



A Message From the President...

The Greater Reading Chamber of Commerce & Industry Board of Directors endorses Tom McMahon for Mayor, City of Reading and the slate of Kevin Barnhart, Judy Schwank, Christian Leinbach, and Mark Scott for Berks County Commissioner in the May Primary Election.

We believe each of these candidates clearly demonstrates the vision and leadership necessary to be effective in office.

We plan to assist these candidates in their campaigns and we are asking for your help to get them elected!

On May 15th, please vote for these Chamber supported candidates and please urge your employees to do so as well! For more endorsement information [click here](#).

Thank you, and don't forget to VOTE!

Onward and Upward,

Ellen T. Horan

President & CEO

Legislative MATTERS - Special Edition

As part of your chamber membership, we issue *Legislative Matters* the second and fourth Monday of each month when Congress and the General Assembly are in session. We hope you will find the information in *Legislative Matters* to be useful and interesting.

Bernie Riley
Vice President - Government Affairs

Chamber Board Votes to Endorse Candidates

Last week, the Greater Reading Chamber of Commerce & Industry Board of Directors voted to endorse Tom McMahon for Mayor, City of Reading; and the slate of Kevin Barnhart, Judy Schwank, Christian Leinbach, and Mark Scott for Berks County Commissioner in the May Primary Election.

The vote to endorse candidates represents a new endeavor for the Chamber and reflects the

organization's recognition of the critical impact political leadership has on our community.

In a press release, Chamber President and CEO Ellen Horan stated the following: "Our organization fully understands the critical role that effective political leadership plays in the overall quality of life for the residents of Berks County and in the opportunity to promote and sustain economic growth. Today, our Board stepped forward by endorsing the candidates we believe best possess the vision and leadership needed to forge Berks ahead and make it an even better place to live and work."

The endorsement vote was the culmination of a long process that began last year when the Board of Directors voted to commission a task force to evaluate the value of an endorsement process. The task force recommended the Board focus on the offices of Mayor and County Commissioner, emphasizing the integrity of the process as key.

An Endorsement Task Force was formed in September 2006 with Chamber Legislative Affairs Vice-Chair Dick Ehst appointed as Chairman. Thirteen leading executives of member companies, as well as Chamber President & CEO Ellen Horan and Vice President Government Affairs Bernie Riley, served on the task force which implemented a two-step endorsement process.

All candidates who successfully filed petitions for office of Mayor (City of Reading) and Berks County Commissioner were mailed a candidate survey that collected information to help determine the candidate's campaign platform. The task force reviewed the surveys and scheduled interviews, the second step in the process, with the candidates.

After an extensive review of the completed candidate surveys and the interviews, candidates were then evaluated on how well their campaign platform aligned with the core values and mission of the Chamber, and, on how well the candidates demonstrated the vision and leadership the chamber believes necessary to be effective in office.

The task force made its recommendation to the full Chamber Board of Directors on April 19 and voted to endorse and assist these candidates in their elections.

Three Action Points to Consider:

1. Encourage employees to vote on May 15.
2. Spread the word about the Chamber endorsement.
3. Contact the candidates to find ways that you can assist in their election.

McMahonformayor.com

BarnhardtforBerks.com

LeinbachforCommissioner.com

JudySchwank.com

Mark Scott - Information from candidate's campaign committee will be posted to the Chamber website as soon as it is received.

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