



PRINCETON REGIONAL
CHAMBER OF COMMERCE
champions for business

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FOR IMMEDIATE RELEASE

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Princeton Regional Chamber of Commerce Announces Staff Changes

Princeton, NJ – August 2, 2016 – The Princeton Regional Chamber of Commerce has grown to become the largest Regional Chamber in Mercer County and in Central New Jersey. With over 1,250 corporate members and over 4,500 individual member, the Chamber is fulfilling its role as *champions for business*. Associated with our growth, we are pleased to announce a number of staff promotions effective August 1, 2016.

Lorraine Holcombe:

Vice President and CFO for the Chamber, Lorraine has been promoted to **Executive Vice-President/CFO** and continues in her role as Managing Director of the Women in Business Alliance. Lorraine continues to expand the NJ Conference for Women into the largest statewide women's conference, and in addition as CFO, overseeing the fastest growing Chamber in New Jersey.

Alice Barfield:

Program Director for the Chamber, Alice has been promoted to **Vice-President overseeing Chamber Programs**. Alice will continue in her role as Managing Director for two of the Chamber's important business lines—the Independent Business Alliance (IBA) and the Real Estate Business Alliance (REBA). Alice has grown both IBA and REBA into the largest business groups representing independent businesses and Real Estate professionals in the Central Jersey region.

Kara Grimes:

Development Director for the Chamber, Kara has been promoted to **Vice-President overseeing Event Management and Signature Events**. Kara continues in her role as Managing Director for the Princeton Regional Convention and Visitors Bureau and the Chamber's new Technology Business Alliance (TBA).

Gina Guarino:

Marketing and Events Manager for the Chamber, Gina has been promoted to **Senior Manager, Marketing and Events**. In her new role, Gina will assume direct marketing responsibilities for the NJ Conference for Women and continue her leadership with Chamber business programs—Global Opportunities and Young Professionals, as well as the Chamber's regional partnerships with Plainsboro and Kingston. Gina will continue to lead the promotional branding aspects of the Chamber.

“We are thrilled to promote these creative and dynamic individuals who are part of the outstanding leadership team that leads the Princeton Regional Chamber,” commented Rick Coyne, Chairman of the Princeton Regional Chamber.

“I could not be prouder of Lorraine, Alice, Kara, Gina and the whole team at the Chamber. They are the reason we have grown to become the largest Chamber in Central New Jersey and I look forward to their continued success,” said Peter Crowley, President and CEO of the Princeton Regional Chamber.

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The Princeton Regional Chamber of Commerce – The Princeton Regional Chamber of Commerce is a membership organization committed to promoting business growth within the Princeton Region and surrounding areas. With more than 4,500 individual contacts and more than 1,250 Member companies, the Princeton Regional Chamber of Commerce membership is primarily focused in five central New Jersey counties and stretches as far as New York, Philadelphia and Canada. More information about the Chamber can be found at; www.princetonchamber.org.

The Princeton Regional Convention and Visitors Bureau- The Princeton Regional Convention and Visitors Bureau is the State supported Destination Marketing Organization serving the more than 2 million visitors who visit the Princeton Mercer Region in Central New Jersey. More information can be found at; www.visitprinceton.org