

The 2020 Chamber Board
from 11:30 till 13:00 (Live to Zoom)

Summit - Monday, August 24

Thank you for your leadership and dedication to The Chamber and to your community!

The Chamber Mission: Improve the economy and quality of life in the Greater Lehigh Valley

11:30: Welcome, Introductions, Start Thinking: [John Hayes](#), Chairman of the Board

- Brief Introductions – Name, Board Affiliation, Company Name
- Think About One Strength, One Challenge, One Inspiration for 2021 (for later discussion)

11:40: Opening Comments: [Tony Iannelli](#)

- Chamber History 101
- Chamber of Commerce and Chamber of Communities

11:45: Review of Handouts: [Frank Facchiano](#)

- Agenda, Strategic Focus, Board/Staff Directory, Member Booklet, Media Kit, Mission & Support

11:50: Why We Do What We Do – Now More Than Ever!: [Frank Facchiano](#)

- Strategic Positioning, Revenue Generation, HALO Enterprises
- The Power of Partnerships!, On Every Main Street!, 21st Century Chamber!

11:55: Financial Stability and Ability to Save: [Dawn Werkheiser](#)

- The role of our Officers, Finance and Investment Committees
- The process by which we moved from Budget to Cash Flow

12:00 Public Policy and Government Affairs: [Michelle Young](#) and [Mary Lisicky](#)

12:05: Building the Plane As We Fly It! – How We Are Getting Through COVID:

- [Alison Pickel](#), [Gina Martens](#), [Jessica O'Donnell](#), and [Danielle Joseph](#)**
- Community, Mission, Diversity and The Power of The Pivot

12:20: Success in the Northern Tier: [Chris Barrett](#) and [Marlyn Kissner](#)

12:25: Top 2020 Strategies Review: [Brittany Wiltshire](#) and [Ashley Lorah](#)

12:30: Post COVID Strategic Priorities: Discussion Leaders [Tom Groves](#) and [Luis Campos](#)

- The Most Important Thing(s) - Objective Big Picture Ideas
- Threats and Opportunities - Changes being driven by COVID-19
- Discussion and Comments: (comments captured live on screen and recorded)

13:00 Thank You for Your Service: [John Hayes](#)

PRESENTERS: [John Hayes](#), [Mary Lisicky](#), [Jeff Berdahl](#), [Tom Groves](#), [Luis Campos](#), [Chris Barret](#), [Tony Iannelli](#), [Frank Facchiano](#), [Dawn Werkheiser](#), [Michelle Young](#), [Jessica O'Donnell](#), [Alison Pickel](#), [Danielle Joseph](#), [Gina Martens](#), [Brittany Wiltshire](#) and [Ashley Lorah](#)

TECHNICAL PRODUCER: [Lauren Spence](#)

ORGANIZER: [Lorie Reinert](#)

ZOOM ATTENDEES: [Chamber Board Chairs \(29\)](#), [New At Large Governors \(8\)](#)