

# EMSP Annual Meeting

January 21, 2021

- I. Overview
- II. 2020 Year in Review
- III. 2021 Look Ahead

## **Board of Directors • Executive Committee**

Michael Irwin, Chair  
Vinyl Press

Marlea McAdoo, Vice Chair  
New Tripoli Bank

Meghan Reed, Second Vice Chair  
Eric J. Loch Diamonds & Fine Jewelry

John Zayaitz, Treasurer  
Campbell, Rappold & Yurasits LLP

Erin DeLong, Immediate Past Chair  
ServiceMaster of Allentown

## **Board of Directors • Members**

Sundra Bachman  
New Tripoli Bank

Heather Balliet  
South Mountain Cycle & Café

Marissa Burkholder  
Burkholder's Heating & Air Conditioning, Inc.

Dale M. Culton  
Resident

Brittany Gray  
beYOU Marketing, LLC

Rob Johnson  
Licensed 2 Grill

Sean B. McIntyre  
McDonald's Restaurant

Patrick McNealis  
Patrick McNealis Insurance & Financial Group

Jackie Parks  
Spillman Farmer Architects

Nick Tranguch  
BSI Corporate Benefits

Richard G. Zayaitz  
Spring Street Bake Shop

## **Appointed Voting Board**

Larry Delhagen  
East Penn Chamber Chair  
Stifel

Teri Sorg-McManamon  
Emmaus Borough Council

## **Ex Officio**

Mayor Lee Ann Gilbert  
Borough of Emmaus

Virginia Haas  
County of Lehigh

Shane Pepe  
Emmaus Borough Manager

## **Legal Council**

Atty. Thomas Capehart, Partner  
Gross McGinley LLP Attorneys at Law

## **Chamber Liaisons**

Ashley Lorah, Emmaus Main Street  
Manager  
[AshleyL@lehighvalleychamber.org](mailto:AshleyL@lehighvalleychamber.org)

Jessica O'Donnell, EVP Affiliated  
Chambers

## I. Overview

- a. Mission Statement: The Emmaus Main Street Partners strive to improve the quality of life and the economic vitality of a vibrant and active Emmaus community through collaborative efforts among business owners, residents, volunteers, and other partners.
- b. History: the Emmaus Main Street Partners was officially incorporated in 1995 as a non-profit program to support and revitalize the Emmaus historic downtown. Funding was provided by the State Department of Community and Economic Development with initial matching funds provided by the Borough of Emmaus. Fiscal year runs July 1, 2018 through June 30, 2019.
- c. Personnel
  - i. Executive Committee
    1. This committee is the leadership team comprised of the Chair, Vice Chair, Second Vice Chair, Immediate Past Chair, and Treasurer. This group meets and converses on an as-needed basis when decisions need to be made or recommendations to the board are required.
    2. Chair Michael Irwin, Vice Chair Marlea McAdoo, Second Vice Chair Meghan Reed, Immediate Past Chair Erin DeLong, and Treasurer John Zayaitz.
  - ii. Membership Committee
    1. The main focus of the membership committee is to welcome new members to the Main Street Partners and educate them on the connection with the East Penn Chamber and Greater Lehigh Valley Chamber. They seek to grow and rejuvenate existing memberships through personal contacts and outreach strategies.
    2. Brian Wiersch and Alex Hilderbrandt
  - iii. Business Development Committee
    1. This committee pursues strategic opportunities to assist in elevating the Borough profile and plethora of businesses through initiatives and projects in conjunction with Borough Council and committees. This committee meets on the third Thursday of every month.
    2. Co-Chairs Jackie Parks and Nick Tranguch, Marlea McAdoo, Mike Irwin, Jim Baker, Peter Adams, Kevin Gehman, Virginia Haas, Alan Sylvestre, and Alex Hilderbrandt.
  - iv. Heritage Alliance
    1. The Main Street Partners seek to send a representative from the board to serve as a liaison with the Emmaus Heritage Alliance, including the Borough's historical sites and some integral community partners. The Alliance is comprised of representatives from the Shelter House, the Knauss Homestead, the 1803 House, the Emmaus Public Library, and Moravian Church.
    2. Marlea McAdoo
  - v. Full-Time Staff
    1. The Emmaus Main Street Partners are part of the Greater Lehigh Valley Chamber of Commerce. The GLVCC's mission is to improve the economy and quality of life in the Lehigh Valley Metropolitan Area. With thousands of members, the Greater Lehigh Valley Chamber stands as the seventh largest chamber nationwide. With this partnership Emmaus Main Street

Partners has experienced benefits and exposure they would not have otherwise enjoyed.

2. Emmaus Main Street Partners has a full-time Emmaus Main Street Manager whose office is at 191 Main St Suite 205 Emmaus, PA 18049. Additionally, the organization has another full-time staff member dedicated to furthering events and initiatives by the way of our Executive Vice President of Affiliated Chambers. The other Affiliated Chambers staff and interns, at least five additional people, are on-site during major events to help with manpower as well.

## II. **2020 Year in Review: Events & Initiatives**

### a. Small Business Roundtable

- i. Held on the third Thursday of each month; time and locations varied this year
  1. Evenings around 4-7pm
  2. Started at Triple Sun Spirits, went virtual, tried Emmaus Community Park, then back to Triple Sun Spirits
- ii. We started off the year strong with 30+ attendees at our roundtables but when we got the stay-at-home order, we switched to virtual and attendance dropped. We maintained consistent in having these, except for March, and hope to continue to build up the great attendance we had been seeing.
- iii. 2020 speakers included Nick Rizzotto from Equinox Benefits, Matt Powell and Brittney Waylen from the Chamber's Public Policy team, local Commercial Sales and Leasing Agent Peter Adams, Jon Hartman of Discover Lehigh Valley, Emmaus Borough Zoning Officers, Mayor Lee Ann Gilbert and Councilwoman Teri Sorg-McManamon, the Chamber's Business & Diversity Coordinator, and representatives from the Small Business Development Center of Lehigh University.
- iv. Thank you to Vinyl Press for serving as our Roundtable Sponsor!

### b. Beverage Bar at Emmaus Arts SnowBlast

- i. Each year Emmaus Arts Commission hosts SnowBlast Winter Arts Festival. Activities take place around Triangle Park and various venues throughout town. SnowBlast 2020 was on Saturday February 1. Emmaus Main Street Partners ran the Beverage Bar during the event out of the fountain on the Triangle and sold drinks from local distillery Triple Sun Spirits and Funk Brewing Company.

### c. East Penn Restaurant Week

- i. The East Penn Chamber and Emmaus Main Street Partners work together to highlight eateries in Alburtis, Emmaus, Upper Milford, Macungie, and Lower Macungie with help from local business sponsors. It ran from Sunday March 1 through Saturday March 7. The Preview Night was Thursday February 27 at Yergey Brewing and Triple Sun Spirits.
- ii. With the additional marketing opportunity of having participating chefs on WFMZ the morning of Preview Night, we had tremendous attendance at the evening event and believe it translated well to Restaurant Week community attendance.
- iii. While the Preview Night went well, the committee decided not to continue with that aspect of Restaurant Week. They felt it didn't adequately accomplish the goal desired and that efforts could have been better spent pushing more for the actual Restaurant Week itself.
- iv. Participating businesses specifically in Emmaus included McDonald's, House and Barn, East Penn Diner, Trapp Door, Volpes, and Don Juan Emmaus.

### d. Lucky Bucks Bingo



- i. Emmaus Borough Summer Events
  - i. With the Borough in a transition phase of volunteers for their Recreation and Entertainment Commission, Emmaus Main Street Partners worked with the Borough to help plan and host the concert series and movie night for residents.
  - ii. Concerts were held at Community Park, limited to 250 people, required food trucks, and required volunteers from Borough Council and EMSP Board to assist with crowd control. These were August 16, 23, 30, and September 6.
  - iii. One movie was held over the summer, *Onward*, on August 21. Attendance was monitored by sections laid out ahead of time to guests to stay within.
  - iv. Thank you to the Borough for the full funding of this series and including Main Street Partners in the process.
- j. Emmaus Business Scavenger Hunt
  - i. With feedback from local businesses that the various trails don't yield a specific financial return, we tried a different type of Scavenger Hunt where people had "tasks" to do instead of just physically going to a business or organization. Some of these tasks included joining a restaurant's loyalty program, LIKE and FOLLOW a retailer on Facebook and Instagram, purchase \$5 worth of product, etc.
- k. Farewell to Summer Festival
  - i. As the Borough wound down over the summer and geared up for Fall, Main Street Partners worked with the community to host an abbreviated version of Farewell to Summer Festival on Saturday September 19, 2020 from 11am-4pm. There were craft vendors but not nearly as many, live music as background music rather than an attraction for people to sit and gather, face painting, and a scarecrow QR trail. We didn't bring in food vendors but encouraged people to buy from local businesses. In 2019 we worked with the Emmaus Heritage Alliance to host both festivals on the same day to draw a crowd. In 2020, they decided to not host the event because of Covid.
- l. Halloween Parade Pregame
  - i. Typically the Borough hosts a very popular Halloween Parade but this year it was cancelled due to Covid. To try something new, continue the momentum of events, and bring joy to our communities, we partnered with the Borough to host a Reverse Parade. This would have looked similar to Lights in the Parkway and featured those various floats as stationary displays for groups to drive through and see. Unfortunately there were not enough participating organizations to make hosting the event worthwhile.
- m. Small Business Saturday
  - i. Small Business Saturday is an American shopping holiday held the Saturday after Thanksgiving to kick off one of the busiest shopping periods of the year. In 2020 it fell on Saturday November 28. Main Street Partners applies to be a community champion through American Express who funds marketing materials. Main Street Partners received a package with banners, signs, table signs, and more that they distributed around to local, small businesses. Each year there are tote bags included. With that, Main Street Partners collects marketing materials, freebies, chachskis, and more to hand out to community members in an effort to get people into the stores.
  - ii. In the past we've prepared 100 bags and had people pre-register for the bags. We shifted the process this year so that it was first-come, first-served. In the past we would "sell out" of bags ahead of time and then some who reserved a bag didn't show up for it and in turn we had people coming to support who hadn't

pre-registered but since we “sold out,” we weren’t able to offer them a bag. This year we gave out all 100 bags Saturday morning!

n. Old Fashioned Christmas

- i. The Main Street Partners organizes this holiday celebration in conjunction with the Borough of Emmaus to celebrate the holiday season and bring the community together. The event was held on Saturday December 5, 2020.
- ii. We weren’t able to rally together any musical groups because any organized groups weren’t meeting as a precaution due to Covid. With this though, we had the opportunity to work with Wesley Works DJ & Entertainment and absolutely loved their work and working with them.
- iii. We organized a Holiday Doors & Windows competition for any local businesses interested to decorate their windows with the snowman theme. Participating businesses included Emmaus Public Library, Emmaus Run Inn, Edward Jones, Licensed 2 Grill, Kleckner & Sons Appliances, Jarrett Design, Studio Six Ten Dance, Yergey Brewing, and Salon Hollywood. Emmaus Arts Commission served as the judges for the contest and the winner was Kleckner & Sons Appliances.
- iv. The Cheers Trail is typically a big draw for the Old Fashioned Christmas celebration. It runs from 12-5pm and takes attendees through businesses sampling drinks. With the virus and impending cold weather, we didn’t get the normal turnout but still operated at about 50% with thanks to surprisingly nice weather. Stops on the trail included Let’s Play Books Bookstore, House Splendid, Cottage & Bloom, The Deca Salon, Triple Sun Spirits, Green Earth Marketplace, Your CBD Store, House & Barn, Yergey Brewing, Volpes, Korpics Upholstery, and Lifestyle Barbershop.
- v. Typically the historic sites host a Candy Cane Lane trail where kids can go around to the different sites and make an ornament to hang on a kids tree in the Triangle. With the volunteer demographic being more vulnerable to the virus, we didn’t host this aspect of OFC this year.
- vi. To maintain distancing and safety, we had very limited vendors and most only did kids activities like letters to Santa or crafts.
- vii. With great thanks to Emmaus Borough Council and Borough staff, we were able to closer the portion of 4<sup>th</sup> Street from Main/Chestnut to Ridge Street. This allowed for ample social distancing for attendees and vendors and enabled us to incorporate live reindeer, which were a huge draw to the event.
- viii. One new aspect included the Holly Jolly Shopping Spree, which encouraged community members to spend money at local businesses in order to win prizes. The grand prize was a Napoleon Grill donated by Kleckner & Sons Appliances. For each receipt someone got between Saturday November 28 through Tuesday December 22 from an Emmaus business, they used it as an entry by writing their name and phone number on the back and dropping it into a collection box at three spots throughout the Borough.

o. Business Development Committee

- i. We began the year on a good streak of launching Day in the Life videos but with the pandemic, we weren’t able to film new content so these have taken a back burner.
- ii. This year our committee saw the Hometown Heroes banner project come to life. 68 banners were hung around Memorial Day through a little after Labor Day to honor the lives of soldiers and veterans who served our country. These were also displayed online for people who don’t live in the area to enjoy and to honor

them on Veteran's Day. With this project, many additional poles were applied for through PPL and additional banner arms were installed to help accommodate as many banners as possible. The committee plans to expand the program on Harrison Street and has already applied for additional arms to be installed on at least 30 poles in that corridor.

- iii. Our organization was able to purchase additional fall and winter banners to help maintain a clean, consistent image of banners along Main and Chestnut Street where additional banner arms went up due to the high demand for Veterans Banners.
  - iv. Our committee went in front of Borough Council over the summer to request that picnic benches be brought from Emmaus Community Park to be put on the Triangle so the restaurants in that footprint had a location to point guests to since indoor dining was restricted and they didn't have the space to accommodate outdoor dining on their property. Ultimately the Arts Commission painted them and they still sit on the Triangle today bringing a sense of community and color to our vibrant downtown.
  - v. We're going to initiate some type of consistent email update to local commercial realtors to educate them on what we're doing in the community.
- p. Other
- i. Support from the Greater Lehigh Valley Chamber of Commerce
    - 1. East Penn & Western Lehigh Events
      - a. Hosted a drive-through in place of our normal luncheon and board members purchased items from Emmaus businesses to serve as raffle items; i.e. Yergey Brewing, Licensed 2 Grill, etc.
      - b. East Penn Municipal Update
      - c. For some virtual events we charged attendees a nominal fee and used part of that to buy them a gift card to Mi Havana Cuban Cuisine to encourage downtown spending and support.
    - 2. Mayors and Municipal Officials Reception
      - a. Mayor Gilbert received the Mayor of the Year award
    - 3. Annual Meeting
      - a. New Tripoli Bank received the Milestone Award for 110 Years in Business
    - 4. Affiliated Chambers Events
      - a. Allentown & Emmaus Health Inspector Virtual Roundtable
      - b. Lehigh Valley Mixed Drinks & Music Trivia Parts 1 & 2
      - c. Zator Law Webinar
      - d. Connecting Over Coffee Virtual Networking
      - e. Bike N' Hike
      - f. Talks Over Takeout
      - g. Sweats & Sips
      - h. Superintendent Series
      - i. Shop Local 86
      - j. Meet the Mixologist
      - k. Grow with Google
      - l. Gift Card Grab Week
      - m. LV Logos & Libations Parts 1 & 2
      - n. LinkedIn Webinar with the Small Business Council
      - o. Home & Healthy 3 Part Virtual Series

- p. Movie Night at Becky's Drive In
  - q. What's Up in Washington
  - r. Wine Down Wednesday
  - s. Holiday Readiness Webinar Series
- 5. WDIY Segments to feature local businesses and how they are persevering during Covid
- 6. FREE virtual attendance to all major Chamber events like Women's Summit
- 7. Master Your Membership and Signature Networking
  - a. Every other month the Greater Lehigh Valley Chamber of Commerce Membership Team hosts a Master Your Membership to inform potential, new, or existing members about Chamber benefits included in membership.
- ii. Specific COVID Support from the Greater Lehigh Valley Chamber of Commerce
  - 1. The Chamber's Public Policy & Government Affairs team has been in daily contact with our local, state and federal public officials to stand-up for the needs of Lehigh Valley businesses
  - 2. We implemented a COVID Resource Guide on our website.
  - 3. We launched #OpenWeStandLV, which features hundreds of retailers and restaurants on every Main Street to encourage residents to support our local businesses
  - 4. The Chamber dispensed grants in three phases totaling \$353,000 through its Lehigh Valley COVID-19 Relief Fund with sincere thanks to our partners, including: BB&T, now Truist, The Chamber, David Jaendl, Equinox Benefits Consulting, Capital BlueCross, Dynegy, ESSA Bank, Wells Fargo, Walmart/Sam's Club and Amazon.com, as well as the individual donors. To date the fund has provided 320 small business owners in Carbon, Lehigh, Monroe, Northampton and Warren (NJ) counties.
  - 5. Chamber President Tony Iannelli has led the "Gotta Get Back!" movement through his "Coming Back From COVID" video series, billboards, radio appearances, and newspaper columns.
  - 6. The Chamber has worked to provide up-to-date information for the best way to navigate the reopening facilities to ensure public health safety. We have created a page for business to go to for reopening procedures at #ReOpenLV.
  - 7. The Chamber has provided and will continue to schedule important Webinar Programs to inform members on the latest guidelines and information on important subjects impacting business. This list is over 40 and growing.
  - 8. As we champion for best practices and adherence to following CDC, OSHA and state and local government guidelines, we encourage our members and local businesses to sign [The Vow of The Valley](#). Signers of The Vow commit to follow the proper guidelines for reopening and to support one another as the region works together to ensure safety for everyone – our businesses and the community at large.
  - 9. Championed the marketing and administrative roles for assisting Lehigh and Northampton counties to distribute their CARES Act Funding to thousands of businesses.

10. Provided the Restaurant Relief Fund as additional support to restaurants to help offset COVID related expenses during the restrictions on indoor dining.

III. 2021 Events & Initiatives

- a. A lot of these events are up in the air. If you joined us last year, you can see we added a ton of events and benefits throughout the year that weren't initially planned. This typically happens based on relevant events and topics throughout our communities. We anticipate doing this again in 2021
- b. Emmaus Main Street Partners Events
  - i. Our board of directors meets in June to discuss the next fiscal year's schedule of events so these aren't necessarily set in stone and any suggestions or requests will be received with open ears!
  - ii. Small Business Roundtables | Third Thursdays | 5:30pm | Triple Sun Spirits
    - 1. We will continue to host these informal community roundtables for free and open to all. We are looking to schedule a speaker for each meeting to educate the community on resources and activity.
    - 2. Annual Meeting will be the first of the year to continue educating our community, Chamber members, and potential members about all that the Emmaus Main Street Partners does, leads, and participates in.
    - 3. February – Local Strategic Tax & Business Advisor Minal Babaria
    - 4. March – Roundtable Sponsor and EMSP Board Chair Mike Irwin with Vinyl Press Signs & Graphics
  - iii. East Penn Restaurant Week | February 28 through March 6 | Various Emmaus, Alburdis, Macungie, Lower Macungie, and Upper Milford restaurants
  - iv. Emmaus in Bloom | TBD
  - v. EMSP Golf Classic | Monday June 21 | Shotgun start at 9am | Green Pond Country Club
  - vi. Farewell to Summer Festival | Saturday September 18 | 11am-4pm | Emmaus Triangle
  - vii. Small Business Saturday | Saturday November 27 | TBD
  - viii. Old Fashioned Christmas | Saturday December 4 | 4-7pm | Emmaus Triangle Park
- c. GLVCC Events
  - i. Master Your Membership Sessions every other month
    - 1. The next one is Thursday February 4 at 4pm, held virtually
  - ii. Lehigh Valley Economic Outlook
  - iii. Energy & Environmental Event Series
  - iv. MANY MORE – find them on [www.lehighvalleychamber.org/events](http://www.lehighvalleychamber.org/events)
- d. Affiliated Chambers
  - i. PPP Virtual Series
  - ii. COVID Vaccine Webinar
  - iii. Sip n' Scattergories | Wednesday February 24 from 5:30-7pm

Follow Emmaus Main Street Partners on Facebook!

Follow the Affiliated Chambers on Instagram @GLVCC\_AffiliatedChambers

Connect with the Affiliated Chambers of the Greater Lehigh Valley Chamber on LinkedIn

## Member Marketing Opportunities

### 1. FREE Social Media Promotion

- **Social Media** – Businesses and communities can submit their event information for posting on the events page on the Chamber's website. The Chamber will post on our social media platforms (Facebook, Twitter, Instagram) on your behalf! (Value \$100)
- **Member of the Day** - If you have a particular event, special, press release or member-to-member discount that you want to promote, we are happy to help you do so! We'll put a link to your website and special event/press release on the top of our blog and in our Facebook & Twitter status. Contact Gina Martens at [ginam@lehighvalleychamber.org](mailto:ginam@lehighvalleychamber.org) for more information. (Value \$100)
- **Guest Blog Post** - The Chamber's Blog is read by more than 1,500 people a month and is a great way for a member to gain free exposure and the new business that comes with it. Any Chamber member is entitled to write a guest blog entry on the Friday blog. The topic can be wide-ranging and related to anything in your industry. While not a direct advertisement, these entries give you the chance to talk about something relevant and topical in your industry, demonstrate your expertise and prove your value to Chamber members and blog readers. Contact Becca Lutterschmidt at [beccal@lehighvalleychamber.org](mailto:beccal@lehighvalleychamber.org) for more information. (Value \$100)

**2. FREE Listings** (Social Media links included) Members automatically receive free listings in the Membership Directory and on The Chamber's website. New members are listed in the "New Member Spotlight" found in The Chamber's monthly publication, Connections, as well as on The Chamber's website and social media. You can include your company's social media links with your FREE website listing. (Value \$350)

**3. FREE Mailing List** - As part of your membership, and to enhance your in-house sales and marketing efforts, we will send you an Excel spreadsheet (at your request) of our member mailing list. This list includes the company name and address and is updated monthly. This list does not include email addresses, phone or fax numbers. Contact Gina Martens at [ginam@lehighvalleychamber.org](mailto:ginam@lehighvalleychamber.org) (Value \$400)

**4. FREE Member News/Press Releases/Media List** - Submit about 50 words about new programs, offerings, employee promotions, news, etc. The Chamber's monthly publication, Connections, regularly includes member news content in a special section called "Member News." Your material may be included as time and space allows. Full press releases with an educational topic for members may also be submitted for The Chamber's Blog as time and space allows. In addition, The Chamber can email its media list and press release template to you upon request. Contact Becca Lutterschmidt at [beccal@lehighvalleychamber.org](mailto:beccal@lehighvalleychamber.org). (Value \$200)

**6. On-Air Radio Promotions** - Provide prizes from your business for Chamber President Tony Iannelli to give away on your behalf when he joins Bobby Gunther-Walsh on WAEB AM 790 every Friday morning at 7:40 a.m., (40,000 listeners) for "Chat with the Chamber." Tony mentions the business or event on the air. Contact Gina Martens at [ginam@lehighvalleychamber.org](mailto:ginam@lehighvalleychamber.org) to take advantage of this opportunity. (Value \$150)

**7. FREE Newspaper Advertising** - The Morning Call: Receive one FREE black and white Advertisement in the Morning Call Newspaper (ad unit 10, full-run) as a special welcome to Chamber Members. Members must inquire within 6 months of joining The Chamber. Some restrictions apply, contact the Morning Call for details. Contact Jim Ottinger at [jottinger@mcall.com](mailto:jottinger@mcall.com) or (610) 778-2261.

**8. FREE Member Deal Submission** - Every member and all their employees can take advantage of The Chamber's Deals Page, which provides Member-to-Member discounts on almost anything you can think of! Submit a deal for your business online via Members Only section of the Chamber's website. Contact Becca Lutterschmidt at [beccal@lehighvalleychamber.org](mailto:beccal@lehighvalleychamber.org) for more information.

**9. Business Referrals** - The Chamber receives hundreds of inquiries from companies and individuals both inside and outside of the Lehigh Valley. Referrals are made by business category, exclusively to Chamber members. Your expanded business description helps draw attention to your business on our website. (Value \$100)

## Business & Diversity Councils and Public Policy Committees

**The Chamber Board of Governors:** The Chamber Board of Governors consists of representatives from every chamber and mission council, as well as several at-large elected members. Contact Lorie Reinert at 610-739-1597 or [lorier@lehighvalleychamber.org](mailto:lorier@lehighvalleychamber.org) for information.

**African American Business Leaders Council:** The mission of the African American Business Leaders Council is to establish an economic presence and enhance the intellectual capital of the African American community through education, support, cultural awareness, and advocacy within the Lehigh Valley. Contact Danielle Joseph at 484-226-0128 or [daniellej@lehighvalleychamber.org](mailto:daniellej@lehighvalleychamber.org) for information.

**Ambassadors Council:** The Ambassador Council serves as the goodwill arm of The Chamber, playing an essential role in member Communication, Appreciation, Retention, and level of Engagement. Ambassadors are highly visible, prestigious volunteers who serve as the Chamber's primary liaison to new Chamber members. Ambassadors C.A.R.E.. Contact Liz Martin at 484-264-6630 or [lizm@lehighvalleychamber.org](mailto:lizm@lehighvalleychamber.org) for information.

**Public Policy Committee:** Addresses issues of concern to business on the local, state and federal levels. Takes proactive measures to ensure that government considers business objectives and viewpoints. Contact Michelle Griffin Young at 610-739-1514 or [michelley@lehighvalleychamber.org](mailto:michelley@lehighvalleychamber.org).

**Includes Energy & Environment, Healthcare, Manufacturing, Tax & Regulatory, Transportation Subcommittees**

**Hispanic Chamber of Commerce of the Lehigh Valley:** Advancing the commercial, industrial and professional interests of all our members, Hispanic and Non-Hispanic, and the entire Greater Lehigh Valley Community. Contact Danielle Joseph at 484-226-0128 or [daniellej@lehighvalleychamber.org](mailto:daniellej@lehighvalleychamber.org) for information. Includes **FE Foundation**

**LGBTQ Business Council:** To unite the area's gay, lesbian, bisexual and transgender-owned businesses, foster consumer loyalty, and encourage trade with the broader business population. Contact Brittany Wiltshire at 610-295-9824 or [brittanyw@lehighvalleychamber.org](mailto:brittanyw@lehighvalleychamber.org) for information.

**Main Street Lehigh Valley:** Main Street Lehigh Valley, the Chamber's 501c3 charitable arm, aims to improve every main street in the Lehigh Valley through targeted investments in projects that enhance the physical appearance of our local downtowns and surrounding traditional neighborhoods. What began in Bethlehem to help fund holiday decorations has evolved to support projects on every main street. Modest grants are awarded all over the Valley. The results? Over the last 10 years over 250 projects were funded in Carbon, Lehigh, Northampton and Warren Counties... \$400,000 in cash contributions leveraging over \$8 Million -- that's a 20X return on investment! Contact Lorie Reinert at 610-739-1597 or [lorier@lehighvalleychamber.org](mailto:lorier@lehighvalleychamber.org) for information.

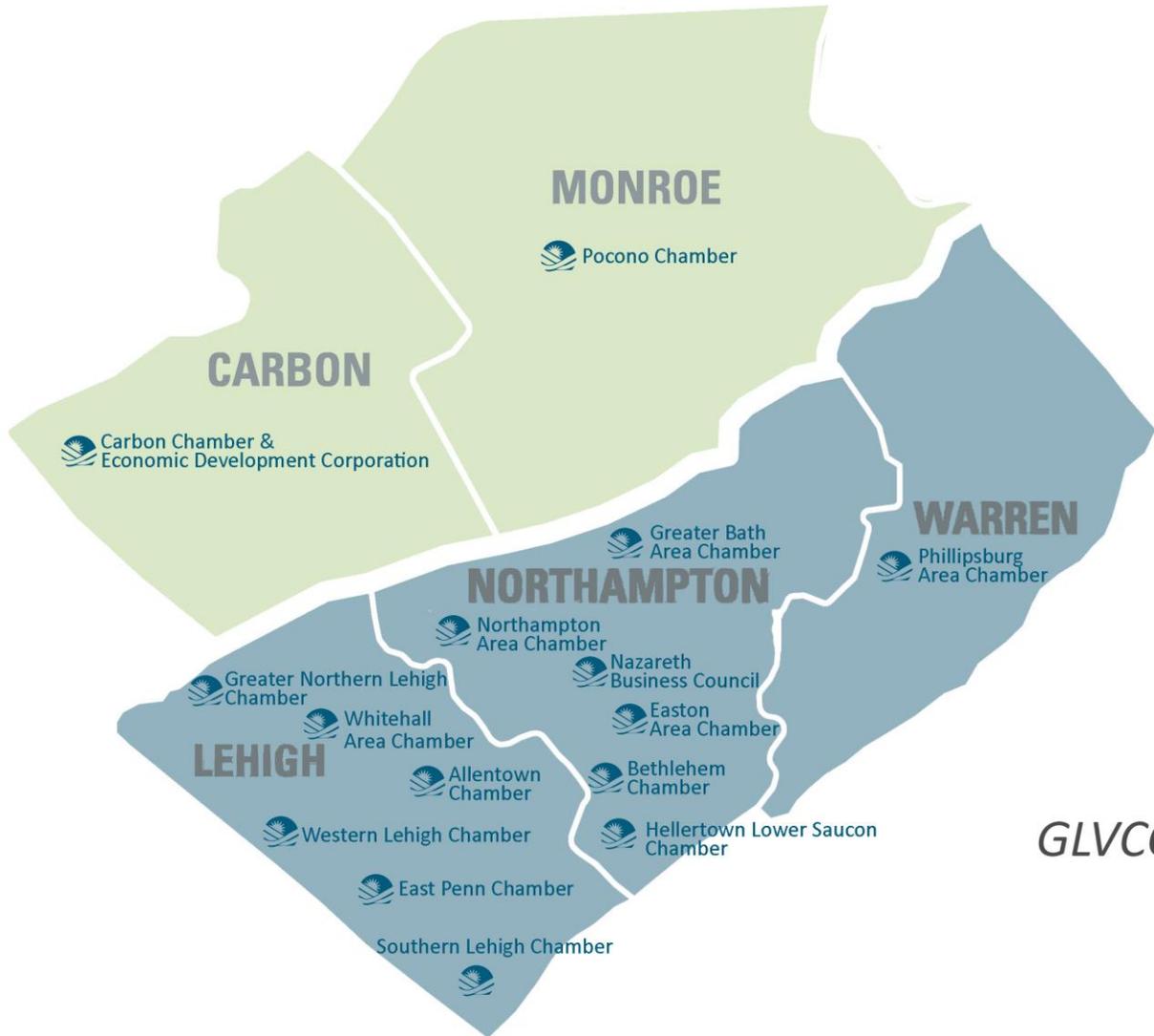
**Nonprofit & Business Partners Council:** Strengthens the collaboration between non-profit organizations and business partners which builds capacity of non-profits resulting in a vibrant community. Contact Lorie Reinert at 610-739-1597 or [lorier@lehighvalleychamber.org](mailto:lorier@lehighvalleychamber.org) for information.

**Veterans and Military Business Affairs Council:** To honor and empower the men and women who have served or are serving our country in the United States military and to build a strong network of veterans in business, veteran business owners and active guard/reservists to promote the contributions and competitive advantage that military members bring to any business. Contact Alison Pickel at 610-739-1512 or [alisonp@lehighvalleychamber.org](mailto:alisonp@lehighvalleychamber.org).

**Women's Business Council:** Empowers, recognizes and inspires women in business and the community in the Lehigh Valley. Contact Danielle Joseph at 484-226-0128 or [daniellej@lehighvalleychamber.org](mailto:daniellej@lehighvalleychamber.org) for information.

**Young Professional's Business Council:** Building intergenerational connections with veteran Chamber professionals to create a new vision and promote economic success. Contact Brittany Wiltshire at 610-295-9824 or [brittanyw@lehighvalleychamber.org](mailto:brittanyw@lehighvalleychamber.org) for information.

# Northern Tier



GLVCC