



PENNSYLVANIA  
**ECONOMIC**  
DEVELOPMENT  
ASSOCIATION

## **2019 SPRING LEGISLATIVE CONFERENCE**

**Speaker Bios, Session Overviews & Social Media Info**

## **2019 PEDA SPRING CONFERENCE - SPEAKER BIOS**

### ***Kelly Bonner, Digital Director, Pennsylvania DCED***

Kelly is the Digital Director for the Department of Community and Economic Development (DCED). She has been in the digital space since 2005, working both in online lead generation and digital advertising. Kelly is currently responsible for DCED's online presence for their websites, social media channels and newsletters. Her goal is to keep the "user experience" top of mind within her organization.

### ***Curt Coccodrilli, Pennsylvania State Director, USDA Rural Development***

Curt Coccodrilli serves as the State Director for USDA Rural Development in Pennsylvania. Coccodrilli began his role on October 30th, 2017. Coccodrilli has been integrally involved in numerous efforts to address the needs of rural Pennsylvania, including leadership roles in landowner associations focused on natural resources development and conservation. He has also been a promoter of rural economic development, leading campaigns to ensure state and federal regulations recognize the need for such development. Additionally, he has developed, organized and supported a wide variety of outdoor recreation initiatives related to hunting, fishing, and other outdoor sports.

As State Director, Coccodrilli uses his leadership experience to oversee Rural Development programs in a customer-focused manner to restore prosperity in rural Pennsylvania.

### ***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 Allegheny County Economic Development since March 2004. During his time at 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.

### ***Wendy Gessner, New Markets Tax Credit Program Manager, Commonwealth Cornerstone Group***

Wendy Gessner has been in the NMTC Program Manager role for Commonwealth Cornerstone Group (CCG) since 2014. She is responsible for CCG's financial recordkeeping, loan servicing and asset management as well as assisting the Executive Director with allocation deployment. She brings over 18 years of experience in auditing, budgeting and project underwriting and administration experience to her tasks in coordination of complex compliance requirements for CCG's multi-layered financial transactions. Mrs. Gessner holds a BS in accounting from Bloomsburg University and is a member of the New Markets Tax Credit Coalition.

***Justin Gibbs, SEO Manager, Miles Partnership***

Justin brings more than a decade of experience in online marketing to Miles Partnership. He began his career managing a handful of research websites and blogs at the University of Colorado and things just spiraled from there. During this time, he was often asked “how can we get more traffic to our websites?”, and an SEO was born. From developing websites to managing SEM campaigns and everything in between, you’d be hard pressed to find a facet of online marketing that Justin hasn’t worked in. Justin has been with Miles for 3 ½ years working as their SEO Manager, responsible for all things Organic Search. When he’s not buried in spreadsheets, he prefers to be out on the slopes snowboarding or camping with his girlfriend (Becca) and his dog...(Miles). And to answer your question, yes, the dog came first.

***Jared Grissing, Project Manager, Governor’s Action Team***

Jared has over 14 years of professional experience with the Commonwealth, joining the Department of Community and Economic Development in 2016. Jared previously headed the economic development division at the Pennsylvania Department of Agriculture, working with farms and agribusinesses through business development, loans, grants and business transition assistance. Jared attended the Pennsylvania State University.

He was born and raised in Dauphin County and currently resides in Palmyra, Lebanon County, with his wife and two school age children.

***Gary Gulla, Assistant City Manager, City of Hermitage***

Gary Gulla has spent the past twenty-two years leading the community and economic development efforts for the City of Hermitage, Mercer County, PA. As the city’s Assistant Manager, Gary has been obsessed with planning, funding and implementing innovative initiatives. He has a broadly diversified background in community and economic development and public administration and has been instrumental in building regional partnerships resulting in impactful projects and programs.

Gary was the project coordinator and played an integral role in securing \$6M in state (RACP) and federal (EDA & ARC) grant funding for the LindenPointe Training and Workforce Development Center and the eCenter@LindenPointe LEED Silver incubator projects. The eCenter was recognized by PEDAs as the “2013 Economic Development Project of the Year”. He was instrumental in creative collaborations that led to the development of a \$3.2M Butler County Community College (BC3) project and a \$1.8M Sharon Regional Health System Information Technology Center project in the LindenPointe Innovative Business Campus.

Gary is known for his willingness to step outside of the normal economic development comfort zone and support entrepreneurial-based efforts. He was a founding member of the advisory board, passionately leading the community support for the multijurisdictional, high school based, 2018 PEDAs Award winning LindenPointe Entrepreneurship Academy (“eAcademy”).

As a member of the City of Hermitage Project Management Team, Gary played an integral role in the development of the Hermitage Athletic Complex, a multi-million dollar outdoor athletic and youth sports multiplex facility.

In 2010, Gary was honored by the Shenango Valley Chamber of Commerce as the “Person of the Year” for his accomplishments and dedication to regional economic development. In 2008, Gary was recognized by the Commonwealth (DCED) as the recipient of the eighth annual C. Riley Stoy Community Development Award for his abilities to effectively plan and successfully implement community development activities. In 2007, Gary worked with the Workforce Investment Board and CareerLink team in the early stages of the development of the Oh-Penn Interstate Region, recognized as a national model for interstate workforce and economic development cooperation.

Gary joined the City in 1996 in the capacity of Community Development Administrator and was promoted to Assistant City Manager in 2000. He has served on various boards including the Shenango Valley Chamber of Commerce, Oh-Penn Competitiveness Council, BC3 @ LindenPointe Advisory Board, the Allegheny Conference on Community Development Regional Investors Council, Penn Northwest Development Corporation, the Shenango Valley Enterprise Zone and the 2015-16 PSU Shenango Campus Athletic Taskforce. He is an advisor to the board of directors of the LindenPointe Development Corporation, Inc. (LDC) and the Community Hope Investment Partnership, Inc. (CHIP).

Gary holds a Bachelor of Science in Business Administration – Accounting from Waynesburg College. He has been active in the community coaching and supporting youth and scholastic athletics. He lives in the City of Hermitage with his wife June and their son James, a freshman at PSU, University Park. They have three grown children: Carly (Portland, ME), Gregg (Scottsdale, AZ) and Jacquie (Norfolk, VA).

***Lyle Hosler, Vice President, Lancaster Economic Development Company***

Lyle Hosler is responsible for overseeing EDC Finance Corporation's loan activity for business and agricultural enterprises. Before joining EDC, Lyle held finance positions at Fidelity Investments and Fulton Bank. A graduate of Susquehanna University with a B.S. degree in Business Administration, Lyle completed his graduate studies with an M.B.A from Penn State University.

In addition to his work at EDC, he is active with St. Peter's Lutheran Church, enjoys spending time with his family and impressively constructs an outdoor ice rink in his backyard during the winter.

***Dr. Joann Hudak, Educational Consultant, National Center for College & Career Transitions (NC3T)***

Dr. Joann Hudak is an educational consultant with 35 years of experience in public education. She has been at the forefront of engaging school, workforce and economic development leaders in creating effective partnerships to enhance student career readiness across Northeast Pennsylvania.

She is currently the Director of Pennsylvania Pathways Projects for the National Center for College and Career Transitions (NC3T), and the co-lead in the development of a Pennsylvania Inspired Leadership (PIL) online course designed to increase school leaders' knowledge related to student career readiness. In addition, Dr. Hudak conducts Work-Based Learning Workshops and Career Pathway Leadership Forums across the Commonwealth to increase and improve communication between career and technical leaders and school district and community partners.

Dr. Hudak recently retired as the Assistant Superintendent for the Wallenpaupack Area School District. With 35 years of experience in education, she has served as high school and middle school principal at Wallenpaupack Area and taught Spanish for 12 years in the Pocono Mountain School District. In addition, she is an adjunct professor for Wilkes University, teaching in the Educational Leadership Program and a Pennsylvania Inspired Leadership Facilitator.

She is also deeply involved in regional workforce and economic development, serving as the chairperson of the Wayne Pike Workforce Alliance, a member of Wayne County's Wayne Tomorrow! strategic planning initiative and an advisory board member of the Stourbridge Project, the county's technology incubator and accelerator. In addition, Dr. Hudak is a member of the Wayne Memorial Hospital Board of Trustees and numerous other regional boards and committees.

Dr. Hudak completed her Doctorate in Educational Administration at Widener University, received a Master's in Educational Administration from East Stroudsburg University, a Master of Arts in Spanish from Montclair State

University, a Bachelor of Science in Spanish and Secondary Education from East Stroudsburg University and Associates Degree in Liberal Arts from Union College.

***Dylan Jacob, CEO & Founder, BrüMate***

Dylan Jacob is the CEO and founder of BrüMate, a drinkware company committed to changing the way people enjoy their favorite adult beverages.

Dylan is a serial entrepreneur with three startups under his belt and two successful exits. His first company, GV Supply Co, a parts supply company for the technology industry, was started his sophomore year in high-school and ran until 2014 when he sold the company to a competitor. After his exit, Dylan purchased a home in Indianapolis and spent eleven months rehabbing and preparing it for resale before starting his next company, Vicci Design, a high-end glass tile company that catered to contractors, show rooms and consumers through DTC channels like Shopify, WayFair, Overstock, and Houzz. His passion for creating, innovating and e-commerce has led him from one startup to the next, ultimately building the necessary skills to create BrüMate, an internationally distributed company with over 1.2M units shipped to 500,000 customers from over thirty countries around the world.

As the CEO of BrüMate, Dylan is committed to reshaping the adult beverage drinkware industry through a series of patented, unique designs developed to keep your favorite drinks at the perfect temperature no matter what the occasion is.

***Pete Juratovic, Director of Strategic Partnerships, WebFX***

Pete Juratovic is Director of Strategic Partnerships with WebFX the leading inbound digital marketing agency in the world. Mr. Juratovic manages company partnerships and helps create digital marketing solutions for small businesses. Prior to coming on-board with WebFX, Mr. Juratovic was president of Klikzy, a website design and digital marketing agency in Washington, DC for twelve years. WebFX helps small businesses grow online through digital, social, paid and content marketing. WebFX currently helps over one thousand small businesses dominate their industries, providing huge revenue and growth opportunities. Every company, no matter how niche or specialized, needs to invest in online marketing in 2019.

***Kelly Kundratic, Manager of Agriculture Policy and Programs, Team Pennsylvania Foundation***

Kelly Kundratic joined the staff at Team PA in 2018 through a partnership with the Pennsylvania Department of Agriculture. Her role is to oversee strategic agriculture initiatives, manage the operations of the Team PA Agriculture Advisory Board and facilitate new opportunities for economic growth in the industry.

Prior to joining Team PA, Kelly worked at the Maryland Department of Agriculture and as a high school agriculture science teacher. She graduated from The Friedman School at Tufts University with a Master of Science in Agriculture, Food and Environment and has a Bachelor's in Agricultural and Extension Education from West Virginia University.

In her spare time, Kelly is an NHRA Sportsman drag racer and co-hosts a podcast. In the future, she plans to assist in transitioning her family's former-dairy farm in Wayne County to a diversified enterprise.

***Helene Mancuso, Director of Workforce Development, Wayne Pike Workforce Alliance***

Helene Mancuso is the Director of Workforce Development for the Wayne Pike Workforce Alliance. She works with job seekers and employers to strengthen the quality of our workforce and develop career opportunities for tomorrow's economy. Helene believes that through the systemic approach to workforce, employers will find the qualified staff they need and job seekers the careers they want.

Helene holds an MPA from the Pennsylvania State University with a concentration in Public Sector Human Resources. She is a Certified Workforce Development Professional and a Certified Career Coach.

***Colin McEvoy, Director of Communications, Lehigh Valley Economic Development Corporation***

Colin McEvoy is responsible for creating, managing and implementing the organization's written communication agenda for the Lehigh Valley Economic Development Corporation (LVEDC), which covers Lehigh and Northampton counties in Pennsylvania. He previously worked as a journalist for eight years, spending most of that time with The Express-Times, as well as The Patriot-News and the New Jersey Herald. McEvoy has also co-authored two non-fiction crime books, has received four Keystone Press Awards and has authored the LVEDC 2017 Annual Report that won an Excellence in Economic Development award from the International Economic Development Council. He earned Bachelor of Arts degrees in English and Communications from East Stroudsburg University.

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

Stephen has more than 25 years of 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 has earned professional certifications in "Entrepreneurial and Small Business Development," "Land Use Planning for Economic Development," "Technology-Led Economic Development," and "Business Retention and Expansion." He conducts numerous public presentations and workshops on economic development topics each year. Stephen received the SIGMAS research award for a paper entitled "Linking Economic Development and Workforce Diversity through Action Research."

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.

***Rich Overmoyer, President & CEO, Fourth Economy***

Rich founded Fourth Economy in 2010 and, since then, has been pioneering a new model of community collaboration that inspires and creates tangible action for improved economic outcomes. He is part of an emerging group of leaders that are focused on a community and economic resilience framework as a tool for lasting positive change. Rich combines science and art to help clients translate complex ideas and data into solutions for their communities. He is creative, thoughtful and entrepreneurial and uses his own experiences as a guide in his work to connect people who share similar ideas and values. He strongly believes in honesty, respect and in creating true partnerships with clients. In his spare time, he's a pinball whiz and believes in the power of craft beer to create stronger communities.

***Russell Redding, Secretary, Pennsylvania Department of Agriculture***

Governor Tom Wolf nominated Russell C. Redding to serve as the 26th Secretary of Agriculture for the Commonwealth of Pennsylvania, leading to his confirmation by the Senate on May 14, 2015. Redding is the former dean of the School of Agriculture and Environmental Sciences at Delaware Valley College.

Redding has extensive experience as a public servant, having spent more than twenty years serving Pennsylvania in Harrisburg and Washington, D.C. He worked on Capitol Hill as Ag Policy Advisor to U.S. Senator Harris Wofford and served for sixteen years in the Pennsylvania Department of Agriculture, serving as secretary from 2009-2011 under Governor Rendell.

He is a graduate of Penn State, having earned his B.S. in Agriculture Education and M.S. in Agriculture and Extension Education. In addition, he is a graduate of the Agribusiness Executive program.

A native of Pennsylvania, Redding has an innate understanding of production agriculture, stemming from his youth on his family's dairy farm and his time as a dairy farm operator. He also served as Chair of the USDA Advisory Committee on Biotechnology and 21st Century Agriculture.

Russell, his wife Nina, and sons Garrison and Elliot reside in the Gettysburg area, where the family is active in the community, their church and the local 4-H Club.

***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.

***Kevin Rogers, Senior Vice President, Community Development Lending, PNC Bank***

No bio has yet been received.

***Matt Ross, Account Executive, Government Industry, LinkedIn Marketing Solutions***

In the past dozen years in digital advertising, Matt has watched the industry change, grow and adapt - with multiple vantage points of platform, publisher, and ad technology. He believes, at the core, it's important to remember that the goal of your message is to talk to your target audience as individuals, so they feel included, valued and understood.

***Michael Ross, CPA, President & Principal, Baker Tilly Capital, LLC***

Michael Ross, CPA, is president and principal of Baker Tilly Capital, LLC, the wholly-owned private investment banking subsidiary of Baker Tilly Virchow Krause, LLP, and a partner with Baker Tilly since 1987. He specializes

in real estate and comprehensive project finance for development projects. Michael, the team leader for Baker Tilly's transaction team, was instrumental in founding Baker Tilly's NMTC practice, which has placed more than \$5B of NMTC allocation and has been active in the NMTC industry since its inception. Mr. Ross holds a BBA in Accounting from the University of Wisconsin, Whitewater and is involved in varied trade and industry groups, including the American Institute of Certified Public Accountants and the New Markets Tax Credit Coalition.

***Pamela J. Shupp, AICP, CEcD, Executive VP & COO, 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.

***Gary Smith, President & CEO, Chester County Economic Development Council***

Gary W. Smith currently serves the Chester County Economic Development Council as President and CEO. He joined the Council in 1976 and pioneered award-winning programs of below market-rate financing, agricultural economic development, brownfields redevelopment, conduit funding for commercial construction, industry partnerships, urban revitalization and multi-agency collaboration. During his tenure, the Council has secured over \$275M in external funding for over 420 projects ranging from regional economic revitalization to workforce development. The Council's programs and services have helped to create over 175,000 new jobs; assisted in retaining more than 190,000 existing jobs; and brokered more than \$13.5B in commercial financing loans. Over 8,000 new businesses have also been established during that period.

Throughout his forty-year career, Mr. Smith has held many titles on many national economic development boards and agricultural agencies such as President, Vice President, Founding Director and Legislative Chairman. In addition, he has been honored with many awards: the Chester County Boy Scout Distinguished Citizen, Harold Martin Business Leadership Award, the Crystal Ball Award and TMACC's Chairman's Award, to name a few.

Mr. Smith holds a MA in Public Administration from West Chester University as well as his undergraduate degree from West Chester University.

In his spare time, Gary manages his family's farm raising a herd of 45 registered Hereford cattle. Gary and his wife, Vicky, have two adult sons and are the proud grandparents of two beautiful grandsons.

***Peter Sobotta, Co-Founder & CEO, ReturnLogic***

Peter Sobotta is the co-founder and CEO of ReturnLogic, a software and analytics company that helps retailers improve the customer experience and optimize their product returns strategy.

Before starting ReturnLogic, Peter served ten years in the U.S. Navy as a Supply Corps Officer, providing logistics and operational support to forward deployed forces. After a successful naval career in logistics and later software development, Peter turned to these skills to co-found and launch recoupIT, an Information Technology Asset Disposal business that he successfully grew and led for ten years.

As the CEO of ReturnLogic, Peter now helps ecommerce retailers successfully implement a returns strategy that wins customer loyalty and drives bottom line growth.

***Robert "Bud" Sweet, Director, National Development Council***

A member of NDC's East Team, Robert Sweet works primarily in the northeastern U.S., providing technical assistance to client communities through analyses of proposed client projects and structuring financing packages to bring them to fruition.

Currently, he teaches all four courses in NDC's Economic Development Finance Certification Program: ED101 – Economic Development Finance, ED201 – Business Credit Analysis, ED 202 - Real Estate Finance, and ED 300 – The Art of Deal Structuring, and was selected NDC Trainer of the Year in 2011. He is also an underwriter for NDC's SBA 7 (a) loan fund program, the Grow America Fund.

Before joining NDC in 2007, Mr. Sweet served as the Deputy Regional Director for the Southern Tier for the New York State Empire State Development Corporation and, prior to that, as the Director of Loan Funds for the Broome County Industrial Development Agency. He is a graduate of SUNY-Binghamton and was retained there as an adjunct lecturer for fourteen years.

***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.

***Lucyann Vierling, Executive Director, Wayne Pike Workforce Alliance***

Lucyann has over 25 years of experience in workforce development. She has extensive experience with federal, state and local funding administration, program design / development and implementation. Lucyann has served in a variety of capacities over her career: case manager, career advisor, economic planner and executive director of a local workforce investment board. Lucyann is currently leading Wayne Pike Workforce Alliance, the Community Education Council of Wayne and Pike Counties. Vierling obtained her bachelor's degree in Business Administration and her master's degree in Organizational Management from Misericordia University.

***Ira Weinstein, Office Managing Principal - Baltimore, CohnReznick***

No bio has yet been received.

***Mary Beth Wood, Executive Director, Wayne Economic Development Corporation***

WEDCO Executive Director Mary Beth Wood has worked in the economic development profession for the past 17 years. Prior to that, she was an instructor for adult-based learning at a private licensed school in Wayne County. The combination of economic and workforce development experience helped lay the groundwork for the formation of the Wayne Pike Workforce Alliance, a fully-integrated workforce development system serving Wayne and Pike Counties. As the director of a small rural economic development organization, Mary Beth works on all facets of a project, including strategic development, grant-writing and building collaborative partnerships, and has led the successful implementation of the Sterling Business & Technology Park, Central Wayne Regional Authority, Wayne Tomorrow! and Stourbridge (business incubator) Project. She represents Wayne County on numerous boards, including the Pocono Counties Workforce Development Board, Northeastern Pennsylvania Alliance and the Pennsylvania Economic Development Association. Mary Beth earned her bachelor's degree in Psychology from Dickinson College, Carlisle.

## JOIN THE CONVERSATION

**@PEDAtweets #PEDAspring19**

@AltoonaBlairEDC	Altoona Blair County Development Corporation
@BakerTillyUS	Baker Tilly Capital, LLC
@ChesterCoEDC	Gary Smith, Chester County Economic Development Council
@EDCLancasterPA	EDC of Lancaster County
@firstenergycorp	FirstEnergy Corporation
@FourthEconomy	Fourth Economy Consulting
@hermitagepa	City of Hermitage
@IEDCtweets	International Economic Development Council
@LVEDC	Lehigh Valley Economic Development Corporation
@meetmiles	Miles Partnership
@NatlDevCouncil	National Development Council
@PAAgriculture	Pennsylvania Department of Agriculture
@PADCEDnews	Pennsylvania DCED
@PALaborIndustry	Pennsylvania Department of Labor & Industry
@PECOconnect	PECO, an Exelon Company
@Peter_Sobotta	Peter Sobotta, ReturnLogic
@PASmallBusiness	Pennsylvania SBDC
@PNCBank	PNC Bank
@pshuppmenet	Pamela Shupp, Greater Reading Chamber Alliance
@QuandelBuilds	Quandel
@ReturnLogic	ReturnLogic
@RyanUngerTweets	Ryan Unger, Team Pennsylvania Foundation
@TeamPA	Team Pennsylvania Foundation
@usdaRD	USDA Rural Development
@WayneEconomic	Wayne Economic Development Corporation
@webfx	WebFX

## **2019 PEDA SPRING CONFERENCE - SESSION OVERVIEWS**

*Agenda is subject to change*

### **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.

### **Different Roads to Entrepreneurial Success**

Most entrepreneurs share a core set of personal traits that include high levels of self-awareness, discipline, flexibility and passion for their respective areas of focus. And while these individuals may be poised to more easily identify opportunities than most, the paths by which they pursue their successes are oftentimes very different from one another.

During this session, attendees will be introduced to and hear the distinct stories of two successful entrepreneurs from different backgrounds and fields of expertise. Peter Sobotta is a known industry expert and thought leader in the field of reverse logistics, ecommerce and supply-chain management, while Dylan Jacob - who has founded and sold multiple businesses - was recently recognized by Forbes as one of the youngest entrepreneurs on its renowned 30 Under 30 list after launching the insulated drinkware company, BrüMate, in 2015.

Topics of conversation will include panelists' recognition of opportunities, the experiences they brought to these pursuits, their strategies for overcoming challenges, the resources that were available to them and those that would have been most impactful had they been, etc.

### **Keynote Presentation - Transforming the Trendline**

A session overview is forthcoming.

### **Wayne Pike Workforce Alliance - Addressing the People Side of Economic Development**

More than a decade ago, Wayne County embarked on a path to creating a fully-integrated workforce development system that includes economic development as a strategic partner in policy and implementation. Today, the Wayne Pike Workforce Alliance is a state-designated Community Education Council that functions as an intermediary, connecting key stakeholders within a workforce system that recognizes talent develops from Pre-K through life-long learning. From a practical sense, Wayne County has a true one-stop shop that assists with business attraction efforts, workforce recruitment and skill enhancement. This session will provide an overview of a new model for workforce development with an emphasis on the role of the economic developer.

### **Filling the Funding Gap with New Markets Tax Credits**

Pennsylvania's urban areas have suffered from rust belt decline and years of disinvestment, resulting in unstable neighborhoods, decayed retail and commercial opportunities, limited access to healthcare and inadequate facilities for community services in low-income urban centers. Developers interested in revitalizing these areas often experience difficulty in securing conventional financing and are well aware of the limited amount of public resources to deal with blight. Learn the basics of the New Markets Tax Credit (NMTC) program and how it can be used to fill the financing gap in such transactions.

### **Best Practices from PEDA Award Winners**

Recipients of 2018 Membership Awards, presented at the 2018 Fall Conference, will share best practices using their experiences as case studies in innovation, collaboration and resiliency.

## **Strategies to Compete for & Secure Opportunity Zone Investment in Your Community**

Topics to be discussed during this session include:

- statutory and regulatory do's and don'ts of the program to help guide you down the money trail
- some representative Commonwealth OZ projects funded, to date, by size, location and type to help communities better understand where OZ investors are putting their money
- Comparing the profiles of Commonwealth projects with those from other parts of the country (Are Pennsylvania OZ investments in sync with the national investment profile, or is the Commonwealth unique?)

### **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 session.

### **PA Agriculture's Economic Impact: Results, Recommendations & the Road Ahead**

In January 2018, Team PA and the Pennsylvania Department of Agriculture released PA Agriculture: A Look at the Economic Impacts and Future Trends [report](#). Team PA and the Department believe this to be the first comprehensive report of the impact of Pennsylvania's agriculture industry. The report quantifies the direct, indirect and induced annual economic impact of agriculture at \$135.7B, an impressive figure that equates to about 18% of PA's gross state product.

Key takeaways of the session, which aims to publicize the PA Agriculture report and engage the commonwealth's economic development community in realizing the potential opportunity for agriculture, will:

- Identify agriculture as an economic development opportunity, elevating agriculture as an industry in the eyes of economic and community developers, workforce boards, and planning commissions and others;
- Promote the economic impact and current status of agriculture in PA;
- Outline the strategic recommendations of the report and role of the private-sector members of the PA Ag Advisory Board;
- Inform attendees of the current work being done by (or resources available from, as applicable) identified economic developers, Pennsylvania Department of Agriculture, Governor's Action Team, and USDA Rural Development Pennsylvania office with regard to economic development;
- Provide a visioning opportunity for community leaders regarding the future of agriculture in Pennsylvania's communities.

### **Marketing Your Location: Digital Marketing and Paid Advertising**

Economic development organizations are in the business of marketing a location as a great place for businesses. Participate in this session to learn to promote your location online. Through social media platforms like LinkedIn, Facebook and Twitter, there are many paid and organic marketing and advertising tactics available to reach your desired audiences. These tactics allow for extremely targeted outreach, ensuring your messages are presented to those

you want to reach – whether site selectors, business decision-makers or influencers. This panel of marketing professionals will present information about how you can adopt and make use of digital marketing best practices for your location’s advantage. The session will include an interactive Q&A segment following the formal presentation overview.