



2020 ANNUAL REPORT

LEAD

Leadership Harrisonburg- Rockingham

THE CHAMBER A VITAL ROLE IN DEVELOPING FUTURE BUSINESS AND COMMUNITY LEADERS. THIRTY PARTICIPANTS GRADUATED FROM THE 40TH CLASS OF LHR. THE IAN KING MEMORIAL LEADERSHIP FUND WAS ESTABLISHED BY THIS YEAR'S CLASS TO SUPPORT FUTURE LEADERS.

BOLD IS AN ADVANCED LEADERSHIP PROGRAM ESTABLISHED BY THE CHAMBER AS A PRODUCT OF VISION 2020 TO PROVIDE MENTEES AND OPPORTUNITY TO WORK WITH AND INTERACT WITH PREEMINENT LEADERS. AS OF MAY, 30 COMMUNITY LEADERS HAVE GRADUATED FROM THE TWO-YEAR PROGRAM.

BOLD Building Optimal Leaders by Design

ADVOCATE

IN 2020, WE WERE ACTIVELY ENGAGED WITH ELECTED OFFICIALS AT THE LOCAL, STATE AND FEDERAL LEVELS TO REPRESENT YOUR BUSINESS INTERESTS AND TO IMPROVE THE ECONOMIC VITALITY AND QUALITY OF LIFE IN OUR AREA.

- PRESIDENTIAL ADDRESS
- PUBLIC POLICY COMMITTEE
- PRE-SESSION LEGISLATIVE BREAKFAST
- ECONOMIC OUTLOOK
- POST-SESSION LEGISLATIVE BREAKFAST

NETWORK

- ANNUAL BANQUET & AWARD CEREMONY
- CONNECTIONS
- BUSINESS SMARTS
- AREA FOCUSED BUSINESS COUNCILS
- RIBBON CUTTINGS & GROUND BREAKINGS
- DIVERSITY BUSINESS COUNCIL

THROUGH NETWORKING EVENTS, EDUCATIONAL PROGRAMS, AND COMMITTEES, WE BUILT COMMUNITY RELATIONS AND OFFERED MEMBERS A VARIETY OF WAYS TO MAKE NEW CUSTOMER CONTACTS AND NETWORK WITH FELLOW CHAMBER MEMBERS.

PROMOTE

THE CHAMBER IS A PROVEN WAY TO INCREASE YOUR VISIBILITY IN THE COMMUNITY. MANY CHAMBER MEMBERS TOOK ADVANTAGE OF THE AMPLE OPPORTUNITIES TO PROMOTE THEIR BUSINESS THROUGH EVENT SPONSORSHIPS, ADVERTISING OPPORTUNITIES, AND ENHANCED LISTINGS THROUGH OUR ONLINE BUSINESS DIRECTORY.

- COMMUNITY PROFILE
- COMMUNITY & EVENTS CALENDAR
- MEMBER NEWS RELEASES
- JOB POSTINGS
- THE ADVOCATE
- SHOP LOCAL I SHOP SMALL CAMPAIGNS
- MEMBER2MEMBER DISCOUNT CARDS
- BUSINESS JOURNAL
- MEET THE CANDIDATES VIRTUAL EVENT

2020 VIRTUAL BENEFITS

- A PARTNER ORGANIZATION IN THE CREATION AND IMPLEMENTATION OF THE BUSINESS RESILIENCE TASKFORCE
- THE CHALLENGES OF OPENING THE ECONOMY ONE BUSINESS AT A TIME
- CORPORATE STRATEGIES & TACTICS TO SURVIVE & THRIVE IN OUR CHANGED ECONOMY
- BEST PRACTICES FOR EFFECTIVE REMOTE WORK: FROM THE SUDDEN TO THE SUSTAINABLE
- MANAGING YOUR REMOTE WORKFORCE SIMPLY & SECURELY
- COVID-19 & THE ECONOMY IN THE COMMONWEALTH
- DOLI REGULATIONS
- VIRTUAL JOB FAIRS
- SHOP LOCAL PLEDGE





HARRISONBURG - ROCKINGHAM
Chamber of Commerce

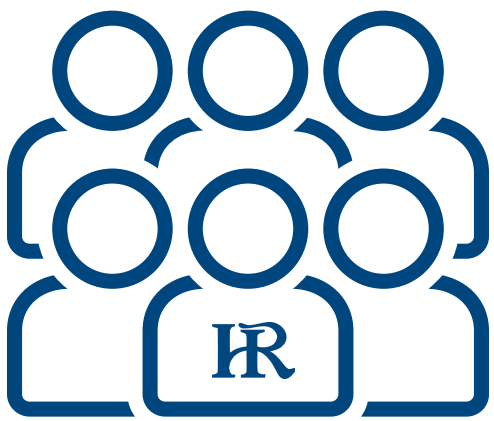


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2020 AT A GLANCE

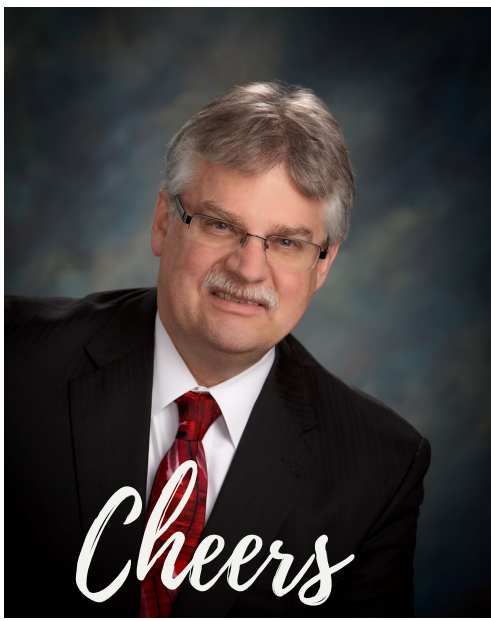
**SOCIAL MEDIA
NETWORK
FOLLOWERS
8088**

Facebook, Twitter, Instagram, and
LinkedIn combined members



**35 NEW
MEMBERS
IN 2020**

**200+
NEWS RELEASES
&
JOB POSTINGS**



HAPPY RETIREMENT FRANK TAMBERRINO

**THANK YOU TO OUR
FEARLESS LEADER OVER THE
PAST 11 YEARS. WE WISH YOU
ALL THE BEST!**

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