotts-Kimmel, of Gross McGinley, LLP will delve into the new federal Tax Cuts and Jobs Act signed into law in December, 2017. The event will be hosted by Brookside County Club. It should prove to be interesting, enlightening, and entertaining so we hope to see there. Thank you to RLB Certified Public Accountants for supporting this event as our Silver Sponsor.

Get Ready to #EatUpEastPenn! The East Penn Chamber has once again teamed up with Emmaus Main Street Partners to bring you the Second Annual East Penn Restaurant Week, Presented by New Tripoli Bank, March 4-10, 2018. Stay tuned for our list of participating restaurants and more details in the coming weeks. Check in on this event by visiting EastPennRestaurantWeek.com. Nevertheless, mark your calendars now so you do not miss the great deals to be offered by our local eating establishments.

Don't forget to check us out at on Facebook and Twitter @ EastPennChamber

Hope to see you at an upcoming EPCC event in 2018!

Photos from the EPCC/WLCC December Luncheon.

Western Lehigh Chamber

Larry Wiersch, Cetronia Ambulance Corps, Inc.
Western Lehigh Chamber Chair
(610) 398-0239• wierschl@cetronia.org

The New Year brings new excitement to many of us within our Western Lehigh Chamber community. Resolutions, tax preparation, new initiatives, and often new commitment to family, friends and business are just a few of the things many of us have in mind as we begin anew and think about the endless possibilities of where life may take us each year. Coming fresh off the holidays is also a time to reflect upon the past year and what we might do differently in this new year or perhaps improve upon during the year ahead.

May I suggest that one of the things you commit to this year is new and innovative ways to engage within our Western Chamber community and how we can collaborate to grow not only our own businesses but also support others as we strive for continued success and growth in the year ahead? I personally want to assist in any way I can to help you and your businesses succeed. My commitment to you for the New Year is to do my best and offer opportunities for you to engage and motivate our Western Lehigh Chamber Board and community in things that matter to you, our business leaders. Please connect on linked in or through email and tell us how we can help you and your business to reach your goals and how we can play a role in your success for the future. My direct email is wierschl@cetronia.org if you wish to reach out and discuss ideas or comment on how we are doing. I take my responsibility seriously and will always do my best to support the investment you make by being a chamber member.

In closing I offer this final thought…..

"Success is not final; failure is not fatal: It is the courage to continue that counts." -- Winston S. Churchill

May your New Year be filled with success and good health!

Emmaus Main Street Partners

Erin DeLong, ServiceMaster of Allentown
EMSP Chair
610-965-6058 x275 • edelong@svmallentown.com

"Freezing's" greetings from Emmaus! While the weather outside is frightful, the town is still delightful! I'm sure by now you have seen the new winter banners lining the streets. Additional seasonal banners are in the works for 2018 as well. Thanks to the Chamber Foundation and Emmaus Borough for their support on this project and their continued support of a whole host of EMSP endeavors.

We have several upcoming events you'll want to put on your calendar. EMSP will be making an appearance at the Emmaus Arts Commission's SnowBlast Winter Arts Festival, braving the cold to man the hot spiked beverage bar in Triangle Park on February 3. Next, join us for our newest addition to the EMSP lineup: in its second year after a very successful launch last year, East Penn Restaurant Week, March 4-10. Up next on the schedule is our annual Bingo event, a joint event with the Emmaus Historical Society, set for Sunday, April 29 at St. John's Lutheran, 501 Chestnut Street. And, of course, our extremely popular, quick sellout EMSP Golf Tournament, June 18 at Green Pond Country Club in Bethlehem. Block these dates off, you will not want to miss them!

Keep in mind, sponsorship opportunities are available, and we are always looking for raffle prizes. Hundreds of people attend these events and thousands more see the advertising. It's a great opportunity to reach your target market while supporting a great cause. Contact Megan Reed anytime to see what your options are.

Emmaus residents Shop Small during the November Shop Small event downtown.

Call **866-277-9045** or visit **essabank.com/BusinessMMDA** to take advantage of this limited-time offer.

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*Not valid for municipalities, local governments, and school districts. A deposit of $100,000 in new money not currently on deposit with ESSA Bank & Trust is required. Must maintain $100,000 to earn this rate; rate is guaranteed for 9 months after date of deposit. After 9 months rate will convert to the published variable interest rates: APYs are as follows: 0.10% for balances of $10,000 to $24,999.99; 0.25% for balances of $25,000 to $99,999.99; 0.99% for balances of $100,000 to $499,999.99; 1.00% for balances of $500,000 and over. APYs are accurate as of February 1, 2018 and subject to change without notice.

Fees may reduce earnings. A minimum daily balance of $10,000 is required to avoid $10.00 monthly service charge. Federal regulations limit the number of checks, point of sale (POS) transactions, telephonic/electronic transfers, overdraft protection, and third-party transfers each statement cycle to six (6). An excessive transaction fee of $10.00 will apply to each transaction over 6 per statement cycle. Other restrictions may apply.

Greater Bath Area Chamber

Mary Kositz, ESSA Bank & Trust
Greater Bath Chair
610-837-6729 • mkositz@essabank.com

Bath is open for business!

Over the last 10 years, Bath has realized a slow but steady revitalization.

The revival of many historic properties, important road and park improvement projects as well as tangible community initiatives such as a new dog park and new municipal building are all taking place.

In December 2017, Bath Borough Council approved a new provision allowing property owners in the Borough's "mixed use zone" to have up to two principle uses. With this relaxed restriction, a property owner is allowed to have a permitted commercial use business on one floor and a residential use on another. This will surely increase property desirability, property values, stimulate business growth and overall economic activity in the Borough of Bath! This mixed use zone presently encompasses 71 properties in the downtown historic district.

The Greater Bath Chamber is proud and excited to be a part of these changes and we look forward to our continued partnership with Borough Manager Brad Flynn, Mayor Fi Mirabito and the Bath Borough Council- 2018 and beyond.

Mayor Fi's Borough of Bath Tree Lighting brought Christmas magic and joy to families in the Borough of Bath. There was horse and carriage rides sponsored by Greater Bath Area Chamber, special guests included Senator Mario Scavello, State Rep. Marcia Hahn, and of course Santa and Frozen's Ice Queen, Elsa.

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Greater Northern Lehigh Chamber

Jack Bechtel
Greater Northern Lehigh Chamber Chair
610-767-4121 • jbechtel@ptd.net

Willard A Snyder to receive 25th Annual Spirit Award

The Greater Northern Lehigh Chamber of Commerce (GNLCC), partner of the Greater Lehigh Valley Chamber of Commerce is pleased to announce that the recipient of the 25th annual Spirit Award has been chosen. Willard A. Snyder of New Tripoli will be the recipient of the prestigious award at the silver anniversary celebration. The event will be hosted on Saturday, April 28, 2018, at the Olde Homestead Golf Club Carriage House in New Tripoli, PA beginning at 5 p.m. The evening will include cocktails, dinner, and a basket auction to benefit the GNLCC Scholarship Fund, as well as an awards program and dancing.

The Chamber is also excited to announce that they will present the first ever Greater Northern Lehigh Chamber of Commerce Milestone Award. The award will be presented to A. F. Boyer Hardware in Slatington, celebrating their 150th year in Business in 2018.

Willard Snyder, of Andreas is a former teacher at Northwestern Lehigh High School where he taught business classes. He spent fifty plus years at the New Tripoli Bank, where he served as a Director, retiring in 2011. He is the son of Guy and Margaret (Kemmerer) Snyder. Willard graduated from Lehighton High School in 1953, attended Bloomsburg State Teachers College and earned his B.S. in Business Education in 1957. He married Lucille George and they have three sons, grandchildren and great grandchildren. Willard serves his community in many ways including his dedication to the Lynn-Heidelberg Historical Society and Ontelaunee Park.

Willard is being recognized because of his significant contributions to the Lehigh Valley in the areas of business and volunteerism as well as his many philanthropic endeavors.

A limited number of tickets are available; please call 484-274-2080 to purchase your ticket or reserve a sponsorship. Please note tickets will not be available at the door. The event is presented by Olde Homestead Golf Club and made possibly by our sponsors.

25th ANNIVERSARY

Spirit Award

Please Join us for Dinner and Dancing in the Celebration of the Silver Anniversary

5 O'Clock in the evening for cocktails
6 O'Clock in the evening for dinner & the program
Saturday, April 28, 2018

Olde Homestead Golf Club - Carriage House

Silent Auction proceeds benefit GNLCC Scholarship Fund
Tickets are $40/person $70/couple

Rsvp by April 6th
alicew@lehighvalleychamber.org 484- 274 - 2080

Olde Homestead GOLF CLUB · The Chamber GREATER LEHIGH VALLEY CHAMBER OF COMMERCE · GREATER NORTHERN LEHIGH GNLCC CHAMBER OF COMMERCE

PosterMyWall.com

Pictured are Allan, Abel and Debbie Boyer of A. F. Boyer Hardware in Slatington. The company will be recognized on April 28th at the 25th Annual Spirit Award Dinner with a Milestone Award, celebrating 150 years in Business in Slatington!

Greater Northern Lehigh Chamber of Commerce
SAVE THE DATES!!!

Cominig in March... Meet & Greet at Archery Addictions

April 28 - 25th Annual Spirit Award presnted by Olde Homestead Golf Club

May 9 - Pallet Painting at Bossards Boards

June 6 - 2nd Annual Bill George Memorial Mini Golf

July 4th - Hertiage Day Celebration, Slatington

Serving...
Slatington ~ Walnutport ~ Washington Twsp. Heidelberg Twsp. ~ Lowhill Twsp. ~ Lynn Twsp. North Whitehall Twsp. ~ Lehigh Twsp.

www.GreaterNorthernLehigh.com · The Chamber GREATER LEHIGH VALLEY CHAMBER OF COMMERCE

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Guests gathered to celebrate the 2nd anniversary of 8 Oaks Craft Distillers in New Tripoli on January 10. Pictured are (1) Chad Butters, owner 8 Oaks Craft Distillers; Natasha Pelak, PelakStudios; Alice Wanamaker, Chamber staff; Greg Snyder, Snyder Construction. (2) Don Billig, Better Homes & Gardens Real Estate; Jack Bechtel, Bechtel's Pharmacy; Jason Breidinger, Mortgage America. (3) Craig Brady, Ironton Telephone; Joanne Bechtel, Dolores Brady, Jack Bechtel. (4) Phil Wagner, Blue Mt. Resort; Charles Cornmesser, Accountemps.

Hellertown-Lower Saucon

Ricky Gower, BB&T
Hellertown-Lower Saucon Chamber Chair
610-674-1141 • Rgower@bbandt.com

It may be cold outside this time of year but we are hot off our first ever Winter Restaurant Week in the Saucon Valley! Our Winter Restaurant Week was a huge success as many dined their way around the Hellertown Lower Saucon area. Thank you to these 10 participating restaurants for your enthusiasm and your delicious Restaurant Week specials: 1774 Grille and Tap, Sagra Bistro, Ye Olde Spring Valley Tavern, DiMaio's Family Ristorante & Pizzeria, Braveheart Highland Pub, Taps Tavern, Springtown Inn, Bella's Ristorante, Hellertown Bakery, Crossroads Hotel, and Limon Turkish Kebab House! A special thank you goes to our presenting sponsor CAPO Leadership Consulting, Silver Sponsor Saucon Source, Supporting Sponsors Holiday Inn Express & Suites, The Morning Call, Hellertown Homes/Cheyenne Reiman, Bethlehem Press, BB&T, and iHeart Radio. We couldn't do it without all of your support!

Be sure to mark your calendars for a ribbon cutting ceremony on Tuesday, February 6 from 5-7 p.m. at 410 Collaborative on 410 Main Street in Hellertown. Join us in giving a warm Hellertown/Lower Saucon welcome to ASR Media Productions, The Peak TV, Sarott Design, Social T Marketing & PR, and A|G Marketing and Design—this is an event you won't want to miss!

Our Board is excited for 2018 so stay connected via our Hellertown/Lower Saucon Chamber of Commerce Facebook page as we look to release our 2018 calendar of events to include the return of the Summer Concert Series in Dimmick Park!

Northampton Area Chamber

Tony Pristash, Owner, All Things Framed
Northampton Area Chamber Chair
610-262-8669 • allthingsframed@rcn.com

Looking back on our NACC Christmas Mixer and Movie this past December, I want to first and foremost thank our host, Mr. Richard Wolfe, owner of the Roxy Theater.

Once again, Richard opened the doors to his illustrious Movie House and let the community start off their Christmas Season with the perfect nostalgic movie. Thanks also to the many townspeople who joined us and helped to gather over thirty boxes of food for the Northampton Food Bank. Truly, a Christmas event to remember.

Chamber Seen!
Mixer & a Movie at Roxy Theater

Nazareth Business Council

Susan Jarvis, CPA, CVA
Chair, Nazareth Business Council
610-759-4056 • sjarviscpa@rcn.com

On December 9, Nazareth was overflowing with holiday cheer! The Nazareth Business Council formed a very hard-working committee to re-think Christmas in Nazareth and the results were nothing short of amazing, including a gorgeous soft snow that fell absolutely right on cue. Our downtown and surrounding blocks came alive with shoppers, children excited to meet Santa, the hum of ice blocks being carved, trolley bells, caroling, and the smell of spiced wine and sugar cookies. We are still receiving wonderful comments from our local merchants regarding the volume of traffic in their stores plus renewed interest in their services and products. I can't thank, nor say enough, about our committee and Renee Keiderling, who really crafted an incredibly well thought-out event. My very easy job was to travel around on the trolley as the greeter and it was so nice to let our surprised residents and guests know that everything was presented free of charge, including the trolley rides, supplied by our wonderful sponsors. Thank you to everyone who came to enjoy and support Christmas in Nazareth, it was a wonderful and festive day for our community! It's amazing what can happen when folks work together!

You might think that Christmas in Nazareth would be a pretty tough act to follow but here goes: We are beyond excited to welcome Birthright Brewing Company, the first brewery and taproom to come to Main Street, Nazareth! They are the first tenant in space under development by Jay Orwig in the former Nazareth Furniture Store building. Nazareth has been waiting a very long time for the first of our two pending brew pubs. Their dream and ours is about to come true! We also look forward to providing you more information on Jay and his vision for this grand property in the months to come. Join us on Wednesday, March 7 from 5-7 p.m. (ribbon cutting at 5:30 p.m.) and learn about the new brewery!

Thank you to our Christmas in Nazareth sponsors!

Thank you to our Christmas in Nazareth sponsors!

Happy 5 year anniversary Cozze Cakes!

The Chamber celebrates Cozze Cakes 5 year anniversary. The Chamber's Laurie Nelson and Jessica O'Donnell with Cozze Cakes Owner Amy Cozze, The Chamber's Renee Keiderling, and Sue Jarvis CPA; Carol Saeger, Just Born; and Megan van Ravenswaay, Moravian Historical Society

Wine & Chocolate
INDULGE, MONDAY, FEBRUARY 12TH 2018
5:30PM-7:30PM
MY PLACE PIZZA RESTAURANT
270 E. NORTHAMPTON ST BATH, PA 18014
$10 MEMBER / $15 FUTURE MEMBER
REGISTRATION CONTACT: RENEEK@LEHIGHVALLEYCHAMBER.ORG

Southern Lehigh Chamber

Joshua P. Dodd, MBA, CRC
Univest, SLCC Chair
484-860-3445 • doddj@univest.net

The Southern Lehigh Chamber Board recently held a mixer with the Hellertown-Lower Saucon Chamber Board. One of our resolutions for 2018 is to work more closely with on a couple of larger joint events where we can increase attendance. Thanks to Ricky Gower and his Board for attending. We look forward to building on our already strong relationship with our neighbors.

The SLCC will host our annual Municipal Update next month. Officials from the Borough of Coopersburg, Lower Milford Township, and Upper Saucon Township will present their plans and major projects for 2017 and beyond. Our Vice Chair, Mick Damweber, is the Director of Admissions at Penn State Lehigh Valley. PSU will host the breakfast event at their Center Valley Campus. Please look for the registration details and join us to learn about some important developments which will impact the future of business community.

Photo 1: Meet and Greet with the Hellertown-Lower Saucon & Southern Lehigh Chambers' of Commerce. Great things happen when we all work together! Pictured from left to right: Ricky Gower, Jessica O'Donnell, Tom Rieger, Kimberlee Rosario, Mark P. Albright

Photo 2: Enjoying an informal Meet and Greet with board directors from both Southern Lehigh and Hellertown-Lower Saucon Chambers' of Commerce at TAPS Tavern! Teamwork makes the dream work! Pictured from left to right: Mick Damweber, Lisa Strohm, Rod Strohm, Michael Barrovecchio, Greg Smith, Joshua Dodd.

Whitehall Area Chamber

Larry Kacyon, L-A Advertising
Whitehall Chamber Chair
lkacyon@l-aadvertising.com · 610-799-3382

Why Whitehall Area?

Please be sure to mark your calendar for Thursday, February 15, as you will not want to miss the Whitehall Area Chamber of Commerce annual Why Whitehall Area? panel discussion by local business and community leaders. Visit us on Facebook for more information to follow.

'Party 4 A Purpose' Happy Hour

On January 17, the Whitehall Area Chamber of Commerce & Northampton Area Chamber of Commerce joined forces for a 'Party 4 a Purpose' Happy Hour mixer at Samuel Owens in Coplay. The event raised money and collected food items for the Coplay Food Pantry. The event was open to anyone who brought a canned food item and/or monetary contribution. In addition, 10% of the proceeds from drinks and food purchased from Samuel Owens went towards the effort as well. Many thanks to Shari Noctor with RE/Max Unlimited for supporting our event.

Annual Holiday Luncheon

A special thank you to Fellowship Community for hosting the Whitehall Area Chamber of Commerce Annual Holiday Luncheon back in December. Over 70 guests enjoyed time of fellowship with other Chamber members, and local business and community leaders, while eating a fabulous meal, and listening to holiday songs by the Whitehall Area High School Chorale.

Interested in getting involved?

Let us know. We are expanding the number of seats on our Board from 18 to 25. This will not only allow more of our members to have a say in the future of our Chamber, but provide a means by which our members can give back.

Have an idea for an event or want to help out?

Let us know. We want to ensure we're serving the needs of you, our members and the community in which we live, work, play and shop.

We look forward to seeing you in Whitehall!

Photo 1: Whitehall Area Chamber Board of Directors enjoying the partnership with the Northampton Area Chamber for the Party 4 A Purpose at Samuel Owens.
Photo 2: Thank you to everyone that attend the Party 4 A Purpose event at Samuel Owens! We collected well over 350 items for the Coplay Food Pantry.
Photo 3-4: Whitehall Area Chamber Chair Larry Kacyon, with wife Marci Kacyon and Chamber Liaison Jessica O'Donnell.

There was no Grinch here at the Whitehall Area Chamber's Holiday Luncheon, just tons of holiday cheer! Many thanks to the Whitehall Coplay High School Chorale for putting us in the holiday spirit and thank you Sam's Club of Allentown for sponsoring!

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Member News

NAI Summit's Jay Haines recently represented the buyer, MK McInerney Properties LLC, in the sale of 9,510 SF flex building located at 6330 Farm Bureau Road in Allentown, PA. The location is planned to be the headquarters and dance studio for Dance Fusion Performing Arts Studio. Located one mile of Route 100 and Route 22/I-78, the freestanding building sits on 1 acre and includes ample parking, private offices and 3 phase 400 amp electric. NAI Summit agents Mike Adams and Sarah Finney recently represented the owner, Southern Cross Management, Inc, in the sale of 82,000 SF vacant industrial building located at 457 Lincoln Street in Easton, PA. The buyer, Easton Yards LLC, plans to convert the four story building into apartments. This site consisting of 1.3+ acres is easily accessible and just off Interstate 78 from the Morgan Hill Road exit. The rendering shows a plan for 74 apartments aimed at young professionals looking for upscale living options.

PNC Bank is pleased to announce the appointment of John F. "Jack" Gross to its Northeast Pennsylvania Regional Advisory Board. Gross is a partner at Gross McGinley, LLP, a full-service law firm with offices in Lehigh, Northampton, and Carbon Counties. Gross counsels businesses of all sizes on general corporate matters, including real estate, financing, intellectual property, and advertising. His experience spans a wide range of industries, including his representation of media and publishing companies, manufacturing companies, doctors and medical practices, and nonprofits. . In addition to a legal practice that includes representing individual clients and municipalities, Gross is also a licensed title insurance agent.

John Lack will remain as CEO of **J&L Precision Machine Co., Inc.** and has promoted J. Najpauer to President and promoted John Miga to Vice President.

For the second year in a row, **Cedar Crest College** has been nationally recognized as a top school for student engagement. The college was recently ranked fifth in the Northeast region in the Wall Street Journal/Times Higher Education College Rankings.

The national small business movement, Independent We Stand, announced the finalists, including **Let's Play Books of Emmaus**, of the seventh annual Independent We Stand Independent Small Business of the Year or "Indie Award."

Ondra-Huyett Associates has been selected to construct the new Upper Milford Township branch for New Tripoli Bank located at 4892 Buckeye Road Emmaus, PA. The project involves demolition of several existing buildings and construction of the new 15,468 square foot facility. Ondra-Huyett Associates added **Spillman Farmer Architects** and **Barry Isett Associates** to assist with design for the project.

The event to honor the recipients of the "**2018 Governor's Awards for Environmental Excellence**" will be held on Tuesday, April 24th, 2018 at the Hilton Harrisburg.

Dennis Pfleiger of Quakertown has been promoted to President of **St. Luke's University Health Network's Quakertown Campus.**

Via of the Lehigh Valley is pleased to announce that Yocco's, Inc. donated $1,000 to Via of the Lehigh Valley through the Opportunity Scholarship Tax Credit program.

Under the banner of their newly-launched Dunlap Donates community service initiative, **Dunlap & Associates, P.C.,** the Chalfont, PA-based certified public accounting and business consulting firm, organized a team of twenty-three volunteers from among their staff to serve at the fall Feed My Starving Children (FMSC) MobilePack food-packing event held at Delaware Valley University.

Murray Securus's Matthew N. Olphin has been awarded the Chartered Property Casualty Underwriter (CPCU) designation and diploma by The Institutes for successfully completing courses and examinations on risk management principles, insurance policy contracts and coverage analysis.

The **Delaware & Lehigh National Heritage Corridor (D&L)** recently received a $1,500 donation from Weis Markets through the Pennsylvania Educational Improvement Tax Credit (EITC) program which allows businesses and corporations to apply tax credits against their tax liability for the year in which the contribution was made. This donation will help support the D&L's innovative education program, Tales of the Towpath which introduces students to America's Age of Canals and the vital role our region played in the Industrial Revolution through the fictional adventures of Finn Gorman, a young boy living and working on a canal boat in the 1850s.

Michael J. Fischer, CLU, ChFC, CASL, President & CEO of **Client 1st Financial,** LLC of Fogelsville, PA announced the 2017 recipients of the Client 1st Foundation's grants. As in years past, the recipients were nominated by clients and friends of the firm. The 2017 recipients are: The Allentown Rescue Mission, The Bill Sugra Memorial Fund, The Carbon County Environmental Education Center, The Community Outreach Benefit, Family Supportive Housing, Jill's House, Lehigh Gap Nature Center, New Bethany Ministries, Palmerton Area Library and The Potato Project.
Cohen, Feeley, Altemose & Rambo (CFAR Law) is giving back to the community this holiday season in ways you would never expect. During the month of December, the firm has gotten creative to help those in need who are an important part of the communities they serve here in the Lehigh Valley. On December 12, Community Outreach Coordinator, Lorna Velázquez presented a check for $1,000 to Lucy Delabar of CASA Guadalupe Center in Allentown. The money will be used to help 10 families seeking refuge in the Lehigh Valley after their homes were destroyed in Puerto Rico during the hurricane.

Who's Who in Lehigh Valley Business 2018 has ranked **Deiter Bros. Heating Cooling Energy** as the #1 name in two service categories: Heating & Cooling Services and Fuel Delivery. This is the 31st time that the Bethlehem, PA-based HVAC and fuel company has earned the annual recognition; 2018 is the 34th year for the Who's Who in Lehigh Valley Business program.

Norris McLaughlin & Marcus, P.A., has named Catherine A. Curcio a Member of the firm, effective January 1, 2018. She has been an associate attorney in the firm's Pennsylvania office since 2012.

Univest Bank and Trust Co., based in Souderton, has opened a new branch in Bethlehem. The branch at 574 Main St. is the financial institution's second location in the Lehigh/Northampton County area. Univest also has a location in the Hamilton Crossings shopping center in Trexlertown.

The Information Technology Department at **St. Luke's University Health Network** has earned the highest recognition from HealthCare IT News, which ranked the department among the top five nationwide in the category for biggest health care providers.

KingSpry is pleased to announce that Kevin Reid has been reappointed to the law firm's Executive Committee for a four year term.

Dunlap & Associates, P.C., the Chalfont, PA-based certified public accounting and consulting firm, recently announced that Brent K. Musselman has been promoted to Supervising Senior Accountant in the Tax Services department.

Miller-Keystone Blood Center has announced that their 24th annual signature fundraiser will take place on Friday, June 1 at the ArtsQuest™ Center. Serving as Honorary Captain of the "Cruise Down Broadway Aboard the LifeLine" will be Michael Pires, President & CEO, JetPay HR & Payroll Services. For more information, visit GIVEaPINT.org/Cruise2018.
KidsPeace announced that it has appointed Randall G. Hines, Ph.D., MJA to the post of Executive Director of Hospital Services.

Cornerstone Advisors Asset Management, LLC, a Bethlehem, Pa.-based investment-consulting firm, has won a "Best Places to Work in Money Management" award from Pensions & Investments for the second year in a row.

Mann Merchant Processing Systems of Bethlehem was named the 2017 recipient of the Andy Scott Founders Award given by the Greater Lehigh Valley Auto Dealers Association. The award is given each year to the outstanding associate member.

myHR Partner, Inc., has been recognized as one of the "Best Entrepreneurial Companies in America" by Entrepreneur magazine's Entrepreneur360™ List, a premier study delivering the most comprehensive analysis of private companies in America. Based on this study forged by Entrepreneur, myHR Partner is recognized as a well-rounded company that has mastered a balance of impact, innovation, growth and leadership.

Morningstar Senior Living, Inc. is proud to announce Moravian Hall Square has been awarded accreditation by CARF International. Moravian Hall Square in Nazareth, PA is currently the only continuing care community in the Lehigh Valley that has earned CARF accreditation. The community has earned its accreditation consistently since 1992. NMIH recently received a 2017-18 Community Partnership Grant from Lehigh Valley Community Foundation (LVCF). The $5,000 grant will help fund the Museum's Rosie the Riveter Day on March 17th, 2018.

NAI Summit's Jay Haines recently represented the buyer, MK McInerney Properties LLC, in the sale of 9,510 SF flex building located at 6330 Farm Bureau Road in Allentown, PA. The Seller, Paul R. Weis, Jr. was represented in the transaction by Wendy Karopoulos of Howard Hanna, The Frederick Group of Allentown. The location is planned to be the headquarters and dance studio for Dance Fusion Performing Arts Studio. Located one mile of Route 100 and Route 22/I-78, the freestanding building sits on 1 acre and includes ample parking, private offices and 3 phase 400 amp electric.

RETTEW is pleased to announce the promotion of John B. Stipe III, director of geosciences and subsurface utility engineering, to the position of vice president.

ATTENTION EMPLOYERS! Recruit from over 500 local college students/graduates from 13+ regional colleges/universities for full-time, part-time, summer employment, and/or internship opportunities. **LVAIC**'s 17th Annual Lehigh Valley Collegiate Career Expo will be held on February 28, 2018 (Holiday Inn-Fogelsville). Information, registration, sponsorship opportunities are available at www.lvcce.org.

The Chamber
GREATER LEHIGH VALLEY CHAMBER OF COMMERCE

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LEHIGH VALLEY

Career Expo

March 28, 2018

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