



2023 SPRING LEGISLATIVE CONFERENCE

Speaker Bios & Session Overviews

2023 PEDA SPRING LEGISLATIVE CONFERENCE - SPEAKER BIOS

Sarah Baker, NMTC/HTC Relationship Manager, PNC Financial Services Group

Sarah joined PNC's Tax Credit Solutions in August 2012 and has spent time streamlining the cash management process, managing a portfolio, underwriting prospective transactions and assisting in the closing process of new deals. Sarah managed the team of New Markets Tax Credit (NMTC) Portfolio Managers and Closers for almost seven years. In late 2021, Sarah transitioned to become a member of the NMTC and Historic Tax Credit (HTC) originations team as a Relationship Manager. In that role, she is responsible for identifying prospective projects and providing technical assistance throughout the closing process.

Prior to joining PNC's Tax Credit Solutions, Sarah spent several years working with community development organizations in Pittsburgh, PA, and three years as a Community Planning Consultant. Sarah came to PNC with significant experience in project management, redevelopment plans and grant applications and reporting.

Sarah earned a bachelor's degree in Economics from Washington and Jefferson College and a Master of Science in Public Policy and Management from the H. John Heinz III College at Carnegie Mellon University.

Dr. Michelle L. Burroughs, Senior VP & Chief Diversity Officer, WSFS Bank

Dr. Michelle L. Burroughs is the Senior Vice President, Chief Diversity Officer at WSFS. She is focused on creating and delivering a work environment designed to foster a culture of inclusion and ensure the long-term sustainability of the Company's Diversity, Equity and Inclusion (DE&I) efforts. Within her first six months, Dr. Burroughs has established a framework, conducted a listening tour, formed a DEI Steering Committee, launched a gap analysis and completed a DEI Climate Survey.

Dr. Burroughs has over twenty years of experience building and leading collaborative environments with a focus on diversity initiatives. In 2006, Dr. Burroughs had the opportunity to assist with chartering the first Associate Resource Group at Bank of America in Delaware and traveled to multiple locations (e.g. Philadelphia, New Jersey, Maryland, and Washington D.C.) to assist with launching additional resource groups. She most recently served as Community Engagement Director at Nemours Children's Hospital, where she was a core leader on the D.R.I.V.E. (Diversity, anti-Racism, Inclusion, Value, and Health Equity) taskforce, provided strategic management of community engagement activities and promoted equity in healthcare to reduce disparities in underserved or marginalized communities.

Dr. Burroughs has spoken publicly about racial health disparities, including at the 2020 Voices of Hope program at the Philadelphia Children's Museum in partnership with The Mann Center. She openly shares her personal experiences with health inequities as a black mother who suffered a loss at six months pregnant and experiencing three sudden losses within two weeks during the height of the COVID-19 pandemic.

In response to the social unrest in 2020, Dr. Burroughs spearheaded the development of a virtual panel discussion geared toward addressing trauma and stress for children. Her initiative, "What Do We Say to Our Kids" had over 50,000 views over the course of three days, providing tools and resources to parents seeking assistance with conversations and mental health options. She was also responsible for developing a process to address COVID-19 vaccination rate gaps in New Castle County, Delaware.

The results of her work produced vaccine rates in black and brown communities that were higher than the national average.

Benedict H. Dubbs, Jr., AIA LEED AP, President, Murray Associates Architects

Benedict Dubbs, Jr., AIA, LEED AP, is President of Murray Associates Architects, P. C. and received his master's degree in Architecture from Virginia Polytechnic Institute. He has 33 years of experience and is passionate about sustainable design, adaptive re-use, diminishing urban sprawl and building a sense of community with all his projects. Benedict's sustainable projects have won multiple design awards including the 2020 Pennsylvania Department of Environmental Protection's Governors Environmental Excellence Award and the inaugural 2020 PA AIA COTE Design of Excellence Award.

Jessica Firmstone, New Markets Compliance Officer, WesBanco Bank, Inc. / WesBanco Bank Community Development Corporation

Jessica Firmstone, AVP, Community Development Officer, joined WesBanco Bank in June of 2020 and is responsible for the loan portfolio and marketing of the New Markets Loan Program, as well as the bank's Community Lending programs, such as FHLB Banking on Business and ReEnergize Ohio. Prior to joining WesBanco, she was employed with Fay-Penn Economic Development Council as their Business Development Coordinator, responsible for facilitating the ongoing implementation and expansion of Fay-Penn's commercial loan programs in and around Fayette County. Jessica earned her B.A. in Economics with a minor in Political Science at Indiana University of PA and worked for ten years in commercial lending with S&T Bank before entering the field of development finance. Through the education available at the American Bankers' Association, she earned her Commercial Lending Diploma and is a Development Finance Certified Professional through the Council of Development Finance Agencies. She is currently pursuing the Certified Economic Developer certification through the International Economic Development Council. She is a member of the Board of Directors of the Geyer Performing Arts Center in Scottdale, PA and is a volunteer with Mt. Pleasant Area Little League. In her exceptionally minimal free time, she coaches her local high school cheerleading squad and a competitive youth cheer squad at the YMCA of Laurel Highlands. Most days, you can find her in the bleachers at a baseball game supporting her Varsity son and high school head coach husband or in the audience of a musical as her younger son's biggest fan. Jessica resides in southwestern Pennsylvania with her husband, sons and two dogs.

Michael Gaynor, Assistant VP, Field Operations, GoRail

Michael Gaynor manages the field staff and operations for GoRail. He brings two decades of political experience to his position, having served as a congressional staffer, political consultant and public relations director to a national non-profit. Gaynor has taught campaign schools across the nation and consulted for numerous congressional and statewide campaigns, levies and local municipal elections. He has assisted clients in the business, transportation, agriculture and environmental sectors. A graduate of the University of Dayton, he also attended the RNC Campaign Management College. Gaynor and his wife, Elizabeth, have two sons, Nathaniel and Collin, and live in Columbus, Ohio.

The Honorable Chris Gebhard, Chair, Senate Community, Economic & Recreational Development Committee, Pennsylvania Senate

Sen. Chris Gebhard was elected to serve the residents of the 48th Senatorial District in a special election on May 18, 2021. The district, which is composed of the heart of Pennsylvania Dutch Country, contains all of Lebanon County and portions of Berks and Lancaster counties. In the 2023-24 session, he serves on the Aging and Youth; Banking and Insurance; Consumer Protection and Professional Licensure; Environmental Resources and Energy; Law and Justice; and Rules and Executive Nominations committees. Gebhard will serve as the chairman of the Community, Economic and Recreational Development Committee, which oversees the Department of Community and Economic Development. A graduate of Vanderbilt University, Chris has spent the past 25 years working in the insurance field. He currently owns

Hoaster Gebhard & Co., an insurance and risk management firm in Lebanon, PA. Demonstrating his commitment to the community, Gebhard is an active member of numerous community organizations including: the Lebanon Lions Club, the Lebanon Community Library, Mt. Gretna Theatre and the Lebanon Valley Chamber of Commerce. He has previously served as a chairman and board member of the Lebanon Valley Chamber of Commerce. During his time in office, Gebhard wants to protect our Constitutional individual liberties; ensure that Pennsylvania has secure and honest elections; strengthen the Commonwealth's economy and schools; assist small business owners competing in a world of overregulation; and help draft fiscally responsible budgets that put families and taxpayers first. A lifelong resident of Lebanon County, he resides in North Cornwall Township with his wife Sarah and their two sons, Davis and Drew.

Garry Gilliam, Jr., CEO, The Bridge Eco-Village / Executive VP, Phoenix Global, LLC

Garry graduated from Penn State University with multiple degrees (Business Development, Psychology and Advertising), which he puts to good use in his post-professional football career. A serial entrepreneur, Garry is a prolific businessman who learned valuable business and life lessons on the field that enhanced his character, perspective, focus and business acumen off the field. Using his businesses to not only complement and enhance one another, Garry also prioritizes community support through youth empowerment and mentorship.

With a belief that a community is only as strong as the services, resources and businesses which support it, Garry was determined to find ways to solve some of the biggest needs and fractures within society. It was while playing with the Seahawks that Garry first channeled his vision for a sustainable, mixed-use community eco-system into what is now The Bridge Eco-Village in Harrisburg. When complete, The Bridge Eco-Village will feature solutions to many of the problems facing underserved communities: housing, retail, co-working spaces, education opportunities, entrepreneurship incubators, urban agriculture, sports and entertainment. With plans to expand The Bridge model across the USA and Africa, Garry recognizes that ambitious plans for business expansion depend on meaningful collaboration, continued personal and professional development and the recognition that the businesses of the future must prioritize environmental, social and economic sustainability.

Garry serves as Executive Vice President of Urban Planning, Development and Community Impact for Phoenix Global, LLC, a renowned international consulting firm, working with businesses and governments on five continents.

Garry sits on several global boards, including:

- Chairman, Empower the Bridge Foundation
- Board of Directors, Dafe Oweh Family Fund for Africa (DOFFA)
- Board of Directors, Intercontinental School of Economics and Applied Sciences (ISEAS)
- Board of Directors, Family Office Real Estate Institute (FOREI)

Speaking to audiences around the world, Garry is an award-winning international keynote speaker, talking on such topics as urban development, community redesign and regeneration, youth empowerment, building generational wealth, sustainability and sustainable development, financial literacy and more.

Laura Goodrich Cairns, Commerce Director, Delaware County Commerce Center

Laura Goodrich Cairns has spent over 20 years working in economic development and she currently serves as the Commerce Director for Delaware County, PA in the southeast region of Pennsylvania. Laura has worked on major public/private projects, including redevelopment of a shipyard to a racino, and development of an MLS Stadium. She has also administered over two-dozen state capital grants, totaling north of \$52MM, although her favorite projects

throughout the years were completed with smaller firms which created family sustaining wages, and views economic development as more than just private investment and job creation.

Bradley Gosser, Executive Director & VP, Greenville-Reynolds Development Corporation

Bradley R. Gosser is Executive Director and Vice President of Greenville-Reynolds Development Corporation, where he is responsible not only for operations of Greenville-Reynolds Development Corporation, but also for Reynolds Water Company and Reynolds Disposal Company.

A certified public accountant, Bradley earned his Bachelor of Science degree in Accounting from West Virginia University in 1986. Bradley first started with Greenville-Reynolds in 1992, when he began as Assistant Treasurer and Controller. He has since overseen multi-million dollar projects funded through private, state and federal agencies and has guided the corporation in meeting various state regulatory standards.

Bradley has served on many community boards which strive for the betterment of Mercer County, including as current Chairman of the Board for the Mercer County United Way. He also serves on the Shenango Valley Enterprise Zone Board, Penn Northwest Development Corporation Site and New Business Committees, Greenville Area Chamber of Commerce, Salvation Army Board, St. John's Lutheran Church Council and as a member of the Greenville Kiwanis Club. In addition, he previously served for two terms on the Greenville Area School District Board.

Andrea L. Heberlein, Executive Director, Pennsylvania Early Learning Investment Commission

Andrea L. Heberlein is the Executive Director of The Pennsylvania Early Learning Investment Commission. The Commission was created by an Executive Order for the purpose of mobilizing business leaders across Pennsylvania to secure support for investments in early learning.

Before joining the Pennsylvania Early Learning Investment Commission, Andrea served as the Vice President of Strategic Impact for United Way of Lancaster County, where she helped to lead and support community initiatives focused on improving the educational, health and financial outcomes for children, youth and adults. Under her leadership, United Way of Lancaster County was recognized nationally and statewide for unprecedented increases in health and social service collaboration and innovative place-based strategies related to social determinants of health.

Andrea has an extensive background and experience around community-building work, service coordination for adults with disabilities, community systems development for children with disabilities and directing an employer-sponsored, NAEYC accredited, early childhood learning center for Penn Medicine/Lancaster General Health and Franklin and Marshall College. She currently serves as the Chair for the Lancaster County Homelessness Coalition's Steering Committee, on the Advisory Council for Nurse-Family Partnership, the State Advisory Council on Early Childhood Education and Care and the Early Childhood comprehensive Systems Advisory Committee.

Andrea received her Master of Social Work degree from Millersville University, where she is an adjunct professor and teaches undergraduate and graduate social work classes. She is a Policy Fellow alumna from the Pennsylvania Office of Child Development and Early Learning and a graduate of the United Way Worldwide Leadership Program.

Jim Hoehn, Regional President, Central Pennsylvania Region, PNC Bank

James R. Hoehn is regional president of the Central Pennsylvania region for PNC Bank. He is responsible for overseeing all business and management with an emphasis on the asset management and corporate banking businesses.

Hoehn joined PNC through its acquisition of National City Corporation in October 2008. Before assuming his current role in 2011, he served eight years as regional president of the Dayton, Ohio region. During his 12 years at National City, Hoehn served as senior vice president and strategic planning manager, as well as chief financial officer of Corporate Banking. Prior to joining PNC, Hoehn was a commissioned Federal Reserve examiner focused on bank safety and soundness and risk management policy.

Active in the community, Hoehn is a member of the board of directors for the PA Chamber of Business and Industry, Better York, Penn State Health Hampden, Holy Spirit, Harrisburg Chamber of Commerce and WITF (a local PBS affiliate). He also serves on the Pennsylvania Early Learning Investment Commission and as an emeritus board member for Whitaker Center for Science and the Arts.

Hoehn received his undergraduate degree in business and economics from Cleveland State University and his MBA from Case Western Reserve University. He also achieved the designation of Chartered Financial Analyst.

Stephen McKnight, President & CEO, Altoona Blair County Development Corporation

Stephen has more than 30 years' experience in "placed-based" economic development strategies, project management and public policy. He has assisted with numerous business expansion projects resulting in millions of total investment. During his career, Stephen has worked for both private development companies and industry trade organizations in Washington, D.C. He contributed to the formation of federal transportation and economic development policy.

As a co-founder of Fourth Economy Consulting, he worked with communities and industry across the country building competitive operational growth strategies. Stephen has demonstrated core competencies in site selection, budget analysis, government relations, proposal development, public/media relations, event planning, membership development, fundraising, image branding, public policy analysis and issue driven coalition building.

Stephen currently serves on the Board of Directors of Goodwill of the Southern Alleghenies and the Pennsylvania Economic Development Association. When not working, and sometimes even while he is, he can be found skiing, hiking and cycling throughout our great mountain communities.

Victoria Montler, SHRM-CP, Director of HR Services, KIZ Resources, LLC

Tori Montler, SHRM-CP, is Director of HR Services at KIZ Resources, LLC. She received her Bachelor's degree in Business Administration with a concentration in Marketing and Management and a minor in Entrepreneurship from Penn State Altoona in 2016. She obtained her Master's degree in Human Resource Management from Saint Francis University in 2020. In her role at KIZ Resources, while being the company's in-house HR consultant, Tori also offers HR services on an outsourced and consulting basis to the company's clients. Tori helps clients handle a variety of HR responsibilities including, but not limited to, creating policies and handbooks, setting up payroll, completing new hire paperwork and managing unemployment claims. She has also helped companies take advantage of the Work Opportunity Tax Credit, as well as other employment related tax credits.

Rich Overmoyer, CEO, Fourth Economy

Rich led the launch of Fourth Economy in 2010 with a vision of a world where people are empowered to be co-creators of a sustainable economy that works for everyone. Since then, he has been working with change agents throughout the country to create more inclusive communities and resilient economies. This has included recent engagements focused on economic recovery and resilience, assessing and addressing housing-related challenges,

improving a community ecosystem to support black-owned businesses, and building community consensus around a portfolio of investments to improve their quality of place.

Alex Rahn, Vice President, Wanner Associates

Alex Rahn has over twenty-four years of experience in the advocacy, corporate, government, association, non-profit and political sectors. Alex works extensively on funding issues as well as education, health and human services, economic development and workforce legislative issues. Prior to joining Wanner Associates, Alex owned his own state, municipal and federal government relations firm. He also served as the Southeast Political Director for Senator Arlen Specter and spent more than six years working as both the District Director and Campaign Manager for Congressman Curt Weldon. Alex is also former Vice President of Government Affairs for the Rajant Corporation, Government Affairs Manager for Galaxy Scientific and Executive Director for the Delaware County Transportation Management Agency. A member of the PA Association of Government Relations, Alex serves(d) on the Board of Directors for several organizations, including the American Red Cross of Chester County, United Way of Delaware County, and CASA/Children's Advocates of Delaware County. Alex is a former Councilman of Ridley Park Borough, Political Party official for Chester County and Veteran with the PA Army National Guard and holds a Bachelor of Arts in Political Science from West Chester University.

Bruce Reddock, Director of Economic Development, The Greater Scranton Chamber of Commerce

Bruce Reddock joined The Greater Scranton Chamber of Commerce in July 2015 as part of the Scranton Lackawanna Industrial Building Co. (SLIBCO), the economic development affiliate of the Chamber.

As Director of Economic Development, Bruce is responsible for managing the attraction of new industries and the expansion of local businesses within Lackawanna County, as well as overseeing land development projects within SLIBCO's portfolio. These initiatives generate economic development projects that assist in the creation and retention of jobs, providing significant economic impact to Lackawanna County.

After graduating from Misericordia University in 2013 with a Bachelor of Arts degree in Government, Law and National Security, Bruce relocated to New York City to begin his professional career, taking a job in the education and technology industry.

Prior to his role at The Chamber, Bruce held several marketing positions with multi-national companies dealing in both the B2B and B2C channels. Bruce served as the Graduate Program Territory Manager for The Princeton Review of NYC and, prior to his work at the Chamber, held the role of Market Development Manager for Coca-Cola Refreshments.

In 2015, Bruce was recognized by the Northeast Pennsylvania Business Journal as a Top 20 Under 40 business professional. Bruce also serves on the Economic Revitalization Committee for Scranton Tomorrow, as well as NEPA Moves; an initiative focused on providing equitable transit solutions to the residents of Northeast Pennsylvania. In 2021, Bruce was recognized by the Industrial Asset Management Council (IAMC) as a Fellow through his completion of IAMC's leadership development program.

Bruce currently resides in Peckville, Pennsylvania, with his wife Holly and two pit bulls, Maverick & Charlie.

Kevin Schreiber, President & CEO, York County Economic Alliance

Kevin Schreiber began his tenure as President & CEO of the York County Economic Alliance on December 1, 2016. Prior to his position at the alliance, Kevin served two terms as state representative for the 95th Legislative District, in York County. He and his wife, Jen, reside in the City of York along with their Cavalier King Charles spaniel, Penny.

Kevin earned his Bachelor's Degree in Public Relations from York College and his Master's Degree in Public Administration from Penn State University. As State Representative, his legislative priorities included advocating for equal educational opportunities for all, expansion of Early Learning Programs and Pre-K, criminal justice reform, economic development and urban redevelopment, tackling the student debt crisis, equal rights and addressing climate change through environmental policy.

Prior to his time as State Representative, Kevin served the City of York for over nine years, working as Community and Economic Development Director, a mayoral appointed position. Kevin served under the administrations of both Mayors John Brenner and C. Kim Bracey. Kevin oversaw an annual budget of over \$6 million and assisted in over \$250 million in economic and community development investment.

The York County Economic Alliance *Makes Things Happen* every day throughout YoCo. It is the chief change agent to drive widespread, shared economic prosperity through working hand-in-hand with start-up businesses, innovative entrepreneurs, multinational companies, business and civic leaders, educational institutions and a vast array of phenomenal organizations, communities and people. In Kevin's short tenure, the YCEA has assisted York County in over \$1 billion in economic activity.

Kevin's community involvement is not limited to The Pennsylvania Governor's Early Learning Investment Commission, Pennsylvania Commission on Crime & Delinquency, Pennsylvania Partnerships for Children, the Whitaker Center for Science and the Arts, Mantec, York County Alliance for Learning and the York Traditions Bank Board of Directors. Kevin has also served on the Board of Directors for Downtown Inc, Team PA, York County Convention and Visitors Bureau and Creative York.

Kevin most enjoys the ability to live in York and help our community reach greater potential.

Ryan Unger, President & CEO, Harrisburg Regional Chamber & CREDC

Ryan Unger joined the Harrisburg Regional Chamber & CREDC in July 2021 as President & CEO, bringing with him over 20 years of community and economic development experience on the local, regional and state levels.

As the visionary and dynamic leader of the Chamber & CREDC and its staff, Ryan uses his leadership and guidance to make the organization inclusive, data driven, collaborative and unapologetically positive about our region. Ryan believes in serving as a champion and advocate for our region and its business community.

Ryan provides vision and strategic direction for the Harrisburg Regional Chamber & CREDC, including responsibility for all administrative and management functions and executing the overall mission of the organization. Ryan directs the organization's strategic and operating planning in conjunction with the Chamber & CREDC Board.

A core part of Ryan's day to day duties is developing and maintaining solid working relationships with members, the community and elected and appointed city officials. Ryan represents the Chamber & CREDC at events and meetings that are important to the organization and the business community.

Prior to joining the Chamber & CREDC, Ryan served as the CEO of Team Pennsylvania, the commonwealth's public-private partnership for economic and workforce development, consisting of business and government leaders, chaired by the Governor. Ryan is well-traveled through his business development mission trips in the United States, Europe and South America. While at Team Pennsylvania, Ryan led the organization in the development of nationally recognized research and policy around agricultural economic development and petrochemical manufacturing.

Ryan's experience in regional economic and community development includes time spent at SEDA-Council of Governments based in Lewisburg, PA, and the Greater Susquehanna Valley Chamber of Commerce based in Shamokin Dam, PA.

Ryan currently serves on the board of directors for the Pennsylvania Economic Development Association and the board of advisors for Harrisburg Young Professionals. He is a member of the Rotary Club of Harrisburg, the Friends of Midtown and the Historic Harrisburg Association. He serves on the Penn State Harrisburg Board of Advisors and is a Community Impact Advisor for Harrisburg Area Community College.

He has also been named to the U.S. Chamber of Commerce's Committee of 100. This group of 100 local and state chamber executives advises the U.S. Chamber's board of directors to enhance lobbying and coalition work, recommend programming and strengthen outreach to the business and chamber communities.

During his time in the greater Susquehanna Valley, Ryan served on a variety of nonprofit boards and authorities, including the Sunbury Housing Authority, Sunbury Redevelopment Authority, Susquehanna Valley Young Professionals and Sunbury Rotary Club. He also was president of both the Degenstein Community Library and Leadership Susquehanna Valley. Ryan was the 2013 recipient of Leadership Susquehanna Valley's Distinguished Alumni Award.

In 2022, Ryan was named a Distinguished Alumni by the Department of Communications at his alma mater, Elizabethtown College. Ryan is the past president of Elizabethtown College's Alumni Council and currently serves on their Board of Trustees.

When Ryan is not at the Chamber or meeting with local officials or businesses, you can spot him walking his dog, Teddy, along Riverfront Park in Harrisburg, at the Broad Street or West Shore Farmer's Market or cheering on Penn State.

Ryan is always eager to meet residents and business owners of the Harrisburg Region, so contact him to set up a meeting today.

The Honorable Anthony Williams, Minority Chair, Senate Community, Economic & Recreational Development Committee, Pennsylvania Senate

Anthony Hardy Williams never dreamed he'd hold elective office growing up. After majoring in economics at Franklin & Marshall College, he planned to use his academic experience to take over the business world, hone his skills at a Fortune 500 company and strike out on his own. He followed his plan, reaching the upper echelons of corporate America, before launching his own small business. Then his world exploded – literally. That's when he watched part of his childhood neighborhood go up in flames during the 1985 MOVE standoff in Philadelphia. He saw hopelessness creeping into formerly vibrant communities. He watched companies close across Pennsylvania, as jobs disappeared. Fear was on the rise. Opportunities waned. Someone had to address the issues hanging over kitchen tables and the boardroom tables alike. Someone had to have better ideas. At 31, he decided to try and tackle that challenge. In joining the Pennsylvania Legislature – first as state representative for the 191st District in 1988, then as state senator of the 8th District in 1998 – he resolved to make the needs of his constituents known, and has, with solid results. In Education, he served as an original architect of Pennsylvania's landmark charter school legislation, ushering in an era of expanded options for families. He pushed to expand school choice and corporate citizenship through the Education Improvement Tax Credit and the Opportunity Scholarship Tax Credit programs. He ensured Pennsylvania's public high school students learn about the Holocaust and the historical and contemporary consequences of unfettered bigotry and discrimination. In Public Safety, he created the Philadelphia Illegal Gun Task Force, an invaluable law enforcement tool for curbing violence. He served as prime sponsor of Pennsylvania's landmark Clean Slate legislation. He protected communities from irresponsible liquor license holders. He prevented school employees with a history of sexual

misconduct from bouncing from school to school, able to prey on innocent children. In Economic Opportunity, he developed the Diversity Apprenticeship Program, negotiating to put access to a career in the labor trades within reach for thousands of young men and women. He provided a means for Philadelphia to reform its errant property tax system without harming seniors or unfairly squeezing working class families. He sticks to a simple dictate: find the best ideas and implement them. It's how he operates in the Pennsylvania Senate, where he serves as the Chair of the Community, Economic & Recreational Development Committee and a member of the Education, Banking & Insurance and State Government committees. As senator for one of the state's most populous districts, he serves people of all economic, ethnic, religious and cultural backgrounds with sensibility and compassion. That stems from the moral courage instilled in him by his parents, the late Hardy Williams and Carole Williams-Green. And it's replenished by the inspiration he finds in his wife, Shari, and their two daughters, Asia and Autumn.

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2023 PEDA SPRING LEGISLATIVE CONFERENCE - SESSION OVERVIEWS

Agenda is subject to change

Keynote Presentation: How to Diversify Your Community's Economic Impact (A National Perspective with a Pennsylvania Focus)

Economically diverse and vibrant communities that attract talent must focus on both their business operating environment and their residents' quality of life. Rich will share how competitor states are balancing these needs and how Pennsylvania must plan for its next economy.

HR 101: Setting Your Organization Up for Success

Geared toward organizational leaders who don't have an HR background, but who have had to take on HR responsibilities, this session will provide brief overviews of HR topics that are important to keep in mind while establishing and executing HR policies and practices for your organization. We'll discuss HR trends to keep an eye out for, setting up and maintaining processes, recruiting and interviewing in today's environment, new ways of handling PTO and benefits and common HR mistakes (and, more importantly, how to avoid them). Leave this session feeling more confident about your understanding of your HR role, as well as with ideas to revamp and improve current HR practices within your organization.

Uplifting Inner Cities One Eco-Village at a Time: The Bridge Development Project

The Bridge is tackling inner-city disparities with a sustainable Work, Eat, Live, Learn and Play approach. The abandoned former McDevitt High School on Market Street in Harrisburg City will be transformed into the 192,000 sf Bridge Headquarters and the first "eco-village" site in multiple cities around the country. A road map as to how the project began over two years ago will be presented that will discuss how the need was defined; the Bridge's strategy for the development project; getting community partners involved; how grants were acquired; and how phasing is actually getting The Bridge, Harrisburg built.

New Market Tax Credit Financing

Over the last 15 years, the New Market Tax Credit (NMTC) Program financing has proven to be an effective, targeted and cost-efficient tool valued by businesses, communities and investors across the country. However, the NMTC program is frequently underutilized, most often because economic development financing professionals don't fully understand the program and how to make it fit into their projects....we can help with that.

Ensuring that lenders, economic developers and borrowers understand where and how to take the first steps is a crucial part of establishing NMTC project development. The presentation will focus on a high-level overview of the program, including qualifications, benefits and examples of qualifying projects. The primary goal will be to pique interest in the program and be able to provide direction to guide individuals to an NMTC Allocatee Awardee so that a potential NMTC project can be identified and presented.

Sarah and Jessica will tackle this topic jointly as their programs utilize NMTCs in different ways. PNC primarily focuses on leveraged deals, while WesBanco/WBCDC has used their allocation to develop a revolving loan fund for financing.

The Modern Economic Development Authority

During this session, panelists will discuss the challenges and opportunities associated with succeeding long-tenured, successful economic development executives. While several different approaches could be taken to ensure a transition is successful, there simply is no one-size-fits-all approach. In these situations, some professionals may opt to follow the plan laid out by their predecessor, while others may lean toward blazing their own trail. Regardless, in order to be successful in one's role, there are certain foundational items that 21st century public and quasi-public authorities must address. Among the items to be addressed during this session are the following:

- file retention and destruction policies / review of file archives on annual or bi-annual basis
- review and update signature cards with banks on accounts / RFP for financial deposit services
- institution of pro-active ethics or conflict of interest policies that board members execute annually
- review of HR / personnel policies
- review and / or modification of bylaws

Rail Focused Economic Development & Federal Grants

GoRail will present on various rail grants available through the \$1.2 trillion Bipartisan Infrastructure Law (BIL), signed into law in November 2021. These new programs provide 80% federal funding directly to local communities for freight and passenger railroad safety and economic development projects. Some of the many projects included in these new programs include track relocation, grade separations, pedestrian bridges and culvert improvement.

The Economic Impact of Child Care

Child care is a multi-faceted economic issue impacting working families, employers and Pennsylvania's economy. The Pennsylvania Early Learning Investment Commission will present the business case for quality child care and the imperative for systems change. The panel will discuss the intersection of accessible, affordable and quality child care and employers' struggle to recruit and retain workers. The session will also explore a variety of solutions including Investments in Caring PA, a free, online toolkit helping businesses better support working families and child care.

Legislative Panel

This session, to be moderated by Alex Rahn, Vice President with Wanner Associates, will feature panelists who are deeply involved in the day-to-day efforts to develop and pass state legislation pertinent to economic development. As the speaker lineup is assembled, efforts will be made to secure participants who can speak on current affairs, the upcoming state budget and economic development policies under consideration.

Get Some Help!

We need to know. What best practices would you like others to share? Are external items affecting your work? What is troubling you at work or keeping you up at night? Is there anything that you need help sorting out? In short, this session will be built upon thought-provoking questions, ideas and opportunities for collaboration. The goal is to have a lively discussion, provide potential solutions and get / give some help.