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Greater Latrobe–Laurel Valley Chamber of Commerce welcomes Tara Ewanits as Communication & Member Engagement Coordinator

Ewanits brings a renewed commitment to strengthening the community she calls home

Latrobe, PA — [Jan. 16, 2026] — The Greater Latrobe–Laurel Valley Chamber of Commerce has announced the appointment of Tara Ewanits as its new Communication & Member Engagement Coordinator, strengthening the Chamber’s commitment to strategic storytelling, member engagement, and community-focused outreach.

Ewanits brings more than 20 years of experience in communications, journalism, marketing, and digital media, with a career spanning editorial leadership, content strategy, graphic design, and eCommerce marketing. In her new role, she will oversee the Chamber’s communications and marketing efforts, including social media, website content, newsletters, press releases, and member engagement initiatives.

“Tara’s background uniquely blends professional communications expertise with a deep understanding of our local community,” said Briana Tomack, President & CEO of the GLLV Chamber. “Her experience and passion for community engagement make her a natural fit for this role as we continue to support and advocate for our members.”

Most recently, Ewanits served as E-Commerce Coordinator at Raven Industries, where she managed multi-platform digital content, email marketing campaigns, and performance analytics. Prior to that, she held senior editorial roles with the Latrobe Bulletin and Ligonier Echo, including Managing Editor, where she led print and digital content strategy, launched new community-focused initiatives, and managed editorial teams and freelancers.

Ewanits is also actively involved in local education and civic programs, volunteering as a National Civics Bee judge and participating in the Chamber’s CEO in the Classroom initiative—experience that closely aligns with her new role supporting member communication and engagement.

“I’m excited to join the Chamber in a role that brings together my professional experience and my commitment to the community,” said Ewanits. “I look forward to working closely with our members to amplify their stories, strengthen connections, and support the continued growth of our local business community.”

About the Greater Latrobe–Laurel Valley Chamber of Commerce:

The Greater Latrobe–Laurel Valley Chamber of Commerce connects business, community, and education to support a strong regional economy. The Chamber empowers local businesses by connecting them to opportunities for growth, visibility, and community collaboration across the Greater Latrobe–Laurel Valley region. Members benefit from networking, professional

education, marketing and promotional support, and access to community and educational partnerships that strengthen workforce development. Through these strategic partnerships and initiatives, the Chamber works to strengthen businesses and the communities they serve.