

## Press Release

606 Court Street  
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### FOR IMMEDIATE RELEASE

#### **The Greater Reading Chamber Alliance welcomes new Director of Membership**

**Reading, PA** – The Greater Reading Chamber Alliance (GRCA) is thrilled to announce the hire of Dallan Yoh as its new Director of Membership. Within this role, Yoh will be responsible for developing a comprehensive strategy to sustain and increase GRCA's membership base.

"I am excited to join the Greater Reading Chamber Alliance on its mission of continuing to create a stronger economy in the Reading area and to have a positive impact on its growth," Yoh said. "Being from the Reading area myself, I have developed strong relationships within the business community. I look forward to creating new lasting relationships. I am motivated to support them and see their businesses succeed," Yoh said.

Most recently, Yoh served as the Retention Manager for the Reading Royals where he focused on retaining plan holders, prospecting for new clients and creating the Royals365 Membership Program. Prior to that, he was a Sales Representative at Penn Beer Sales & Service.

"Dallan brings a wealth of experience to our team. We are confident that his leadership and passion for fostering strong business relationships will be instrumental in driving membership growth and enhancing the value we provide to our members. We are thrilled to welcome him as the new Director of Membership," said Jackie Stiles, Vice President of Business Development & Special Programs, GRCA.

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**ABOUT THE GREATER READING CHAMBER ALLIANCE:** *Our mission is with excellent and committed leadership and coordination, we: attract new businesses to our community, support the businesses that are already here, nurture local start-ups, develop the workforce for today and the future, and advocate on behalf of the business community.*