



For Immediate release

Contact: Cheryl Kuhn  
PRESIDENT & CEO  
ckuhn@scccc.com 610.444.0774 (OFFICE)  
610.209.2325 (MOBILE)

## **Southern Chester County Chamber to Host Fall Luncheon October 22 at Hartefeld National Golf Club**

***Guest Speaker Alix James, CEO of Nielsen-Kellerman, to share insight into building a business in a challenging environment***

Kennett Square, PA . . . The Southern Chester County Chamber of Commerce will hold its Annual Fall Luncheon on Thursday, October 22, beginning at 11 am at Hartefeld National Golf Club in Avondale, PA. The keynote speaker is Alix James, President and CEO of Nielsen-Kellerman, who will present *Lean, Agile & Strong: How to Build a Lasting Company in a Challenging Environment*.

The Annual Fall Luncheon welcomes business and community leaders from across the region. The fee is \$45 for Members; \$55 for Non-Members; and \$395 for a table of eight. To register, visit [www.scccc.com](http://www.scccc.com).

Alix James has worked for Boothwyn-based Nielsen-Kellerman (NK) for more than 20 years, and has led NK as CEO since 2007. Nielsen-Kellerman designs, manufactures and distributes rugged, waterproof environmental and sports performance instruments for active lifestyles and technical applications, including Kestrel Weather & Environmental Meters, NK Electronics for Rowing and Paddling, and Blue Ocean Rugged Megaphones & PA Systems. Founded in 1978, NK has grown every year but one for the last 20 years – averaging better than 10% annual growth over the last five years. James will share strategies for advancing your company in challenging times, including focusing on customers and their needs, effectively aligning marketing and sales, and delivering value with a minimum of waste.

James has lived and worked in Chester and Delaware Counties for more than 20 years and is an avid equestrian. Nielsen-Kellerman co-founder, Richard Kellerman, is a resident of Kennett Square, PA.

### **About Southern Chester County Chamber of Commerce**

The Southern Chester County Chamber of Commerce, the region's leading pro-business member organization, is dedicated to the growth and development of its members and the business community by providing opportunities to connect businesses and support sustainable economic development. Founded in 1929 in Kennett Square, Pennsylvania, the Chamber's nearly 500 member businesses consist of influential business leaders and professionals, not-for-profits, institutions, legislative leaders, and more. The Chamber hosts more than 70 events and programs each year in the Southern Chester County region. To join or learn more about the Chamber, visit [www.scccc.com](http://www.scccc.com).

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***Please note: Members of the media wishing to attend must be pre-registered, and will receive a complimentary seat and light lunch. We appreciate your coverage of the event.***