



PENNSYLVANIA
ECONOMIC
DEVELOPMENT

ASSOCIATION

2018 SPRING CONFERENCE

Speaker Bios, Session Overviews & Social Media Info

2018 PEDA SPRING CONFERENCE – SPEAKER BIOS

Angela Annibale, Economic Development Specialist, Economic Progress Alliance of Crawford County

Angela Annibale is an Economic Development Specialist at the Economic Progress Alliance of Crawford County where she has been for the past 7 years. She has an undergraduate degree from Allegheny College and a Master's in Public Administration from Gannon University.

Angela is a Certified Economic Developer with 13 years' experience in Economic and Community Development. At her current role, she specializes in business outreach and follow-up, as well as provides all marketing, communication and public relation activities for the Economic Progress Alliance and its' related properties. She also organizes several community events, including Greater Meadville Area Day, which is attended by over 200 representatives from the local business community. Angela took the IEDC accredited Basic Economic Development Course in 2007.

Before joining the Alliance, Angela worked as a Budget Analyst in Fairfax County, VA where she helped develop the County's \$5.5B dollar budget. She held previous positions at Strategy Solutions, Inc. as a Senior Manager of Nonprofit and Community Services, Gannon University as a Graduate Assistant, and the Erie County's Executive Office as a Project Manager.

Outside of work, Angela enjoys spending time with her family. She also enjoys being outdoors, hiking, and reading.

David E. Black, President & CEO, Harrisburg Regional Chamber & CREDC

David E. Black serves as President & CEO of the Harrisburg Regional Chamber and Capital Region Economic Development Corporation (Chamber & CREDC). During his tenure, the Chamber & CREDC has developed a solid reputation for developing talented staff, quality events, member services, legislative advocacy, putting the region on the map and projects with over \$500M in economic impact, and helping local businesses create and retain over 12,400 jobs in the Harrisburg Region (Cumberland, Dauphin and Perry Counties). The organization has also received 5 Star Accreditation from the US Chamber, the highest rating a local chamber can receive and something that less than 1% of chambers, nationwide, have earned.

In addition to his duties at the Chamber & CREDC, Black serves and has served on many Boards of Directors including: Life Sciences Greenhouse of Central PA, Hershey Center for Applied Research, Harristown Development Corporation, Hershey-Harrisburg Visitors Bureau, Pennsylvania Economic Development Association, PHC4 and the PA Farm Show Commission. Black and the Chamber & CREDC have also been involved in the City of Harrisburg's journey to fiscal recovery over the past several years.

Before joining the Chamber & CREDC in 2001, Dave served in several key roles for Governor Tom Ridge, such as the merger of the former Department of Community Affairs (DCA) into the Department of Commerce, creating the Department of Community and Economic Development (DCED), and the creation of the original Keystone Opportunity Zones. He also served as COO of Team Pennsylvania, where he helped Governor Ridge restructure the Foundation as a long-term public / private sector tool for economic development in Pennsylvania.

Gloria Blint, Chief Executive Officer, Red House Communications

As President and CEO of Red House Communications, Gloria Blint has been the guiding force behind successful, award-winning advertising and marketing communications campaigns for hundreds of regional and national companies and organizations. Whether building brand power, driving sales, attendance and attitudes, or providing expert counsel, Gloria has truly done it all.

The founder of Red House, Gloria is also a proven entrepreneur and innovator. The first woman-owned company to rank among the top 10 advertising agencies in Pittsburgh, Red House has also been one of the few to retool and thrive through the dramatic industry shifts brought on by the digital age. Under Gloria's leadership, the agency built upon core strengths in strategy and creative product, adding a full slate of digital strategies. As a result, Red House clients can count on the agency to deliver smart, cost-effective campaigns that not only move hearts and minds, but also take advantage of the digital spectrum to reach and build relationships with 21st century audiences.

After graduating from college, Gloria began her career as an account manager working with prestigious clients such as Welch Foods, Apple Computer, McDonald's Restaurants and Humana, Inc. In 1992, she relocated to Pittsburgh to accept the position of Director of Corporate Communications for West Penn Hospital.

A year later, Gloria founded Red House and soon opened offices on the South Side, where the company has been located for 25 years. With more than 250 creative awards for marketing, advertising and public relations excellence to its credit, the agency serves clients in healthcare, higher education, business and manufacturing, the arts, public health, economic development, and tourism.

Among the work in which Gloria takes pride are dozens of artful, cutting-edge marketing campaigns for institutions like The Andy Warhol Museum and Phipps Conservatory; breakthrough initiatives to help prevent child sexual abuse for the Hero Project of the Pennsylvania Coalition Against Rape, and to encourage inner-city men to seek help preventing AIDS for the Pittsburgh AIDS Task Force. And of course, last, but not least, supporting marketing initiatives for the Pennsylvania Department of Community and Economic Development.

Gloria is an active volunteer, having served on a variety of civic organizations, including the boards of directors for OpenStreetsPGH, the Pittsburgh YWCA, Mt. Lebanon Community Foundation and Three Rivers Adoption Council. She is an outdoor enthusiast, having ridden her bike 350 miles from DC to Pittsburgh and backpacked the Grand Canyon from north to south rim. Gloria lives in Mt. Lebanon, PA, with her husband, Jim, and has two adult children and two grandsons.

Deana M. Burge, Deputy Executive Director, Economic Progress Alliance of Crawford County

Deana Burge has 29 years' experience in economic development and residential and commercial property management. She currently serves as Deputy Executive Director of the Economic Progress Alliance of Crawford County (the Alliance). She has been with the Alliance, and its predecessor organizations, for 24 years. The Alliance has an operating budget of \$4M, a staff of 30, and owns and manages 7 commercial facilities / industrial parks in Crawford County.

Deana is directly involved in tenant relation issues, negotiates and manages approximately 50 commercial, mixed-use and industrial leases and manages all aspects of insurance for the Alliance. She is actively involved in business outreach and has a vast knowledge of local and state programs that are available to Pennsylvania businesses.

Deana became an Economic Development Certified Professional through the Pennsylvania Economic Development Association (PEDA) in 2009 and completed the IEDC accredited Basic Economic Development Course in 2008. She is also a Notary Public for the Commonwealth of Pennsylvania, a member of PEDA and IEDC, and an active member of the Rotary Club of Meadville. She has an Associates of Arts degree as a paralegal from Gannon University.

Eileen Cipriani, Deputy Secretary, Workforce Development, Pennsylvania Department of Labor & Industry

Eileen Cipriani is Deputy Secretary for Workforce Development at the Pennsylvania Department of Labor & Industry. In her role, she oversees the commonwealth workforce system, which includes 23 local workforce areas. She is also responsible for the Center for Workforce Information and Analysis, the office for labor market information, the PA State Workforce Development Board and the commonwealth's newly established Apprenticeship Training Office.

Eileen was instrumental in the planning, drafting, and now implementation of Pennsylvania's first comprehensive state plan under the federal Workforce Innovation and Opportunity Act (WIOA) of 2014. She served as agency facilitator for the stakeholder performance and accountability work group, among her many responsibilities associated with the plan development and implementation.

In her current role, she oversees the implementation of WIOA as the many changes are executed statewide. She coordinates the department's interagency projects to facilitate collaboration and reduce duplication in workforce service delivery. Under her leadership, the newly created Office of Apprenticeship and Training has greatly expanded, not only the number of apprentices statewide, but the diversity of occupations. She has been instrumental in interagency projects, such as the Next Generation Sector Strategy model to significantly improve the way in which state government addresses business needs and efforts to share interagency resources and data.

In addition to her work as Deputy Secretary, Eileen is also a member of the STEM Advisory Committee, TEAM PA Foundation, the PA Interagency Health Equity Team, PA Assistive Technology Council, and the Environmental Quality Board.

Prior to her Deputy Secretary appointment, Eileen was acting director for the State Workers Insurance Fund (SWIF) in Scranton, where she was responsible for the management and day-to-day activity of SWIF staff and programs in eight district offices.

She has a Bachelor of Science from Bloomsburg University and a master's degree in organizational management from Misericordia University.

Dennis M. Davin, Secretary, Pennsylvania DCED

Dennis M. Davin was appointed to serve as Secretary of the Department of Community and Economic Development in January 2015 by Governor Tom Wolf.

Prior to his appointment, Secretary Davin served as Director of the Allegheny County Economic Development since March 2004. During his time at the Allegheny County Economic Development, Secretary Davin was responsible for the overall development and implementation of the economic development strategy for Allegheny County. He managed funding from local, state and federal resources to implement economic development activities such as: site development, new job creation initiatives, community development and affordable housing for approximately 1.25 million citizens in 130 municipalities. He also served as Director of the Allegheny County Redevelopment Authority and Executive Director of the Industrial Development Authority, Hospital Development Authority, Higher Education Building Authority and Residential Finance Authority.

Secretary Davin is a former board member and treasurer of the Allegheny County Airport Authority; as well as a former member of the Pittsburgh Regional Alliance Partnership, Three Rivers Workforce Investment Board, International Economic Development Council, and National Association for Industrial and Office Parks, as well as a Carnegie Mellon University Center for Economic Development Fellow.

Dan Fogarty, COO / Director of Workforce Development, Berks County Workforce Development Board

Dan Fogarty is the Director of Workforce Development and Chief Operating Officer for the Berks County Workforce Development Board (WDB), where he is responsible for leading a professional staff tasked with developing and implementing effective workforce development plans and priorities for the region. Dan has held this position since August 2014.

Prior to joining the WDB, Dan enjoyed a 25-year career in private industry where he held a number of human resource management positions with leading Pennsylvania employers including: Peirce-Phelps, Inc., an electronics distributor in Philadelphia; Providian Direct Insurance in Frazer; Carpenter Technology Corporation, a manufacturer of specialty steels, in Reading; and Schroeder Industries, an advanced manufacturing company widely-recognized for its innovative technical skill development programs, headquartered near Pittsburgh.

Dan's background in statewide education and workforce policy includes serving as Co-chair for the Governor's Commission on College and Career Success (2005-2006) and an appointment to the Pennsylvania State Board of Education (2007-2011), where he chaired the Committee on College Access and Affordability. Dan also served on the Pennsylvania Workforce Investment Board from 2004 – 2009, where he co-chaired the Board's K-12 Education Committee. Currently, Dan serves as a Board Member for the non-profit Education Policy and Leadership Center in Harrisburg, PA.

From 2009-2011, Dan served as Director of the Pennsylvania Center for Advanced Manufacturing Careers under the sponsorship of the Pennsylvania Workforce Investment Board.

Dan is a graduate of the University of Notre Dame, which he attended on a Navy ROTC scholarship. He has a master's degree in Business Administration from Saint Joseph's University in Philadelphia.

Christopher Gulotta, Principal, The Gulotta Group, LLC

Christopher Gulotta served as Executive Director of the Redevelopment and Housing Authorities of Cumberland County for thirty years until his retirement in November 2010. As Executive Director, Mr. Gulotta oversaw the Authority's community development and affordable housing initiatives. In December 2010, Mr. Gulotta formed The Gulotta Group, LLC, a firm specializing in training and technical assistance for community development, economic development and housing organizations. Areas of expertise include strategic planning and organizational development, comprehensive approaches for addressing blight in neighborhoods and commercial districts, and financing solutions for accomplishing redevelopment.

Chris is a graduate of Dickinson College in Carlisle, PA, the Pennsylvania State Harrisburg Master's Degree Program in Urban and Regional Planning, and the Dickinson School of Law.

Kenetha Hansen, Director, Economic Development & Financing, York County Economic Alliance

Kenetha Hansen currently serves as Director of Economic Development and Financing for the York County Economic Alliance (YCEA). Prior to the founding of YCEA in 2012 through an affiliation between York County's chamber and economic development organizations, Ms. Hansen had served with the latter since 1989. Ms. Hansen brings nearly three decades of economic development finance and incentive program experience including local, state and federal matching loans, tax-exempt financing, grants, and tax abatement and credit programs. Ms. Hansen oversees all aspects of YCEA's economic development activities – including business financing, attraction, retention and expansion.

Ms. Hansen earned her B.A. from Dickinson College and has been recognized – by the National Development Council – as a Certified Economic Development Finance Professional. She currently chairs PEDAs Professional Development Committee, serves on the York County Agricultural Land Preservation Board and volunteers with various other organizations.

Dawn Hart, Director of Community & Economic Development, City of Easton

Dawn began her career in video production and graduated from San Francisco State University. A native of California, Dawn grew up in the small mountain community outside of Yosemite National Park called Oakhurst. Dawn's first job was working as a receptionist in her father's physical therapy practice when she was 13. This gave her a firsthand view of entrepreneurship and, after graduation from college, Dawn started her own web marketing firm in San Francisco called 3Line Studios. 3 Line went on to gain both small and large clients including Apple Computer and Fujitsu.

Dawn was the CEO of 3Line for 5 years, after which she sold the company to KPMG and then went to work in management consulting for the next 12 years. This experience took her to almost every major city in the United States, where Dawn managed large client integration projects, mostly for telecommunications and media companies. Dawn began her slow migration eastward by relocating to Denver and then, after working many consecutive projects for Dawn's largest clients, AT&T and Verizon, she relocated to New Jersey.

While in New Jersey, Dawn met and married her first husband, who was a New York City ironworker. Originally hailing from Carbon County, after Dawn married and became pregnant with her first child, she decided to move to Palmerton, PA. After traveling weekly by plane to client sites all over the country up

and through her eighth month of pregnancy with her second child, she decided to resign from consulting and seek another career path, one that would allow her to raise her two sons and stay close to home.

After completing Leadership Carbon in 2008, Dawn was introduced to Carbon County Commissioner Wayne Nothstein. After listening to Dawn's background, the commissioner suggested that she apply for the role of economic development director for the county, which would be opening in January of 2009 after Toni Artuso (who had held the position for 24 years) retired. Dawn had never heard of economic development but, did research and was intrigued by the role. Dawn was eager to move into the field, which allowed her to combine a focus on real estate development with her dedication to partner with local community-based organizations focused on education, workforce, business growth and development.

After multiple rounds of interviews, Dawn was selected as the economic development director for Carbon County and served five years in the role. She was also instrumental in consolidating a number of local organizations to work together to increase the efficiency and effectiveness of overall efforts in the County.

Dawn left Carbon County in 2013 to work for the regional Lehigh Valley Economic Development Corporation. Being a part of a large (30+) staff was an enlightening experience, however Dawn longed for the grass roots, roll up your sleeves approaches she had loved so much in Carbon County. In the spring of 2015, a role in Easton became available and Dawn felt that the growing, dynamic, progressive City of Easton was the perfect place for her in the Lehigh Valley. Dawn was selected for the position, which she still holds today.

Dawn's background of rural, regional, and now urban economic development experience within the Commonwealth of Pennsylvania gives her a unique point of view and broad perspective on the state's future in this exciting industry.

For more information and a resume, please see www.dawnferrante.com.

Carol Kilko, Deputy Secretary, Business Financing, Pennsylvania DCED

Carol Kilko joined the Department of Community and Economic Development (DCED) in June of 2015. Since January of 2018, she has served as Deputy Secretary for Business Financing. Prior to this, Carol served as the Deputy Secretary for the Office of Administration at DCED. In this role, Carol managed the internal administrative operations of the agency and was the agency liaison for all workforce development issues – a responsibility she maintains today – and the training coordinator for all DCED staff professional development. Carol was responsible for strengthening working relationships with all DCED partners to ensure business workforce development needs are identified and addressed.

This is Carol's second term with DCED, as she worked with the Governor's Action Team and DCED's Business Retention Program from 2000-2006. Most recently, from April 2006 until June of 2015, Carol served as the Director of Training Services for the Pennsylvania State Association of Township Supervisors (PSATS). As the Director, Carol managed an extensive training program providing local government officials education in all aspects of their daily responsibilities.

Carol holds a master's degree in Public Administration and a bachelor's degree in Public Policy from Penn State University.

Bradley W. Lashinsky, M.P.S., Executive Director, Jefferson County Development Council

Brad Lashinsky is the Executive Director for the Jefferson County Development Council, Inc. (JCDC). Serving as Jefferson County's local economic development corporation, JCDC specializes in financial lending, commercial real estate, project development, grant administration and business incubator systems.

Brad has a bachelor's degree in Sociology / Criminology from Colorado State University-Pueblo and a master's degree in Community & Economic Development from Penn State. Along with his position, Brad serves on several boards throughout Jefferson County and the surrounding region, including the North Central Pennsylvania Regional Planning & Development Commission, the Jefferson County Planning Commission and the Jeff Tech Advisory Board.

JCDC and Brad have been honored for their hard work. In 2015, JCDC was selected as the Non-Profit Business of the Year by the Brookville Area Chamber of Commerce for the work done on various community and economic development projects in the area. Most recently, in 2017, they were selected for the Economic Development Partner of the Year Award through PEDDA for the work done on a previously blighted hotel property along Interstate 80. Additionally, they developed and currently facilitate the Jefferson County Resource Partnership, a collection of professionals who comprise the economic development delivery system in the county and who focus on providing assistance to businesses in all stages of business development and growth.

Brad resides near Reynoldsville with his wife Holli and two daughters Laken and Kendall.

Carrie Lepore, Deputy Secretary, Marketing, Tourism & Film, Pennsylvania DCED

Carrie has proudly stepped foot in each of Pennsylvania's 67 unique counties, all the while drawing endless inspiration for the state's business mantra, "Work Smart. Live Happy." Carrie's passion for Pennsylvania influences her work as Deputy Secretary of the Pennsylvania Department of Community and Economic Development's (DCED's) Office of Marketing, Tourism, and Film.

Carrie leads economic development marketing initiatives, promoting both the endless advantages of doing business in Pennsylvania and the culturally rich communities that provide a great place for the state's talented workforce to work, play, and call home.

She was also responsible for reviving the Pennsylvania tourism brand in 2016, introducing the state's new tourism mantra: "Pursue Your Happiness." She and her team encourage travelers to explore what matters most to them, promoting Pennsylvania's vast history, unique small towns, and greater-than-great outdoors.

Previously, Carrie served as Director of Communications in DCED's Pennsylvania Tourism Office for five years.

Between her roles at DCED, Carrie spent eight years with the Pennsylvania Treasury Department, serving as Director of Communications and Outreach for the PA 529 College Savings Program. In addition to managing internal and external communications, media relations and research associated with promoting the State Treasurer and Treasury program, Carrie launched several programs resulting in record breaking participation and increases.

Betsy Linaberger, Senior VP, Tierney Communications

Betsy Linaberger is Senior Vice President and Management Director at Tierney, a full-service strategic communications and content creation agency headquartered in Philadelphia, with offices in Harrisburg and Manhattan. She has over 20 years of experience in media relations and strategic communications, and has developed Tierney's corporate and enterprise narrative messaging program as well as provided media training, issues management and crisis counsel.

In addition to overseeing the agency's Harrisburg office, Betsy currently manages successful accounts and relationships for some of the agency's biggest clients, both B2B and B2C, including Choice Hotels International, Shire Pharmaceuticals and the American Public University System. She is currently responsible for the Department of Community and Economic Development's (DCED) efforts to promote tourism and economic development. In fact, Betsy has been working with DCED since the start of the agency's relationship with DCED in 2004.

She has also worked for other well-known consumer brands such as General Motors, Harley-Davidson, Walmart, and Giant Food Stores.

Jesse McCree, CEO, SCPa Works

Jesse McCree is the CEO of SCPa Works, an organization whose mission is to unlock the human talent that drives the development of businesses and individuals, creating opportunity for growth and prosperity for the South Central PA region. SCPa Works invests over \$13M of public funds, annually supporting a labor force of over 740,000 people. SCPa Works invests in, evaluates, and advances high impact workforce development programs, training centers, and policies that drive our regional economic growth by connecting the needs of business and job seekers. Jesse has a bachelor's degree from Bowdoin College (Maine) and a master's degree in Public Administration from Cornell University (NY), and 10 years of experience in nonprofit management, public policy and workforce development.

Ted Mowatt, Senior Associate, Wanner Associates

With over 30 years' experience in government affairs and advocacy in Pennsylvania, Ted knows how to bridge the gap between his clients' worlds and that of government. A second-generation lobbyist and association executive, Ted has earned a reputation as a listener who takes the time to learn about his clients and to translate their needs and concerns into the language policy-makers understand.

Ted served for over thirteen years as the Government Affairs Director for the Pennsylvania Optometric Association. During that time he developed the grassroots network for optometrists, making them a political force in Harrisburg. He also served as President of the Pennsylvania Association for Government Relations and currently chairs the Pennsylvania Alliance of Health Care Providers, a coalition of organizations representing many health care professional groups.

Among his accomplishments, Ted has helped shepherd through legislation to modernize the law licensing and regulating audiologists and was part of the effort to update the Small Games of Chance law. Ted is a Certified Association Executive (CAE), a member of the American Society of Association Executives, and the Pennsylvania Society of Association Executives, for which he serves on the Membership Committee.

Ted is a 1983 graduate of The Pennsylvania State University with a Bachelor of Arts in Political Science. When he isn't moving and shaking under the dome, Ted captains our "Bowl for Kids' Sake team benefiting Big Brothers/Big Sisters and serves as president of the Friendly Sons of St. Patrick. He is also very involved in the Four Diamonds Fund and in his spare time is an avid, though not ready for prime time, drummer and golfer.

Stephen P. Mullin, President and Principal, Econsult Solutions

Stephen P. Mullin is a President of Econsult Solutions, an economic consulting firm based in Philadelphia. His 18-year consulting practice concentrates on state, local, and public finance and policy analysis, economic and real estate development and impact analyses, and business-government strategies. His clients include state and local governments and agencies, businesses, developers, and not-for-profit institutions.

Mr. Mullin also served from 1993-2000 as Philadelphia's Director of Commerce, chairing the Mayor's Economic Development Cabinet and coordinating activities of the City's development agencies and the Division of Aviation. He served on many boards and commissions, including the City Planning Commission, the Philadelphia Industrial Development Corporation, the Philadelphia Commercial Development Corporation (Chair), the Airport Advisory Board, the Convention and Visitors Bureau, the Historic Commission, the Port of Philadelphia and Camden, and the Penn's Landing Development Corporation. Mr. Mullin also served as Philadelphia's Director of Finance from 1992-93, during the City's fiscal turnaround. He chaired the Municipal Pension Board and was a member of the PICA Board and the Pennsylvania Convention Center Authority Board.

He was Budget Director for the City of St. Louis (82-88) and Director of Corporate Development for the Laclede Gas Company (88-90), where he developed merger and acquisition strategies for the investor-owned utility. He served as Deputy Director of the St. Louis Development Corporation (90-92), where he was responsible for commercial and industrial development programs in St. Louis.

Mr. Mullin is active in Philadelphia corporate and civic activities. He currently serves as an independent trustee of the Optimum Fund Trust Mutual Fund, a Director of the NASDAQ Futures, Inc., and on the advisory boards of the Haverford Trust Company and the Arden Real Estate Funds. He also serves on the boards of CultureWorks, the Independence Visitor Center Corporation, the Library Company of Philadelphia, the Philadelphia History Museum, the Independence Hall Association (ushistory.org), the Philadelphia Chapter of Lambda Alpha International, the Philadelphia Real Estate Council, and the Presbyterian Foundation. He also serves on the Preservation Alliance Advocacy Committee, the Editorial Board of the Philadelphia AIA's Context, the Philadelphia Sports Congress, and the Philadelphia World Trade Center Advisory Council. He formerly served as the Regional Director of the Harvard Alumni Association, as Finance Committee Chair of the University City Science Center Board, as Treasurer of the Historical Society of Pennsylvania, as President of the Harvard Club of Philadelphia, and on the Boards of the Union League, the Fairmount Park Conservancy, Pennsylvania Ballet, the Mural Arts Advisory Board, and many other civic and cultural boards.

Mr. Mullin is a 1973 cum laude graduate of Phillips Exeter Academy, a 1977 magna cum laude in Economics graduate of Harvard University, and earned an M.A. in Economics from the University of Pennsylvania in 1982. Locally, he has taught economics and public finance courses at Drexel University's LeBow College of Business and MPP Program, Temple University's MPP Program, Penn's Fels School,

Wharton School, and City Planning Department, Bryn Mawr College, Widener University, Philadelphia University and Peirce College. He has authored articles, delivered numerous speeches, is frequently interviewed in print and television media, and participates in many seminars and panels discussing macroeconomics, local government policy, economic and real estate development, energy and environmental issues, education, finance and tax policy. He was voted one of Philadelphia's 101 most connected people in 2007.

Linda D. Nitch, CEcD, EDFP, Director of Economic & Business Development, Lawrence County Regional Chamber of Commerce

Developing Lawrence County has been Linda's passion for 25 years. With her roots firmly planted in western Pennsylvania, she has experienced the economic boom and bust cycles of business. Manufacturing, the backbone of our local economy, has been transformed by technology. The health industry has emerged as the county's top employer. Looking ahead with the development of the shale gas industry and the ethane cracker plant being constructed nearby, the energy sector will provide Lawrence County with great opportunities to generate wealth and jobs.

Linda accepted the position of Executive Director of the Lawrence County Economic Development Corporation in November 1999. With the recent merger with the Lawrence County Regional Chamber, she continues to seek business development throughout the County. During her 18 years of service to the County, \$33M in grants and loans were issued to Lawrence County companies directly affecting 2,434 jobs.

Real estate development has been a cornerstone of Linda's work. This includes the continued business investment in the Shenango Commerce Park. Another real estate development was the creation of Millennium Park. Linda secured funding of \$27M and constructed a multi-tenant building that is fully leased. Redevelopment of brownfield sites is also an important part of her activities.

Other components of economic development that Linda has nurtured include three revolving loan funds, a robust business call program to retain local businesses and marketing for the attraction of new businesses.

Linda also recognizes the importance of having advanced training and, since 2010, she has been a Certified Economic Developer, as designated by the International Economic Development Council. Prior to that certification, she also attended the National Development Council's program. She continues to be certified by the Pennsylvania Economic Development Association. Finally, she is a Ford Foundation Fellow in Regionalism and Sustainable Development, having participated with the Pittsburgh Regional Alliance.

Linda is a graduate of Youngstown State University with a B.S. in Business Administration. She earned an associate's degree in Letters, Arts and Sciences from Pennsylvania State University. She has thirty years of economic development / finance experience through career positions that includes time as a Licensed Financial Consultant with A.G. Edwards & Sons and Director of the City of New Castle's Community Development Department. Born and raised in Mercer County, PA, Linda has been a long-time resident of the City of New Castle.

Rick Novotny, Executive Director, Corry Area Industrial Development Corporation

Rick Novotny serves as the Executive Director of the Erie County and City of Corry RDA along with the Corry Area Industrial Development Corporation and the Corry Industrial Benefit Association's (501-C3).

When Rick first assumed this role, the Community had just experienced significant plant closings and layoffs and was looking for leadership in reversing the downward economic trend. Rick, through the assistance of the PA DCED (in particular, the Enterprise Zone Program) has been able to create new employment opportunities for several thousand area residents while growing the industrial base of the community. Rick's day to day responsibilities include managing multiple projects, a small staff of 7, budgets, and continual board and client interaction. Rick has a unique ability to find opportunity in the midst of adversity, and then using creative approaches turn those opportunities into community and economic successes.

In 1992, Rick was hired as the Economic Development Specialist for the Corry RDA and was put in charge of filling a newly built, near vacant (24,000 sq ft) industrial incubator. Soon after that, he acquired an Enterprise Zone Designation for the Corry Area and grew the revolving loan fund to over \$8 million in 8 years. The economic activity caught the attention of the newly elected County Executive who encouraged Rick to take his expertise countywide. Rick was appointed Executive Director of the Erie County RDA in 2003 and the county provided and \$8 million grant to launch a county-wide revolving loan fund. These loan programs have grown to over \$22 million and industrial real estate holdings exceeded 200 acres and nearly 1 million square feet of leasable space. The ability to carry out these programs with a small dedicated staff has enable the combined organizations to be operationally self-sufficient while playing a significant role in the growth of the economic base of Erie County.

Prior to joining the Erie County and Corry RDA, Rick was employed in the Northwest Pennsylvania Regional Planning and Development Commission and before that owned and operated a franchise restaurant.

Rick earned a Bachelor of Science Degree in Computer Application and Information Systems from Clarion University in 1986 and completed a majority of credits towards an MBA at Clarion University.

Dave Parsell, Co-founder & Chief Executive Officer, Localintel

Dave is Co-founder and CEO of Localintel – an award winning smart city startup whose catalog of online economic development tools makes it easier for communities to promote local opportunities and support local business growth. Dave's professional background includes senior roles in consulting and local government where he specialized in local economic development and strategic planning. He holds a master's of Public Administration, a master's of Environmental Planning and bachelor's degree in Commerce. Dave can be contacted via LinkedIn at <https://www.linkedin.com/in/dave-parsell-10b2481b>.

Bruce Reddock, Economic Development Specialist, The Scranton Plan

Bruce Reddock joined The Greater Scranton Chamber of Commerce in July 2015 as part of *The Scranton Plan*, the industrial marketing arm of The Chamber.

As Economic Development Specialist, Mr. Reddock is responsible for attracting new industries and assisting in the expansion of local businesses within Lackawanna County, as well as implementing the marketing initiatives set forth by The Scranton Plan. Through prospect visits and tours, this initiative generates economic development projects that assist in the creation and retention of jobs in Lackawanna County.

After graduating from Misericordia University in 2013 with a Bachelor of Arts degree in Government, Law, and National Security, Mr. Reddock 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. He was the Graduate Program Territory Manager for The Princeton Review of NYC and most recently 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. He also serves on the board of directors for Scranton Tomorrow and the Downtown Revitalization Task Force, as well as the Equitable Transit Planning Council, which is facilitated by the Scranton Area Community Foundation and the Federal Reserve Bank of Philadelphia.

Ben Schulman, Director of Communications and Outreach, Small Change

Ben Schulman serves as the director of communications and outreach for Small Change, one of many ventures he engages in to communicate the value of design and cities.

Ben is a writer on urban planning, policy and architecture, whose work has appeared in ARCHITECT, Belt, ICON, Metropolis, MIC, New Geography, Streetsblog, and as a contributor to The Urbanophile, among others. He served as the editor of the Design section of Newcity Chicago, and Chicago Architect magazine, while also co-hosting the architecture, urbanism and design podcast, "A Lot You Got to Holler."

Previously, Ben served as the communications director for the Chicago chapter of The American Institute of Architects and as communications director for the urban think-tank, the Congress for the New Urbanism (CNU). He's presented at The World Association of Public Opinion Research, Columbia University GSAAP, the Great Books Foundation and the University of Chicago Harris School of Public Policy, among others, and lectured for Planetizen Courses, the educational platform for the premier urban planning news website.

When not writing about cities, Ben serves helps head the Contraphonic Sound Series, an attempt to document cities through sound.

Rohan Shah, Co-Founder & CEO, Slice Capital

Rohan Shah, Co-founder and CEO of Slice Capital studied Computational Finance at the University of Pennsylvania. Since his sophomore year of high school, Rohan has been competing at hackathons around the world. Incredibly passionate about entrepreneurship, he successfully exited a previous venture, selling it to the US Navy. After working at Facebook and Soylent, he's now onto his next venture, Slice Capital, which is democratizing venture capital.

Robert Shark, Executive Director, Fay-Penn Economic Development Council

Bob Shark is the Executive Director of Fay-Penn Economic Development Council, the lead economic development organization for Fayette County, Pennsylvania. Fay-Penn assists in growing and diversifying the Fayette economy by providing comprehensive, second-to-none business development services through

its staff or partners to make businesses more competitive in a global marketplace. Fay-Penn's ultimate objective is to sustain a supportive environment for business start-up, expansion, and attraction, resulting in:

- Retaining and growing existing businesses
- Adding new businesses
- Creating and retaining jobs
- Developing the workforce
- Generating private and public business investment
- Enhancing quality of life amenities and services

Mr. Shark's professional career spans over 35 years across private, public, and government business sectors, as well as in academia. He is a trusted leader who designs, oversees, and executes strategies to deliver high impact results. In addition to Fay-Penn, Mr. Shark has worked for organizations such as Johnstown Area Regional Industries, Concurrent Technologies Corporation, Radian International, General Research Corporation, Norfolk Southern, the Commonwealth of Virginia, and Northern Virginia Community College. Mr. Shark holds a BS in Natural Science from the University of Pittsburgh at Johnstown; an MS in Forensic Chemistry from the University of Pittsburgh; and an MBA in Business Management from the Indiana University of Pennsylvania.

He has four children and resides in Connellsville.

Pamela J. Shupp, AICP, CEcD, Executive Vice President, Greater Reading Chamber Alliance

Pamela is responsible for managing the economic development strategy for the Greater Reading Economic Partnership (GREP). She leads the GREP team to provide the best possible business support to prospects considering Berks County as a location and to existing businesses that need to grow and expand. She manages several regional and state partnerships and initiatives to ensure that Berks County has access to economic development resources.

Pamela has more than 30 years of experience in economic, housing, and community development with various private companies and government agencies including 12 years with the City of Reading where she served as Community and Economic Development and Redevelopment Authority Director.

She has earned two substantial professional certifications – the AICP (American Institute of Certified Planners) from the American Planning Association and the CEcD (Certified Economic Developer) designation from the International Economic Development Council (IEDC).

Pamela is a native of Berks County, and received a bachelor's degree in Public Administration and Urban and Regional Planning from Bloomsburg University.

Pamela is the Immediate Past President of the Pennsylvania Economic Development Association. Her many community and leadership positions include being a member of the board of Team PA Foundation.

Andrew Skrip, VP, Industrial Development, Scranton Lackawanna Industrial Building Company

Andrew Skrip has held the role of Vice President of Industrial Development for the Scranton Lackawanna Industrial Building Company (SLIBCO) since 1983. He oversees the planning, financing, construction and marketing efforts of SLIBCO and The Scranton Plan.

Mr. Skrip joined The Greater Scranton Chamber of Commerce in March of 1980 as Sales and Marketing Manager for SLIBCO and administered SLIBCO's industrial marketing programs for job attraction and retention. In July of 1980, he was promoted to Manager of Industrial Development and managed SLIBCO's land, building and construction projects. His major responsibilities included the management and expansion of the Keystone and Stauffer Industrial Parks and the General Dynamics facility.

Before joining the Chamber, Mr. Skrip was Director of Operations for the Eastern Distribution Center, Inc. and Foreign Trade Zone #24 for five years. Mr. Skrip assisted in the financing and development of a 265-acre industrial park adjacent to the Wilkes-Barre / Scranton International Airport. Since joining the Chamber, Mr. Skrip has helped numerous companies locate and expand their production, office and distribution facilities in Lackawanna County. He has managed the design, financing and construction of the Glenmaura Corporate Center, Office Park at Montage, Mount Pleasant Corporate Center, Valley View Business Park, Valley View Professional Plaza, Jessup Small Business Center, Scott Technology Park, Stafford Avenue Business Park, Benton Park and Old Forge Industrial Park. He has also worked on the expansions of Keystone Industrial Park, Stauffer Industrial Park, Valley View Business Park and Scott Technology Park.

He has also supervised multi-million dollar build-to-suit projects for Bank of America, The Prudential, J.C. Penney Company, Northrop Grumman and General Dynamics. In 1999, he oversaw the renovation of the former Globe Building into the new corporate headquarters for Diversified Information Technologies. He managed the design, financing and construction of the 64,000 square-foot Scranton Enterprise Center, and the 45,000 square-foot TekRidge Center office / incubator buildings. During his forty-two year professional career, Mr. Skrip has managed the development of seventeen local business, office and technology parks, totaling 2,558 acres, and the construction or renovation of nine buildings, totaling one million square feet.

In 1999, the Pennsylvania Economic Development Association named Mr. Skrip Pennsylvania's "Economic Developer of the Year."

Mr. Skrip graduated from Penn State University with an associate's degree in computer science and a Bachelor of Science degree in business administration, with concentrations in marketing, management and international business.

Daniel Stepanov, Co-Founder & COO, Slice Capital

Dan Stepanov, Co-founder and COO, heads development of the Slice Capital platform. He has experience as a developer at Lyft, Make School, and Barefoot coders. Dan got his degree from Penn State in 2015 and is now working full-time on Slice Capital.

Ryan Unger, President & CEO, Team Pennsylvania Foundation

Ryan C. Unger is Team Pennsylvania's President & CEO. He joined the staff in 2011 to guide Team PA's policy work. Over the years, he has transitioned from his policy role to Vice President & COO and eventually President & CEO. Ryan is a Pennsylvania native, graduating from Elizabethtown College – where he currently serves as President of the Alumni Council – and has committed his career to advancing local and regional economic development efforts. Through his various roles at Team PA, Ryan has been integral in a variety of statewide workforce and economic development initiatives that have been recognized nationally as best practices.

Katrina Vincent, Vice President of Real Estate & COO, Erie County Redevelopment Authority

Katrina joined the Erie County Redevelopment Authority in August, 2015. She serves as the Vice President of Real Estate and Chief Operating Officer. In her current role she is responsible for all functions of real estate, project and grant development as well as administrative operations including marketing, public relations and human resources.

Prior to joining the Redevelopment Authority, she spent 10 years at DevelopErie ultimately leading the organization as President & CEO where she led economic development efforts for seven organizations. Katrina also spent three years at the Erie Regional Chamber and Growth Partnership where she managed the Erie County Business Retention & Expansion Program which was recognized by the Commonwealth as well as the International Economic Development Council as a best practice model. She also spent three years working in systems improvement project management at the State and County government levels throughout Pennsylvania in Harrisburg, DuBois and Erie.

Katrina earned an MPA from Gannon University as well as a BA in Politics with a minor in business administration from Messiah College. She is a 2007 graduate of the Leadership Erie program. She is Co-Founder of Grady's Decision, a non-profit organization dedicated to assisting premature babies and their families. She serves as Vice-Chair of the Erie Technology Incubator, and is a member of UPMC Hamot's Board of Corporators.

Katrina is a proud parent of 9-year old Gianna and 7-year old Gunnar and currently resides in Fairview.

JOIN THE CONVERSATION

@PEDAtweets #PEDAspring18

@econsultsolutions	Econsult Solutions
@firstenergycorp	FirstEnergy Corporation
@hellotierney	Tierney Communications
@hrccredc	Harrisburg Regional Chamber & CREDC
@IEDCtweets	International Economic Development Council
@keystoneedge	Keystone Edge
@myLocalintel	Localintel
@PADCEDnews	Pennsylvania DCED
@PALaborIndustry	Pennsylvania Department of Labor & Industry
@PamShuppMenet	Pamela Shupp, Greater Reading Chamber Alliance
@paworkforce	Pennsylvania Workforce Development Association
@PECOconnect	PECO
@QuandelBuilds	Quandel
@RyanUngerTweets	Ryan Unger, Team Pennsylvania Foundation
@SCPAPaWorks	SCPAPa Works
@TeamPA	Team Pennsylvania Foundation

2018 PEDTA SPRING CONFERENCE – SESSION OVERVIEWS

Agenda is subject to change

Keynote Presentation – Business Attraction in the Age of Amazons: Has Anything Changed?

Following the announcement that Amazon was looking for a new headquarters site, cities and metro areas across North America entered a historic bidding war with a complex set of incentives to lure the e-commerce giant, counting on the promise of a significant economic boost. Beyond Amazon and its potential impact on its host city and region, should we see this as the dawn of a new era for incentives, which would include more regional coordination? Stephen Mullin, President of Econsult Solutions and former Philadelphia Commerce Director, was involved in the applications of several jurisdictions, and will examine what we've learned – or can learn --from the Amazon Sweepstakes, how they differed from other attraction stories and how regions, including Pennsylvania jurisdictions, responded. Following the intense Amazon competition, (the outcome of which we may know by the time of this session!) can we expect more regional and intra-metropolitan cooperation? How important is a basic business friendly environment, and who defines that? Is there any role today and in the future for financial incentives? How do non-financial incentives stack up? Are some types of business better than others to warrant incentives? This discussion will also refer to concepts and strategies outlined by previous PEDTA keynoter Erik Collins, at PEDTA's 2016 Fall Conference.

Commonwealth Agency Update: The Economic & Workforce Development Partnership

Understanding the challenges and benefits of workforce-economic development collaboration is essential to informing and improving implementation of economic development programs and other initiatives. The Workforce Innovation and Opportunity Act (WIOA) empowered local workforce boards to align workforce activities with regional strategies for economic growth. Workforce and economic development interests naturally align, as companies choose to locate and expand in communities that have a right-skilled workforce. Communities that align education and training to economic development ultimately grow jobs, reduce unemployment, and increase local quality of life. Workforce development initiatives can help connect workers to jobs with good wages and benefits, while economic development initiatives help connect firms to a pool of skilled labor. Find out how three successful local areas are leveraging the knowledge and resources of workforce and economic development to support investment in a better pipeline of labor supply and talent, and to grow their local and regional economies.

Engaging the Next Generation of Leaders in our Organizations & Communities

Young professionals are ascending to leadership positions in economic development organizations. This session will hear from young economic development leaders and their more seasoned peers, as they engage in discussion regarding:

- Recognizing young professionals' evolving career needs and planning for this progression as part of an overarching succession strategy
- Creating an organizational culture in which young professionals are afforded opportunities to cultivate leadership skills

- Harnessing young professionals’ energy and enthusiasm in order to facilitate their engagement within the community (e.g., forming professional groups, engaging fellow young professionals, etc.)
- Exploring challenges and potential challenges the industry may face as new leadership takes the reins

Best Practices for Marketing Your Location

DCED and its marketing partners will provide updates to the latest trends and best practices in economic development marketing. The presentation will include examples of tactics ranging from traditional forms of public relations to digital marketing and social media. Competing for the attention of your target audiences – site selectors, corporate decision-makers, and talent – is increasingly challenging. This interactive panel will offer insights into ways EDOs can increase their marketing ROI and get their message in front of their target audiences.

Equity Crowdfunding: A New Tool for Financing Start-ups & Small Businesses

Under U.S. Securities and Exchange Commission (SEC) rules that took effect in 2016, start-ups and businesses can raise up to \$1 million in a 12-month period from individual investors. Individuals can up invest between \$2,200 and \$107,000 per year, depending on their net worth and annual income, either directly or through a funding portal. This session will feature representatives from two Pennsylvania firms that have registered as funding portals with the SEC. Issues discussed will include the need for due diligence in assessing the investment opportunity, the potential for raising capital for small businesses, start-up companies and real estate ventures and how to connect business owners, entrepreneurs and developers with interested investors.

Words from the Wise: Lessons Learned from EDO / Chamber Mergers

This session will look at the trend of economic development organizations and chambers merging, exploring the internal and external benefits and potential drawbacks of making such a choice. Presenters represent a diverse set of organizations that have taken this step, each of who will speak from their real world experience.

Best Practices from PEDAs Award Winners

Recipients of 2017 Membership Awards, presented at PEDAs 2017 Fall Conference, will share best practices using their experiences as case studies in innovation, collaboration and resiliency.

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. The authors of all questions and topics submitted will be kept confidential in this session.

Legislative Panel

This session will feature panelists who are deeply involved in the day-to-day efforts to develop and pass legislation pertinent to economic development.

Data is Good, but Insights are Better: How Technology is Being Harnessed to Drive Local Business

The current economic development playbook tells you to put a community profile online with demographics, available real estate and other content typically required by site selectors. Sounds familiar, right?

Well, it's time for a rethink. This approach is fine for a handful of site selectors, but not the 29 million small businesses that generate over 75% of new jobs in North America. The fact is the assistance small businesses require from economic development professionals are very different than those of site selectors. In too many instances, and in too many locations, the needs of small businesses are being overlooked and communities are missing out on job creating opportunities as a consequence.

In this talk, Dave Parsell, Co-founder and CEO of Localintel, will draw on extensive research to discuss what small businesses really need from economic development professionals to start, expand and thrive in good times and bad.

Participants will get a glimpse into the future of economic development and learn:

- What insights are and why they matter more to businesses than data
- How innovative municipalities of all sizes are using next-generation technology to support small businesses
- How the latest advances in big data, machine learning and artificial intelligence will help economic development professionals support local business growth