The SBCC Scholarship applications are now available in the 4 area high schools, Bangor, Pen Argyl, Faith Christian and Career Institute of Technology. Any Slate Belt resident that is a senior in one of these schools is eligible to apply. Application deadline is April 12, 2020. Save the date of May 14th for this year’s Awards Dinner honoring the winners. Over $620,000 has been given to deserving students over the past 20 years through our scholarship program. Please help us continue helping our future business leaders by sponsoring or participating in this year’s events to be announced soon.

Last call for unpaid members to be in this year’s membership directory, community information guide, web site and more…. Your 2020 Membership renewals are due NOW. Please take a minute to complete the renewal for that was mailed to you in December. You may also go to our web site and pay online. www.slatebeltchamber.org

Help your chamber rank higher in the internet world….please take a minute to give the SBCC a review on google by using the link below. https://buff.ly/38q7Jzs...

Coming this July 5-12! This year we are asking the participating restaurants to pick a local business that will offer a discount. This will expand our restaurant week to include our retail stores. So when you visit a restaurant during restaurant week, save your receipt and visit that participating retailer, show your receipt and receive a discount. If you are interested in participating in restaurant week or a retailer that would like to participate, call the office.

Our display racks are getting a bit low with your business cards and flyers. Stop by today and update your information.

SBCC Upcoming Events
3/3 SBCC Business Breakfast 8:30 am at the office. See flyer
4/16: Amalfi Coast & Rome presentation for upcoming trip 2021, 6:30 pm at the office.
4/21: SBCC Business Workshop “Marketing Mojo”, 8:30-10 am. See flyer
5/14: Annual Scholarship Awards Dinner, Tuscarora Inn & Conference Center
5/28: SBCC & Slate Belt Rising Joint Networking Mixer
7/5-12: Slate Belt Restaurant Week
8/12: SBCC Annual Clam Bake

Your suggestions are always welcome. Something special you want to see, let us know!

We would like to share some details we’ve learned about our local property owners. Our towns of today aren’t filled with tumbleweeds, instead they are our main streets, filled with empty stores. Across the country, physical stores struggle to compete with online commerce. The trend is taking place in both large and small towns. Online stores have permanently
changed our buying habits and now they are beginning to change the habits of landlords as well. As vacancies grow, landlords scramble to bring in new cash.

One result in the influx of pop-up stores, with short term leases. They are happening in places from malls and main streets, to galleries and grocery stores. A pop-up shop is temporary retail space used by one or more brands, often to test new ideas in an innovative way without a big cash layout. Retailers appreciate the lower rents and reduced commitment. Retailers make a smaller commitment with the hope the store will become self-sustaining after this period. Retail during a seasonable basis like during the holidays, crafter, farmers markets, for example, that can all pool together to create a collaborative retail & exhibition space.

Empty Window Displays are a variation of the pop-up theme. Empty retail sites are appearing in our local downtowns. Window display spaces are perfect vehicles for advertising. Why not collaborate with existing businesses nearby and rotate use of the display space for advertising your latest products. Or possibly contact our schools or scouting organizations to do window displays for the 4 seasons. This is astatically pleasing to those passing by and residents.

We have sent this information to some of our building owners this month. If you are a property owner and would like more details, please contact the office. As the Chamber we are happy to assist in any way to make our communities vibrant.

A productive roundtable meeting was held with some of our local realtors to hear what they are seeing and hearing. The above topic was discusses as well as parking, drug issues, employee parking and more. Our realtors also have great contact with some of our property owners and we hope they can also help us spread the word.

One Year Directors: Rosemary Albert, Mary Marshall, Jewel Williamson-Burns, Nadine Folk, Joann Ginder, Chuck Niclaus, Jeff Ott, Nancy Kessler
Two Year Directors: Sarah Raley, Fred Curcio, Deb Pettinari, Steve Hurni, Bryan Gault, Mike Ortoski, Sarah Raley

DON’T FORGET TO LIKE US ON FACEBOOK: SLATEBELTCHAMBER

Share, share, share, each others posts to generate a larger viewing pool. This will help your business....

Gift Certificates are available at the SBCC office year round for many of our area businesses!

SBCC Mission Statement: To promote and enhance positive business activity and growth in the Slate Belt region with special emphasis on community involvement.

PROUDLY SPONSORED BY

Debbie Pettinari, Agent
106 S. Broadway
Wind Gap, PA 18091
Phone: 610-881-4433
Debbie.pettinari.wz73@statefarm.com
State Farm, Bloomington, IL 1211999
Join the Slate Belt Chamber of Commerce
For Breakfast @ the Chamber office
187 Blue Valley Dr., Bangor
Tuesday, March 3, 2020
8:30 am

As Jewel Williamson-Burns, CLU
Financial Associate, Thrivent Financial
Presents

Saving for Retirement
Small Business IRA's, Simple & Roth

Space is limited, first come first serve!
Register today!

SBCC- 610 588 1000 or info@slatebeltchamber.org
FREE to SBCC members, $8.00 to future members.

Business Name: ________________________________________________

Attending: ______________________________________________________

Sponsored by:

610-863-3938

THRIVENT FINANCIAL

610-746-0344
Slate Belt Chamber of Commerce
Presents
Marketing Mojo
Workshop
Tuesday, April 21, 2020

8 am to 10:30 am
At the SBCC office, 187 Blue Valley Dr. Bangor

This 2 hour workshop will teach you how to turn your Advertising & Marketing expense into an investment.
Do you want to stop wasting your Advertising and Marketing dollars?
Do you feel “half” your money is wasted on Advertising…but not sure which “half”?
Do you want to get more money back in sales for every dollar spent in Advertising and Marketing?
This workshop will show you how to do it for your company!

Space is limited, first come, first serve! Register today!
FREE to SBCC Members!
A light breakfast will be served.

RSVP by April 14th to SBCC, 187 Blue Valley Dr., Bangor PA 18013 or email info@slatebeltchamber.org or call 610.588.1000

Name: _____________________________________________
Business: ____________________________________________
Phone: _______________________ Email: _______________________

Future SBCC members: $20.00 registration fee.
The Importance of Renewing Your Energy Contracts

Susan Skirta, Communication Specialist

APPI Energy has been the trusted name in energy consulting for more than 24 years. As an independent energy consulting firm, we strive to help our clients reduce and manage electricity and natural gas expenses through the procurement of competitive energy supply contracts and efficiency measures. As energy consultants, our mission is to offer our clients a comprehensive way to reduce energy expenses and create budget certainty. Now let’s look at why it is so important to enter the energy contract renewal process with eyes wide open.

When should I begin the renewal process with APPI Energy?

This really depends on many of your internal factors and risk levels. We can certainly talk you through the tough questions when starting on the renewal process. Depending on your load factor we would recommend beginning approximately 12-18 months prior to your expiration date. This allows us time to monitor the market and negotiate on your behalf. We will look at load factors and monitor the market in your utility to determine the optimal time to lock into a new contract that will begin when your current contract ends. This way there is no gap in service and budget certainty remains in-tact.

Why not ask for a contract extension with my current supplier?

Most supplier contracts are not evergreen and will terminate on the last day of the contract. Additionally, if you simply ask the incumbent supplier for a new contract, chances are, you will be paying a premium. The supplier will know that you are not working with a consultant to negotiate better pricing for you, therefore, they do not feel the pressure of competition. Typically, with each new contract that you get directly from the supplier, the more you will be paying as an adder, that is baked into the price they are offering you.

But I like my current energy supplier, why should I leave?

We are not recommending that you automatically leave your current supplier. We will include that supplier in our negotiations and be sure that the supplier’s fee is not increasing at your expense. Often in our renewal negotiations, that supplier does not want to lose your business either and they will tighten their margin more if they know they are competing for your business.

What happens if my contract expires prior to me getting a new one?
Should this happen, chances are you will be converted to what the industry calls a Market Based Rate (MBR). Meaning, your current supplier is able to charge you whatever they want indefinitely, or until you ask to be reverted back to the utility, or you enter into a new contract. We often see that the price for the subsequent months are close to what you were paying previously and you may not even realize your contract had expired. Then when you least expect it, your price per kWh may double or triple. Keep in mind these bills come after you have consumed the energy, so you have little to no recourse.

What do I need to provide to APPI Energy to begin the renewal process?

Renewing only requires a full copy of your most recent electric bill and a signed copy of a Utility Usage Request Form (UURF). Renewing will allow you to avoid unexpected energy costs, keep budget certainty, and leave you with peace of mind when it comes to energy expenses.

If you want to avoid drastic swings and create budget certainty, APPI Energy can assist you in negotiating ideal contract terms and pricing that fit your needs, as well as, discuss holistic energy solutions that go beyond procurement services. You can speak to one of our energy consultants at 800-520-6685 or visit www.appienergy.com to learn more about our services.