



MESSAGE FROM THE EXECUTIVE DIRECTOR



Are you ready for the holidays? Hopefully, at this point, you're finished with preparation and are ready to enjoy the spirit of the season. We know that many people are staying home for the holidays this year, but there are still ways to connect with one another. Whether you are communicating online, by mail or in person, it's a great time to catch up with family and friends. After the year we've had, it's also a great time to unwind, watch movies, play games, cook, relax, and read a book, etc.

You also can take time to think about what your New Year's resolutions will be. With the vaccine coming, we have faith that 2021 will be a better year. Have you thought about what you will do to make your business or the organization for which you work more successful?

In addition to serving as the Chamber's Executive Director, I'm also a marketing consultant. One of the things I encourage my clients to do is to select 5 bold steps they plan to take over the course of the year. These are important business and/or marketing goals that they hope to accomplish, and these goals can be about anything. Frequently, however, they focus on activities for the following groups: clients, prospects, referral sources, centers of influence, the media, and the community.

When looking for business growth, it's important to consider what your mix of activities will be. Will you rely only on an internet presence through your website, social media and links and recommendations from other sites, or will you also incorporate printed communication and in-person contact as priorities? Have a plan for marketing your business through the pandemic and a plan for when we can safely get together again.

Your local Chamber can help with many of these activities.

- Want to share your expertise by holding a webinar or seminar? We currently are looking for speakers for our educational series. Or perhaps you want to learn a new skill yourself. We have experts who can teach you.
- Want to share your news or knowledge by writing an article? Consider the Chamber's email blasts and Facebook page.
- Is sponsoring local programs part of your plan? The Chamber offers a variety of sponsorship opportunities with robust visibility packages.
- Looking for advertising which will be seen by hundreds of local organizations? Consider the Chamber's directory or program booklets.
- How will you meet prospective customers? In addition to our online and in-person events, the Chamber offers links from our website to

our members' sites, and we provide referrals. Members prefer to do business with other members.

- Want to get to know the governmental and business leaders in eastern Baltimore County? Chamber events are where you will hear breaking news from these individuals regarding what's happening in this area.
- Want to give back to the community but don't know how? Let the Chamber help you identify groups and projects which will further your company's mission.

Why does the Chesapeake Gateway Chamber of Commerce have so many long-term members? It's the friendly people, great programs, significant and positive change in our community, and the fact that we care about our members' success. And we are looking for more businesses who wish to join and get involved. If I was your marketing director, I would tell you to determine the 5 bold steps that you will take in 2021. Hopefully becoming an active member of the Chesapeake Gateway Chamber of Commerce will be one of them.

WELCOME NEW MEMBERS

The Chesapeake Gateway Chamber would like to welcome and thank the following organizations which recently joined the Chamber. Please support these members.

BGE
410-470-1700
www.bge.com

Chorus of the Chesapeake
443-690-5945
www.dundalk.org

Creative Options
410-780-4095 ext. 202
www.creativeoptionsmd.com

Essential Onsite Solutions
443-761-2321
www.eosest2020.com

Staples
410-933-1887
https://stores.staples.com/md/nottingham/8115-honeygo-blvd

Ultimate Watersports
410-335-5352
www.ultimatewatersports.com

Vince's Crabhouse
410-687-3371
www.vincescrabhousemd.com

UPCOMING EVENTS

Please mark your calendar, plan to join us, and invite a friend to the following upcoming events. Additional details and registration information can be found on our website – www.chesapeakechamber.org.

Grandiversary Celebration

Thursday, January 7, 2021, 2:00-8:00 p.m.

Baltimore Signs and Graphics

23 Fontana Lane, #104, Rosedale, MD, 21237
RSVP: <https://grandiversary-1-7-21.eventbrite.com> by 12/30/20

That's right, it's a Grandiversary – and you're invited! Since COVID knocked out Baltimore Signs and Graphics' Grand Opening and they now are approaching their one-year Anniversary, they are celebrating both. COVID may impact this event as well, but we are being optimistic. If anything changes, we will advise all registrants.

After a quick tour of the office, guests will be invited to enjoy Baltimore Signs and Graphics' spacious warehouse facilities. Hand sanitizer will be available, and they ask that everyone please socially distance and wear their masks when not eating or drinking.

New & Prospective Member Orientation - FREE

Thursday, January 14, 9:00-10:00 a.m. on Zoom

Registration: <https://orientation-1-14-21.eventbrite.com> by 1/13/21 at noon

If you are a new member to the Chamber or are thinking about joining, grab your morning coffee/tea, login to our Zoom meeting, get to know other members, and learn how to utilize all that the Chamber has to offer.

Annual Meeting

Wednesday, January 27, 9:30 networking, 10:00 meeting on Zoom

\$10 for Chamber Members; \$15 for Non-Members

Registration: <https://annualmeeting-1-27-21.eventbrite.com> by 2/26/21 at noon

Please join us for our Annual Meeting, where Baltimore County Council members David Marks, Cathy Bevins & Todd Crandell will offer their perspectives on the business issues they expect to be addressed by the Baltimore County Council in 2021. We will begin with networking at 9:30 a.m., followed by the program at 10:00 a.m., including our guest speakers' presentations and the inauguration of the Chamber's 2021 Board of Directors.

Best wishes for a happy and healthy holiday season,

Sharon Kihn, Executive Director

**CHESAPEAKE GATEWAY
CHAMBER OF COMMERCE**
405 Williams Court, Suite 108,
Middle River, MD 21220

443-317-8763 • Fax: 443-317-8772
info@chesapeakechamber.org
www.chesapeakechamber.org

THANK YOU FOUNDATION SPONSOR



December, 2020