



152 E. High St., Suite 200, Pottstown, PA 19464 | 610.326.2900 | www.tricountyareachamber.com

Our Mission: Leveraging the power of membership to provide valued membership services and proactive leadership for the tri-county region.

Our Vision: The tri-county area has a strong sense of place – quality of life, economic opportunity, and generations of leaders - to support the region's businesses and communities.

Follow us on:     #WhyTCACC #tcaccbettertogether

Over 100 TriCounty Area Chamber of Commerce Members attended May's Membership Breakfast



By Eileen Dautrich, TCACC President

On May 10 over 100 TriCounty Area Chamber of Commerce Members attended our Membership Breakfast.

This Breakfast was complimentary, and the Membership was invited to be the guests of our TriCounty Chamber Board of Directors. In January, February, and March, the Chamber Board spent one half day per month together participating in strategic work sessions to review who we currently are as a membership-based business advocacy organization, brainstorm on what we could be, and develop a plan on how to get there.

There were 5 key areas that the Board conversation kept coming back to:

- Grow the Membership
- Attract Younger Members
- Membership Engagement
- Generate Revenue
- Communicate Value

Several Members of the Board of Directors attended the Breakfast and took a role in introducing and sharing details for each of the key areas that became consistent themes throughout the conversations that took place during the work sessions.

Recommendations for growing the membership included providing existing Members with the tools to invite their own contacts to become involved in the organization. In addition, the Board discussed, and we will research and pursue partnerships that offer benefit to our Members that we cannot easily provide alone.

It was also very apparent that through our conversations that everyone recognizes the necessary engagement of young professionals for the sustainability of an organization like ours. We were excited to share that we had already reconvened our Young Professionals Committee and relaunched the program. The Committee continues to meet and has events planned for the next few months.

To aid Members in how to better engage and squeeze every ounce of value out of their Membership, all attendees walked out of the Breakfast with a full folder highlighting upcoming events, and details of other Member benefits and how to use those benefits. It was a perfect opportunity for Members to receive a mini orientation and determine what engagement can look like for them. To follow up on the mini-orientation that was provided, an easy check-off style, online survey that listed all topics covered, was distributed in an email so Members in attendance could easily request additional information on Member benefits of interest to them.

As a non-profit organization that tries every day to run itself like a small business, diversifying and finding new resources for non-dues revenue is crucial to our future. We look forward to being able to announce some new initiatives that we are researching and will announce to the Membership soon!

Finally, it was our opportunity to share with the Membership that we set a new value proposition – “the TriCounty Area Chamber of Commerce is your strategic business connector. We provide each Member with the **Resources, Relationships, and Recognition** to help grow your business and maintain our region's economic vibrancy and resiliency.” We chose to re-identify the cornerstones that we use to define the events, programs, and Member benefits that we offer. During the work sessions the Board was asked why they are Members of the TriCounty Chamber and where they find value in being a Member. In various ways, with various terms, the Resource, Relationship, and Recognition were at the heart of what each board Member valued in their TriCounty Chamber Membership.

The Board of Directors and staff are excited about new programs to brainstorm to fit the priorities that the Board has put in place for the TriCounty Area Chamber of Commerce for 2023-2024 and the opportunities that we will be able to create for our Membership.

WELCOME NEW MEMBER!
Congratulations to the business listed below for becoming a new TCACC Member!

4 Point Development
(610) 420-6082
<http://www.4pointdevelopment.com/Consultants>

Ann Frances Outreach Foundation
(484) 374-3091
<http://www.annfrances.org/NonprofitOrganizations>

MEMBER ANNIVERSARIES
Happy anniversary to the following Members for their consecutive years of Chamber membership:

45+ Years
McDonald's - Pottstown
Sawchuk's Garage, Inc.
Smale's Printery

35 Years
Hickory Valley Golf Club

16 Years
Mom's House, Inc. of Greater Philadelphia

6 Years
Encompass Health Rehabilitation Hospital of Reading
Patient First Urgent Care
Stored Energy Concepts, Inc.



Resources

Relationships

Recognition

Membership opens the door for your business to exchange ideas with other talented leaders in business, community, and government.

REGIONAL CHAMBER ROUNDUP



Join the TriCounty Young Professionals for a Professional Development Breakfast with Headshots

Speaker: Jenna Armato, Growth & Success Coach

Topic: Effective Workplace Communication

Effective communication in the workplace can help reduce conflict, build trust, increase innovation, productivity, collaboration, and job satisfaction. In this session, we'll explore specific strategies you can implement to increase communication effectiveness in the workplace.



Photographer: Moments by Amy Photography

If you've been meaning to update your professional headshot, this is your chance! Refresh your photo with a quick and painless session during the event. Business / industry professional attire is recommended.



When: Thursday, July 13th from 8:00AM - 9:30AM

Where: Spring Hollow Golf Club
3350 Schuylkill Rd., Spring City, PA 19475

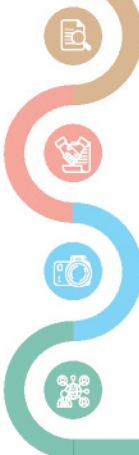
Who: Professionals between the ages of 21 and 40

Pricing: \$40 per person

Includes breakfast, professional insight, and headshots



Scan the QR code to register- sign up by July 6th to secure your spot!



TRICOUNTY AREA CHAMBER OF COMMERCE
Resources. Relationships. Recognition.

Annual GOLF OUTING and CLAMBAKE

THURSDAY, SEPTEMBER 14

HICKORY VALLEY GOLF CLUB
1921 LUDWIG RD. GILBERTSVILLE, PA 19525

REGISTRATION OPENS AT 10:30AM | SHOTGUN START AT NOON

PRICE PER MEMBER: \$200
PRICE PER MEMBER FOURSOME: \$750
PRICE PER MEMBER DINNER ONLY: \$50

NETWORKING LUNCH, GAMES, GOODIE BAGS, CASH PRIZES, DINNER, AND MORE!

Presenting Sponsor:

SCHULTZ technology IT's best friend

Learn more

Sponsorship opportunities are available!



Accepting Applications for the Class of 2024

- **Comprehensive ten-month course.**
- **Tuition-based program administered through the TriCounty Area Chamber of Commerce Foundation, Inc.**
- **For over 29 years, the program has prepared more than 250 community members for leadership positions in the tri-county area.**
- **Each Leadership class is comprised of no more than 25 individuals who have been selected for their potential to expand their involvement in the development of the tri-county area.**



Scan the QR Code to learn more or fill out an application!

Contact Eileen Dautrich at 610.326.2900 with questions.

TCACC 2023 TIERS INVESTORS STAKEHOLDER

ceg **Constellation** **DANA**

Lead Bubble **Pottstown Hospital**
TOWER HEALTH
Advancing Health. Transforming Lives.

PPP **SCHULTZ technology** **TOMPKINS**
Precision Polymer Products, Inc. IT's best friend BANKING | INSURANCE | WEALTH

BUILDING COMMUNITIES

Community Health & Dental Care **Herbein Maillie** **Victory Bank**
CPAs + Advisors ACCOUNTANTS + ADVISORS Fulfill Your Dreams

CREATING CONNECTIONS

1st Colonial COMMUNITY BANK **COMCAST BUSINESS** **Diamond credit Union** **MONTGOMERY COUNTY COMMUNITY COLLEGE**
Powering Possibilities™ Here younity.

OWM LAW **PAED** **POTTSTOWN AREA ECONOMIC DEVELOPMENT** **POTTSTOWN AREA HEALTH & WELLNESS FOUNDATION** **Rhoads Energy**
O'Donnell, Weiss & Mattei, P.C. PAED More than fast. More than signs.™ Pottstown Realize Your Energy

SUPPORTING COMMERCE

benXchange **FASTSIGNS** **GLOCKER** **Martin Stone Quarries Inc.**
More than fast. More than signs.™ Pottstown REALTY & INSURANCE