

Press Release

606 Court Street
Reading, PA 19601

FOR IMMEDIATE RELEASE

The Greater Reading Chamber Alliance welcomes new Director of Advocacy, promotes two staff

Reading, PA – The Greater Reading Chamber Alliance (GRCA) is thrilled to announce several key promotions and a new hire, underscoring our commitment to growth and excellence in delivering programming and services to our members and the Greater Reading business community. We are pleased to welcome Alex Roché as our new Director of Advocacy, where he will lead GRCA’s legislative agenda, advocacy initiatives, and strategy, and keep our members and community stakeholders informed on regulatory changes and community matters.

“After years working in non-profit and doing research with Downtown Colorado, Inc., I continued to realize the importance of the community's impact on the economic vitality and development of a region. I am excited to come home to Reading and work with the Greater Reading Chamber Alliance as we work together to ensure that the community is the center of the continued development of the Greater Reading region,” Roché said.

Most recently, Roche served as a Strategy and Project Consultant at Sustainable Misfits where he developed its programmatic framework and long-term organizational goals. Before that, he managed the adult nutrition education team in Reading and Philadelphia as a Project Manager for The Food Trust.

“Alex will bring incredible energy, communication and analytical abilities that will be invaluable to our team. We are so excited to have him,” said Lucine Sihelnik, President and CEO, GRCA.

Additionally, Jackie Stiles has been promoted to Vice President of Business Development/Special Programs where she will oversee training, GRCA membership, events and leading Women2Women and the Family Business Alliance.

Aaron Gantz has been named Vice President of Economic Development & Strategy where she will be responsible for spearheading GRCA’s economic development initiatives and strategic planning efforts.

“Both Aaron and Jackie possess the knowledge and ability of a growth mindset to support all of us at GRCA into what the future holds for our organization,” Sihelnik said.

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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.*