

LANCASTER

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Editor: Tony Gorick
agorick@lanasterchamber.com

Assistant Editor: Sarah Maser
smaser@lanasterchamber.com



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LETTER FROM THE PRESIDENT



As you review the contents of this edition of *Thriving!*, it won't take you very long to realize, yet again, how amazing our local business community is.

From agriculture to tourism, manufacturing to education, Lancaster County is immensely fortunate to have such resilient economy sectors made up of dedicated and innovative people who always strive to take us to the next level. This is, in fact, how we live into the Chamber vision of Lancaster County being recognized as a model of prosperity.

More specifically, however, this aspiration comes about as a result of a million different decisions made and actions undertaken on a daily basis that are building our community's future. A few of those decisions and actions are covered in this edition as we continue our quest to tell your stories and lift up the best of our business community. We hope these stories give you insight for your own business and inspiration to share your own story with others, as well.

We look forward to hearing from you.

Thank you for your ongoing support of the Lancaster Chamber.

Sincerely,

A handwritten signature in black ink that reads "Tom Baldrige".

Tom Baldrige, President & CEO
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Higher Education & The Impact **ON FUTURE WORKFORCE**



Front from left to right:

Michael Molla, Pennsylvania College of Art & Design
Dr. Carl Strikwerda, Elizabethtown College
Dr. Linda Fedrizzi-Williams, Central Penn College

Back from left to right:

Dr. Daniel Wubah, Millersville University
Dr. Carol Lytch, Lancaster Theological Seminary
Dr. Stuart Savin, Lancaster County Career
& Technology Center
Dr. Barbara Altmann, Franklin & Marshall College
Dr. Lewis Thayne, Lebanon Valley College

Lancaster County is home to a diverse group of postsecondary institutions, including some of the top-rated higher education institutions in the country. What may be unique about the higher education landscape here is the level of collaboration. The leaders of these institutions convene three times a year for a forum to discuss the issues confronting higher education, their impact on our local institutions, and how they can collaborate to ensure the next generation workforce meets the current needs of Lancaster County.

We chatted with some of these leaders to get their perspectives on a variety of subjects affecting education, workforce, diversity, technology and the importance of being connected to community.

The Importance Of Higher Education & Business Connection

Dr. Daniel Wubah, President of Millersville University

"Millersville University is proud to work with local businesses in meeting their growing and changing needs for an educated workforce. A significant number of our alumni continue to live and work in the Lancaster area, and studies show that college graduates earn significantly more over their lifetime than those with a high school diploma. Our graduates are important players in the local community as taxpayers, homeowners, innovators, creators and our civic and industry leaders."

Dr. Stuart Savin, Administrative Director of Lancaster County Career & Technology Center

"The Lancaster County Career & Technology Center is at the forefront in providing career pathways for students which include the opportunity to earn college credits at regional colleges before ever graduating high school. Depending on the program, our students have the opportunity to earn up to 10 credits with participating colleges. Our career and college pathways give our students a head start toward their chosen career and a commensurate increase in the overall quality of the developing workforce."

Dr. Linda Fedrizzi-Williams, President of Central Penn College

"Career education is in our DNA. Central Penn College was established in 1881 as a small business school in downtown Harrisburg. Since that time, the college has continually worked with the local and regional business community to ensure that our students are workforce-ready when they graduate, and that we are also responsive to the community's needs. We offer career-relevant degrees that position our students for success and advancement in their chosen fields. The link between higher education and local business is critical."

The Value of Arts & Humanities In Next Generation Leaders

Michael Molla, President of PA College of Art & Design

"At PCA&D, we cultivate creative thinking in our students, encouraging the kind of nimbleness and flexibility which enables them to connect disparate ideas. This is how we create innovative problem-solvers and entrepreneurial leaders. Our goal here at PCA&D is to equip students with the art and design tools they need to flourish and thrive and meet any challenge. We teach our students to be resilient and resourceful, remarkable and reflective so that they can create lives of meaning and purpose."

Dr. Lewis Thayne, President of Lebanon Valley College

"The arts and humanities play a significant role in preparing students for forward-thinking, ethical leadership in the age of digital transformation. Employers tell us that they are looking for people who run to a challenge and know how to work with others to develop creative solutions to complex problems. Through study of the arts and humanities in our curriculum, every student at LVC becomes an active learner. They develop critical and creative thinking skills, communications abilities, and the cultural competencies needed for collaborative problem-solving."

Below: Local college presidents gathered for a Wake Up to the Issues forum coordinated by the Lancaster Chamber on June 27, 2019 to discuss various issues facing higher education in Lancaster County.



The Approach To Diversity And The Positive Impact On Campus/Community

Dr. John “Ski” Sygielsk, President of HACC

“In addition to supporting a diverse campus, we need to ensure they are also inclusive and welcoming. By doing so, the campus and community learn to discuss issues from a wide variety of perspectives, increase personal knowledge and prepare learners for career success by expanding their sense of ‘worldliness.’”

Dr. Barbara Altmann, President of Franklin & Marshall College

“Diversity of every kind is a precursor to excellence. The same is true of equity and inclusion. Every individual matters to the community because the broader our perspectives, the greater our collective wisdom and the stronger our humanity. These values run deep at F&M. We are fortunate to enjoy greater diversity among our student body—and in the population of our home city of Lancaster—than is typical at many liberal arts colleges in the nation. But we always need to monitor our shortcomings and strive to improve. We are very much aware, for example, that the diversity of our faculty and staff is low. As we work to deepen our diversity, the positive impact on our campus and on our city will grow demonstrably.”

Dr. Carol Lytch, President of the Lancaster Theological Seminary

“We see diversity as a sign of excellence. The classroom conversation is more dynamic and exciting when the voices come from diverse perspectives.”

Below: College Presidents from L to R: Dr. William Griscom (Thaddeus Stevens), Dr. Peter Teague (Lancaster Bible College), Dr. Lewis Thayne (Lebanon Valley College), Dr. John “Ski” Sygielsk (HACC), Dr. Mary Grace Simcox (PA College of Health Sciences), Dr. Linda Fedrizzi-Williams (Central Penn Collage), Dr. Stuart Savin (Lancaster County Career & Technology Center), Dr. Daniel Wubah (Millersville University), Dr. Carl Strikwerda (Elizabethtown College), Dr. Barbara Altmann (Franklin & Marshall), Dr. Mary Jensen (Eastern Mennonite University Lancaster), and Michael Molla (PA College of Art & Design).

The Transformation Of Technology & Impact On Education

Dr. William Griscom, President of Thaddeus Stevens College

“Technology has become increasingly complex and digital. The impact is an increase in knowledge requirements of workers. For example, if you cannot read at grade level 14 and be competent in algebra and trigonometry you cannot be an automotive tech today because the manuals are written at this level and even wheel balancers have computers controlling them.”

Dr. Mary Grace Simcox, President of PA College of Health Sciences

“The digital transformation that is occurring has significantly altered the manner in which colleges and universities engage students in their learning experiences. Predictive analytics and artificial intelligence now play key roles in classroom instruction, student advising and learner success. At the same time, the education of our students needs to include comprehension of the technologic advances that are taking place in the work environment. Thus, simulated and actual practical experiences expose students to the latest technology advances that exist in work settings. Educating students in this new reality, however, presents colleges with challenges associated with financial resources and cyber security.”

Dr. Mary Jensen, Director and Associate Provost of Eastern Mennonite University Lancaster

“At EMU at Lancaster, providing a supportive learning community is central to our value proposition. For us, embracing technology-mediated education presented the opportunity to transform our pedagogy and translate our values, building virtual communities that support engaged learning and social connection. The utilization of technology also gives students the opportunity to learn and practice critical job skills such as working in virtual teams, project sharing, and facility with a range of digital tools.”



Reflection On Their Impact

Dr. Carl Strikwerda, President of Elizabethtown College

"The 20,000 college and university students in Lancaster County are a huge economic resource. Higher education is working to respond to the changing needs of our area. Elizabethtown College has responded to the community's needs by expanding our Engineering program, launching a new Physician Assistant master's degree, and creating new majors in data science, graphic design, criminal justice, and finance and marketing, as well as in a program in entrepreneurship and family business. The partnership that our colleges and universities have with the business community is one of the most valuable assets that Lancaster has for the future."

Dr. Peter Teague, President of Lancaster Bible College

"As I reflect on the last two decades of my time as president, I am overwhelmed with gratitude. The embrace of the Lancaster community makes it so easy to understand why this area stands apart in our nation for its warmth and generosity. The ready availability of visionary business and community leaders so willing to share perspective, expertise and resources was consistently humbling and encouraging. To these many individuals I could never offer enough thanks. I have been and remain a blessed man for this remarkable experience."

To find out more about what local colleges and universities are doing to focus on workforce development, diversity in community, and technological advancement, feel free to reach out to Heather Valudes, Community Impact Director at the Lancaster Chamber, at hvaludes@lancasterchamber.com.

LT



BY ADAM AURAND,
*Director of Strategic Communications
School District of Lancaster*
Contact Adam at
amaurand@lancaster.k12.pa.us

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It's a challenge the business community is all facing collectively—finding and recruiting workforce.

At a time when the unemployment rate is extremely low, it has become more difficult to not only recruit talent but to keep talent at your business.

We checked in with some local professionals on what they are doing in recruiting efforts and how they look to retain that quality workforce for sustainable success.

but we really emphasize the valuable culture qualities that you are going to bring to the workforce. Ideas like treating people with respect, being honest, enjoying your work, collaborating with others, and working with passion are at the top of our list.”

Though there is a strong need to fill positions, it's crucial not to risk company culture and the values it has just to get people in the door.



Recruiting & Attracting Workforce: Adapting To Current Landscape

“Always keep your ears open—use social media, use the digital world,” says Jen Strobel, Vice President of Human Resources at Flagger Force. “If you are always looking, then when you need somebody that right person is easier to find. If I am talking to you and you are excited about our organization, when I have an opening later it is helpful to already have had that introductory conversation.”

Jen enjoys developing recruiting and hiring strategy for Flagger Force® Traffic Control Services for regions across PA, VA, MD, and DE. She notes the importance of not only identifying possible workforce candidates, but ensuring they are a match for the company culture.

“We are really trying to match people who have the right values and skills that match well with our organization—the characteristics we are looking for,” says Jen. “Of course we will look at the educational requirements for the job as well,

“We have a culture that is palpable—people walk in and can sense the energy and enthusiasm, drive and passion that people have there,” says Jen. “That is really important to us as a team and company to continue that.”

Kathy Gutierrez, Director of Human Resources for professional services firm RKL LLP also offers insight on the challenging landscape for workforce development.

“In the past, recruiters would post a job and the applications would follow,” she says. “With near full employment and tough competition for talent, we have to take a more aggressive and calculated approach to our recruiting strategy. We look at both active and passive job seekers that meet our ideal candidate profile.” Kathy emphasizes the importance of intentionality in the process.

QUICK TIPS FROM THE PROS:

• BE INTENTIONAL WITH COMMUNICATION TOUCH POINTS

"With our ideal candidate profile as a guide, RKL's recruiting team executes a robust talent acquisition strategy that uses a number of resources. We leverage social media platforms, automation tools, a strong internal referral program and community engagement and brand visibility opportunities to showcase our firm culture and growth potential."

- *Kathy Gutierrez, Director of Humans Resources at RKL LLP*

• GET CREATIVE AND THINK DIFFERENTLY

"We as employers can get in our own way sometimes, so I like to play the 'what if' game. We sometimes are so caught up in the day to day activities we do not recognize policies we have created that may be potential roadblocks for great candidates. We ask 'what if' we intentionally went out and hired refugees? 'What if' we were able to provide daycare for employees? 'What if' we throw some of our own criteria out the window? You don't have to know an answer, but this activity helps think of new ideas."

- *Jen Strobel, Vice President of Human Resources at Flagger Force*

• WORK QUICKLY

"The biggest tip I'm giving these days is move quickly. Qualified candidates are few and far between - when you find one you want to hire move quickly - you may not be the only company courting them. Too often we present a candidate to a client and the client says they liked them but want to see another candidate. In this market, the time it takes to identify another candidate can cause the initial candidate to be lost to another offer. Be smart in who you want to hire, but once you find that person go for it."

- *Scott Fiore, President at TriStarr Staffing*



BY TONY GORICK,
*Creative Services Manager,
Lancaster Chamber
Contact Tony at
agorick@lancasterchamber.com*

"All along, we're using various touch points and communications opportunities to sell the RKL brand and the benefits of working at a firm that's been named one of Pennsylvania's top 10 Best Places to Work two years running. Make sure your HR team is aligned around a unified, clear employer brand. Then make sure you're targeting the right candidates using the right platforms."

It's all about targeting potential candidates and pursuing them.

"It's critical to hone into your search process and develop an ideal candidate profile," adds Kathy. "Once you have those essential elements to guide you, be confident in what you have to offer candidates and be aggressive in executing talent acquisition strategies."

But it is more than just getting people through the door, it's also what happens afterwards.

"Once your new hires are on board, work just as hard to delight your team members and retain them," adds Kathy.

In this employment climate, constant recruitment has to be the norm.

"With low unemployment and a high local demand for workers we've had to become much more aggressive and flexible in recruiting," says Scott Fiore, President of TriStarr Staffing, a staffing agency in PA and beyond. "Our team has to make decisions about candidates more quickly - therefore we've had to speed up our screening process. We have implemented and are looking at new technologies regularly to help us streamline our systems."

Scott and his team look for a cultural fit for the organizations and companies they are placing staff within, often citing "soft skills" as most valuable.

"Often times it's the 'soft skills'-like communication skills, showing up daily and on time, working hard-that trump hard skills. In today's environment employers are willing to train good people."

He also cites the competitive nature of the employee market, and what businesses need to evaluate as they look to hire.

"Know what you're competing against," Scott says. "We are all competing for candidates. Are your compensation and benefit plans competitive? How are your online reviews? What are you offering that others may not be? These are all important questions to be asking."

It's a balance between meticulous recruiting efforts and intentional development of company culture. With the landscape becoming more crowded and with the workforce facing a number of other options, it's important to make your company stand out-and much of the time that means ensuring your business truly cares for employees.

"If you want to attract and retain talent, you have to demonstrate that you care about the employees-it is essential," adds Jen. "You have to mean it, you can't fake it. You have to show you want to invest in that person and help them grow." **LT**



The benefits of engaging our workforce and importance of 'growing our own' continues to be the focus on many minds. Workforce continues to be the buzzword heard at a variety of meetings from local elected officials to community based organizations and schools. Discussed needs range from filling immediate openings in skilled/technical jobs within STEM (Science Technology Engineering and Math) to building the pipelines for other projected needs because of the aging workforce within certain industries. All of which require a full collaborative effort between business and education working together so we are building a community that is not only aware of the business needs, but working towards filling those jobs as well.

The Lancaster Chamber has made it our top priority in our Strategic Plan to

address this workforce need within our community. To do this, we must be at the table in framing out the workforce conversations that are happening in our County. There are several "hubs" doing great work and focusing on certain pieces of the workforce issues, but our work at the Chamber is bringing that all together under one umbrella. This not only reduces duplicity, but makes navigating this great work much easier for businesses and education to work together.

Creating a sense of urgency around this topic is key in getting the right

partnerships developed to take action in advancing the work around addressing the skills shortage not only locally, but nationally as well.

With 6.3 million job openings and almost 40% of employers indicating that they are unable to take on new business due to this talent shortage, it is very important to see how the education system is impacting business on a national level. While 33% of business leaders believe that educational institutions are graduating students with the skills and competencies their businesses need, at the same time, learners are struggling to connect their education to a career which leaves them unemployed or underemployed.

That is where a new online platform called Inspire comes into the picture. The Lancaster County STEM Alliance and the Lancaster Chamber have collaborated to implement a work-



based learning network for employers, schools, K-12 students and families in Lancaster County that are interested in connecting through workplace apprenticeships, internships, job shadowing experiences, company tours, and temporary employment opportunities. This Inspire software is an add-on to a career exploration software that many school districts are already using and will allow local employers to connect with student and career planners in a safe and secure environment.

Connecting today's employers with tomorrow's workforce can only happen if we all work together by educating ourselves on the true occupational demands and the career paths within them, as well as the viable income they provide. Career exploration is top priority for many schools and part of the College and Career Readiness Indicators that schools are graded on, so it is crucial that our local businesses do what they can to be sure their companies continue to be viable options as students enter the workforce. Through partnerships with the Lancaster County Workforce Development Board and the Lancaster STEM Alliance, we have been able to help assist in various career exploration activities, not only for students, but for educators as well.



BY ANNA RAMOS,
*Business Initiatives Director
at the Lancaster Chamber*
Contact Anna at
aramos@lancasterchamber.com

The Inspire platform will launch for the 2019-2020 school year.

Here is how your business can get involved now:

- Identify opportunities within your company to connect with local students
- Contact the Chamber
- Work with us to download your information on the platform for all to see.

There are many benefits of our community working together to grow our own and keep students engaged with local employers and see them as a viable option for work here in Lancaster County and beyond. Creating mentorship opportunities where students can turn their career exploration into hands on experiences helps the transition to work.

If you have questions or want more information, feel free to contact Anna Ramos – aramos@lancasterchamber.com, Business Initiatives Director with the Lancaster Chamber, and check out the Lancaster STEM Alliance website. **LT**



FROM INSIDE GOOGLE MARKETING LIVE

In May of this year, I had the great fortune to be invited to Google's Marketing Live event in San Francisco. Held exclusively for major advertisers on Google (Web Talent Marketing's clients spend in excess of nine digits on the platform), this was our opportunity to see some of the upcoming releases from the juggernaut.

At the time, most of what we saw was "coming soon." While vague, that's one of the common realities of big tech giants. New features are rolled out slowly and then strategically. Those eager to experiment see them, first, and those willing to spend more see them later. The rest of the market sees them only after they've been vetted elsewhere.

So some of what follows might be available to you now while other features might be coming soon. Either way, there's no doubt that there's exciting stuff in the pipeline.



YOUTUBE GOES DEEPER.

Uploading videos onto YouTube has never been easier. At the same time, video editing and creation are two of the more expensive barriers to using the platform. At least, until now.

YouTube's "bumper machine" takes any video you've uploaded previously and seamlessly cuts it down into six second shorts that run before other videos on the platform. Such micro-cuts are ideal for putting your brand in front of people who've previously been on your website or have indicated an interest in you. Powered by machine learning, but with the ability to tweak the setting for maximum entertainment, if you've got a corporate video, "bumper machine" extends the reach and effectiveness of your investment.

Those that have avoided YouTube because they don't have video assets are no longer left out, either. Google's new Discovery Ads features will enable marketers to upload images from static campaigns and have them transformed into YouTube-friendly content on the YouTube home feed and elsewhere. And that's not even the most important aspect of Discovery Ads.



GOOGLE MOVES UP THE FUNNEL.

If you really want to sum up Google and Facebook over the past several years, it's simple to say that Facebook has taken the lead at the top half of the funnel (which marketers refer to as awareness and interest), while Google has maintained a tenuous hold on desire and action. But with Discovery Ads, Google is taking a shot across the bow of the Zuckerberg camp.



Discovery Ads don't just have powerful creative capabilities. Instead, they also have massive targeting features, allowing marketers to reach audiences with key demographic and in-market behaviors. If this sounds familiar to you, it's because it's what Facebook has offered for years. But with Google offering this ability, marketers can theoretically keep their funnels in one place, or at least simplify their attribution models.

In the previous five years agencies like ours have watched Google acquiesce a serious portion of ad spend to Facebook. Discovery Ads is Google's play to stop the tide from leaving.



AND WHAT ABOUT AMAZON?

When Google isn't paying attention to Facebook, they keep a close watch on Amazon, which is now the third largest advertising platform online. Google's looking to slow that movement, as well, with key improvements made to Google Shopping including, but not limited to, shopping ads showing up within Google Image Search. If you're selling product online, these key enhancements have been put in place to keep more of your ad dollars flowing to Google, and less to Amazon.

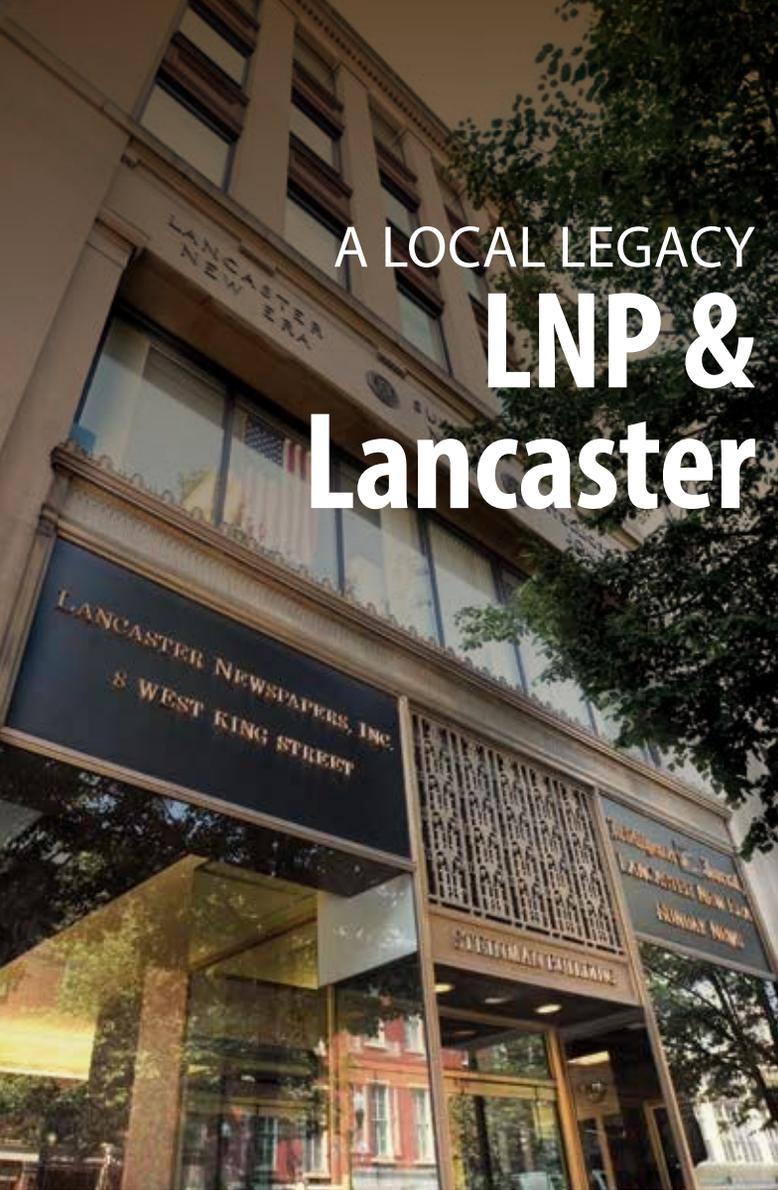
As more retailers complain about Amazon's fees, these key changes might be effective in capturing shoppers prior to them reaching the big A.

Incredibly, these were just a few of the major announcements at Google Marketing Live, and given the rate of technology, I suspect more will have been released by the time you're reading this. **LT**



BY MARCUS GRIMM,
Chief Growth Officer of Web Talent Marketing
Contact Marcus at
marcus@webtalentmarketing.com

A LOCAL LEGACY **LNP & Lancaster**



The Lancaster Newspapers building at 8 W. King St. in downtown Lancaster.



This photo taken in the New Era newsroom on November 22, 1963 at 2:30 as the news of Kennedy's assassination came across the teletype.

Bob Krasne, publisher of LNP|LancasterOnline, likes to use the word “ecosystem” to describe the relationship between the newspaper and Lancaster County.

“One of the most important things we do is to provide a common understanding of the facts,” says Krasne. “Informing our community is just the start of our job. When people can discuss and debate the issues facing our county from the same set of facts which have been researched and reported by a trusted newsroom, that’s how meaningful community change should come about.”

Krasne’s ideals about reporting the facts aren’t exactly new, they’re one of the pillars of American Democracy. Freedom of the press is a liberty afforded Americans in the first Amendment of the Constitution. It gives American journalists and newspapers the ability to act as a watchdog on our government and its officials, and to report the findings to the American people.

While the concept of reporting facts isn’t new, building bridges within communities, and finding common ground, is more important than ever. A 2019 study published by the Greater Good Science Center at the University of California at Berkeley reports a rise in social and political polarization and tribalism in our communities. The price to be paid for failure to compromise and work together is high; the study also points to an increase in government shutdowns, lying, segregation and even violence as possible outcomes.

The meteoric rise in the popularity and usage of social media platforms has helped to fan the fires of polarization within our communities and the growth and promulgation of “fake news.” While disinformation has always existed, the constant whirl of social media allows it to spread much more quickly. Some is actually satire, but some is intended to deliberately misinform or manipulate the opinion of its readers.

There’s no clearer example than the benefits of a healthy community ecosystem than The Steinman Foundation. Since 1951, the Steinman Foundation, funded by the profits of LNP Media Group, Inc., the parent company to LNP|LancasterOnline and other entities, has given more than \$93 million to community groups focused on improving the quality of life in Lancaster County.

The Steinman Foundation is the parent organization of the Lancaster County STEM Alliance, which seeks to promote lifelong learning, job creation and leadership by engaging members of our community and working toward economic and social equity.

“If we can ensure each high school graduate in Lancaster County is STEM literate, we’d be the first community in the nation to achieve this, and it will have an enormous impact on the business climate and how we attract new business and industry to the county,” says Krasne.



Newsboys sorting and counting their papers for delivery in 1946.



Journalists work in the Lancaster newspapers offices on West King Street in 1940.

With so many of LNP[LancasterOnline’s impactful initiatives making waves throughout Lancaster County, it’s not hard to understand why its residents’ thoughts are in line with those of most Americans, who believe that local news organizations are financially stable. According to a recent study, more than 70% of Americans believe their local news organizations are doing fine financially.

They’re wrong.

In recent decades, locally-owned newspapers have vanished at an alarming rate. Many have become “ghost newspapers” –a newspaper that is still published, but less frequently or with a reduced number of pages. In many cases, the quality of the editorial content is also greatly reduced, leaving citizens with little information about their communities and government.

To put that into perspective, more than 370 daily newspapers in the United States are controlled by just five media companies. These media conglomerates often move ownership and management out of the communities in which they had long been invested, and act without consideration of the impact their actions will have on the community they’re meant to serve.

And of course, many papers have simply closed their doors forever, creating “news deserts,” areas where there are no local news organizations to connect and inform members of the community. Twenty percent of the United States’ newspapers have gone out of business since 2004, and 64 percent of counties in America do not have a seven-day newspaper. This means that more than 1,300 communities suffer from a lack of local news coverage.



Bill Pyott with Select Building Services finishes cleaning the floor in the newly renovated Newseum earlier this month. The Newseum displays more than 200 years of the history of Lancaster Newspapers.



IMPACT OF LOCAL JOURNALISM



Visitors to the Lancaster Newspapers Open House check out the new press. June 12, 1952.



People in line to see the new press at the Lancaster Newspapers Open House June 12, 1952.



LNP/LancasterOnline's Suzanne Cassidy, foreground left, and Rich Manieri talk to a group of Lancaster County High School students in the LNP studio during a forum where they discussed school safety and shootings.



Diversity: Left, panelists listen during Diversity and Free Speech on Campus, an LNP public forum on political correctness, held recently at The Ware Center's Steinman Hall.

The good news is that you can help prevent Lancaster County from the fate suffered by so many other communities. Here are a few suggestions about how you can get involved:

- Subscribe - Buy a subscription to your local newspaper.
- Demand better - Only trust news from verified sources.
- Advertise - If you own or manage a local business, enlist the help of your local news media, whether that newspapers, radio, TV, or other media, to get your message to customers.
- Contribute - If you see news happening, send in a tip to the newsroom. Or write a letter to the editor to get yourself involved in discussions.

A recent study published by the Brookings Institution examined the relationship between public finance and newspaper closures. Among its findings, the study revealed that the cost of municipal borrowing goes up by as much as a tenth of a percentage point, or 10 basis points, after the closure of a local newspaper.

The challenges that face community newspapers can have dire consequences on communities they serve. The mutually-beneficial cadence of a healthy ecosystem, cultivated over many years between residents, business partners, government leaders and local media, offers great potential and a bright outlook for Lancaster County. **LT**



Helping neighborhood children snip the ribbon dedicating the new clubhouse are, from left back, Mayor Charlie Smithgall, Kathryn Hill, Roxanne Spillet, Caroline Steinman Nunan and Beverly Steinman.

HERE ARE SOME TIPS TO HELP YOU TELL REAL NEWS FROM FAKE:

- **READ BEYOND THE HEADLINE**
- Sometimes a headline can be misleading. Read the whole story before jumping to conclusions.
- **CHECK THE SOURCE** - See where a story came from, and try to find out if the site has a particular mission. Also, look for contact info. Many fake news sites have no way to get in touch with the people who work there.
- **CHECK THE AUTHOR** - Do a quick search on the author. Are they a real person? Are they credible?
- **ASK THE EXPERTS** - Ask a librarian, or consult a fact-checking web site like FactCheck.org.



BY ALEXANDRA HENRY,
Brand and Communications Manager
at LNP Media Group
Contact Alexandra at
ahenry@lnpnews.com



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Local Media, Local Impact

The Lancaster community has an assortment of media options curated to the area, in addition to newspapers and the importance of intentional sourcing has never been greater.

“There has never been a time that local news is more important than it is today,” says Kyle Grimes, President & General Manager at WGAL8. “As consumption changes and there are even more ways to consume news, having trusted sources for your information has become even more important that is has been in the past.”

Networks like WGAL, Fox43, and ABC27 continue to provide the community with information and breaking news pertaining to Lancaster. It’s key to a thriving, informed, community.

“There are a lot of what I call ‘information sources’ that can be inaccurate and misleading, which has really upped the stakes on how important it is to have a local, trusted assortment of news media resources,” adds Kyle. “As communities look to find breaking news, emergency information, weather coverage, and other critical news, being able to turn to trusted sources is crucial.”

As more and more individuals turn to social media for information, obtaining quality sources for news, such as WGAL, is even more critical.

“We believe there is a real important place for organizations like WGAL in our community,” says Kyle.

“Our job is providing the news in the places that they will

consume it—whether that is television, social media, or another way. Having it accessible where they need it is important.”

Like Kyle mentioned, ‘information sources’ can be plentiful and deceptive if you do not know where that information is coming from. This is even more of a reason to turn to local news that can be trusted.

“People really need to be aware of what they are consuming and what the source of that information is,” says Kyle. “If it is hard to find the source of provided information in an article or story, it is indicative that they might not be very reliable.”

The team at WGAL has been hard at work and focused on bringing curated, accurate information to the Lancaster community since 1949.

“Having a group of trained professional journalists is critical,” adds Kyle. “The most meaningful way a community can help is to stay heavily invested in local news so these professionals can continue their work to inform and educate.”

It isn’t just providing news, it’s investing in the success of Lancaster. Media can be a direct line to cultivating the future of community.

“When I got into this line of work, I got into it because I saw what powerful positive impact a local news station could have on the community,” says Kyle. “It’s what local communities turn to for reputable information. It’s all about supporting Lancaster and beyond with critical, reliable information.”

Radio is also an important resource for news. Lancaster has an assortment of stations, with one in particular reaching the local Spanish-speaking community.

WLCH-Radio Centro, a station supported by the Spanish American Civic Association (SACA) of Lancaster, has grown a large following in Lancaster and York communities to help share information.

"WLCH-Radio Centro is present to help bring together different people," says Claudia Galdamez, SACA Broadcasting General Manager with Radio Centro. "By broadening perspectives, developing new horizons and increasing interactions between Latinos and non-Latinos, Radio Centro serves as a bridge within the community allowing all its people to flourish together."

Having accessibility to news is key for all of the community to thrive.

"Radio Centro recognizes that for the Latin Community of Lancaster and York to survive and flourish, it is necessary to keep it fully informed about what happens within our own community, providing reliable information and educational programming that will help them to better understand the 'modus vivendi' of where we reside," says Claudia. "Media have the potential to influence public opinion and decision making processes and, of course, every community deserves to have their own voice and representation."



Find out more about WGAL on their website wgal.com and tune in to Radio Centro at 91.3FM in Lancaster and 100.3FM in York. **LT**



BY MOLLY CROUSER,
Special Events Manager,
Lancaster Chamber
Contact Molly at
mcrouser@lancasterchamber.com

The Lancaster Chamber presents:



Lancaster Marriott & Convention Center - October 30

The goal for the Business Expo is to provide a space to showcase Lancaster County businesses and the services & products they offer to an intentional, curated audience of decision makers and local leaders in a variety of industries. We've focused that vision and created a simplified model for our exhibitors and their potential connections!

***NEW* Timing:**

ONE DAY event on October 30, 2019
11:30am-4:30pm - Free Public Expo
5-7pm - Ticketed VIP Networking Party

Visit lancasterchamber.com,
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register@lancasterchamber.com
for more information



PEOPLE:

What's On My Phone



BY JOSH SEIBERT,
Senior Designer at Fig Industries
Contact Josh at
josh@figindustries.com



SOCIAL

Instagram, Pinterest, LinkedIn

While often a mindless and maybe even involuntary habit, I still find using apps like **Instagram** incredibly valuable. Design studios, independent designers, and other creatives use it as a way to showcase their work, give a behind-the-scenes look, and engage in casual, yet authentic, communication with their followers. It's a great way to stay up to date on industry trends and find inspiration.

As a designer, one of the tasks I work on is moodboard creation. **Pinterest** is the easiest and most useful platform for finding visuals. Sure, you have to weed past some questionable DIY projects and InstantPot recipes, but you'll discover a goldmine of design, illustration, photography, and architectural inspiration. I have my own boards of topics from restaurant and retail design to fantastical business concepts.

(Follow me: pinterest.com/joshseibert)

I wouldn't consider it the most "fun" platform out there, but **LinkedIn** is undoubtedly useful. It's a quick way to professionally connect with folks that you meet at networking events, look for career opportunities, and find the right applicant for an open position.



PHOTOGRAPHY

Camera, Priime

Growing up with polaroids, disposables, 35mms, and then clunky digitals, I'm still amazed that the best **Camera** I've ever owned is the one on my phone. It's always with me so I can snap a cute moment of my cats or pictures of my downtown sunset walk in a heartbeat. I have an ongoing list of favorite photo editing apps, but **Priime** is one that has always stuck by my side.





JUST PLAIN USEFUL

Spotify, Google Maps, Wallet

I honestly don't know what I'd do if **Spotify** didn't exist. Having practically every song and podcast on demand, in one place, makes getting through the workday or a long drive so much easier. I'm also a self-proclaimed master of making playlists for every mood or moment.

I like to think I have a fairly good sense of direction, but sometimes you just need a little help. That's where **Google Maps**—or Apple Maps or Waze—comes in. Sometimes it's nice to know what traffic is like or how long it'll take you, even when you already know the way. And when I visit NYC for the weekend? Just tell it where you're heading and, like magic, you have detailed directions for taking the subway.

Apple Wallet is something that I find myself using more and more. I keep my credit and debit card, gift cards, shopper cards, and boarding passes in there to make payments and travel easy and paperless.



FOR FUN

Monument Valley, Disney World

I'm not a huge gamer, but a game like **Monument Valley** is one I cannot pass on. It's nontraditional and more so a piece of art than anything else with dreamy music, beautiful colors, and optical illusions. Mobile platforms have brought new genres and levels of creativity to the surface when it comes to game development. It's not all just formula racing and RPG adventures anymore!

I only make it to **Disney World** every few years, but the app makes life a little easier when I'm fighting my way through crowds on Main Street. It has maps for every park, wait times, restaurant menus, FastPass information, and even unlocks your hotel room. Sometimes I torture myself by opening the app and dreaming of my next vacation—until I see how long the wait is for Tower of Terror.

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Community & INDUSTRY NEWS



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Did your company recently win an award? Did your company recently celebrate a milestone anniversary? Consider sharing your company's good news in the Chamber's upcoming edition of *Thriving!*. Submit your information today at thriving@lancasterchamber.com.



Dan Martin, formerly a fuel delivery driver, has been promoted to Fuel Operations at **WEAVER ENERGY, INC.**



BARLEY SNYDER recently added five new summer Associates: **Eric Ondo, Katelyn Rohrbaugh, Adam Rutter, Benjamin Sheppard,** and **Peter Yingst.**



Ted Lieberman has joined **The MEMIC Group** as Production Underwriter.



GODFREY has hired **Bryan Clancy** as Associate Creative Director, **Erin Cusack** as Traffic Manager, **Michael Ellinger** as Production Designer, **Sarah Poliski** as Public Relations Associate Manager, **Ivonne Hernandez** as Account Manager, **Amy Wagner** as Copywriter, and **Scott Kreider** as Copywriter.



Hon. Robert A. Graci (Ret.) has joined the **SAXTON & STUMP** firm as Senior Counsel. Saxton & Stump also hired **Gayle Pridgen** as Paralegal, **Abbey Seymore** as Paralegal, and **M. Erica Crouse** as Concierge & Client Services.

Zack Khuri has joined Orrstown Bank as Executive Vice President and Market President for the Capital Region.



Emily Hartung has joined **FIG INDUSTRIES** as Designer.

BSSF recently added three new Small Business Accounting Services staff members: **Heather Barshinger, Kelly Ream,** and **Lee Ann Kinsley.**

CARGAS SYSTEMS has promoted **Lauren Schaefer** to Manager of Sales for the Sage Intacct Business Unit and **Cory Grimm** has been promoted to Director of Consulting at Cargas Energy.



Cory Grimm



Euvaline Ellington has joined **HDC MidAtlantic** as Director of Property Management.



LANCASTER PAINT & GLASS CO. has promoted **"K.C." Crossland** to Vice President and COO.



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UPCOMING LANCASTER CHAMBER EVENTS

July | August | September Programs & Events

At the Lancaster Chamber, we believe in learning from each other and connecting Lancaster's leaders with insights from the brightest minds in business. Learn about best practices beyond your industry and engage with national experts at our ongoing events and professional development programs.

To register, visit lancasterchamber.com/events or call 717.397.3531.

JULY 2019

17	Mixer Hosted by Eurofins Cyber Security 5 to 7 p.m., Lancaster Chamber
18	Industry Tour 8 a.m. to 10 a.m., LASA Wastewater Treatment Plant

AUGUST 2019

08	Young Professionals Network Summer Mixer Hosted by Cargas 5 to 7:30 p.m., Hempfield Rec Center
09	Leadercast Women: Summer Series 8 a.m. to 11:30 a.m., Spooky Nook Sports
14	Excellence Exchange featuring Dr. Michael Ripchinski 7:30 to 9 a.m., Lancaster Country Club
21	Mixer 5 to 7 p.m., Garman Builders, Inc.

SEPTEMBER 2019

12	Get Connected 8 to 9:45 a.m., Luthercare
17	Young Professionals Network Community Leaders Forum 8 to 10 a.m., LancasterHistory
18	Mixer 5 to 7 p.m., UPMC Pinnacle



The Impact of Technology in Agriculture and Our Environment

The days of farmers rising early and working tirelessly from sunrise to sunset are not entirely gone, but the introduction of technology is changing one of Lancaster County's largest industries. With nearly 12% of the total workforce in Lancaster County, the agricultural industry and its economic impact cannot be overlooked. Like many businesses, the agricultural industry is seeing shifts in the skills required for success in agriculture.

"You have to have computer knowledge and problem solving skills," notes Lisa Graybeal of Graywood Farms, a third generation farm in Peach Bottom.

Graywood Farms started in 1942 and now includes 1,200 acres, 740 milking cows and about 1,400 total animals on the farm. With fifteen employees, including Lisa, her brother Byron and their father Steve, as well as a few part-time employees, technology plays a key role in running a profitable business.



"The milking parlor is entirely automated with automatic feeders and automatic milkers," Lisa adds. "GPS is also a huge benefit as it allows us to plant and spray more accurately, reducing our costs and the impact to the environment."

Key suppliers such as the local John Deere dealership, Hooper, and Binkley & Hurst have also seen the shifts in technology as well. Don Hoover, President for Binkley & Hurst shares how environmental considerations have increased the role of technology so that "machines now know when to shut off, saving fertilizer, seed, and reducing the impact on local streams and ultimately the Chesapeake Bay." He continues, "No-till farming is now possible, also reducing the impact on the soil." Advances in technology now allow technicians to log into equipment and troubleshoot issues remotely, saving time and money—which are critical given the decreasing margins for milk and many crops.

Don also notes that as Binkley & Hurst has grown, spending time with customers "stewarding" relationships has become a key aspect of their sales process. By holding customer roundtable meetings in the offseason, the Binkley & Hurst team gathers important feedback and provides valuable insights to their customers.

"As margins become tighter, we find that sharing best practices with our customers deepens our relationships and allows us to be viewed as a trusted partner, creating long-term relationships," Don says.

While farmers and equipment suppliers are seeing the impact of technology on their business, processes and workforce, one other beneficiary of technology

improvements in agriculture are our streams and, ultimately, the Chesapeake Bay.

"The improvements in technology that have enabled no-till farming are allowing farmers to not have to break up our soil, which keeps the ground more aerated, holding water and nutrients better and reducing runoff into our streams," shares Jenna Mitchell, Pennsylvania State Director, Alliance for the Chesapeake Bay. Lancaster has more than 1,465 miles of streams, many of which are rather small and over half are impaired—meaning that they are unsafe to play in, swim in, or drink from. Jenna notes that her team is working with the EPA, PA DEP and Lancaster Clean Water Partners, a diverse group of organizations, businesses, and municipalities to be focused on improving the health of our local streams.

"Lancaster County alone contributes 21% of the nitrogen for all of Pennsylvania

that is flowing into the Chesapeake Bay so improvements that reduce runoff and improve soil quality are critically important," says Jenna.

Technology is having a significant impact on agri-business, which is providing positive benefits for our farmers, the food we eat, and the waterways we enjoy in Lancaster. In addition, the impact of technology in agriculture is increasing the demand for skilled workforce.

"We are not only looking for employees with technical skills, but we also need employees who have problem solving skills so that when we are working with technicians from our equipment dealers, we can be 'hands on' and resolve issues quickly," states Lisa.



Don also notes that communication skills remain a cornerstone of success, "without doubt, listening to our customers and working with them to improve our products to meet their needs makes all the difference."

To learn more about the impact of Agriculture on our economy, check out: www.lancasteragcouncil.org.

For more information about the Alliance for the Chesapeake Bay, go to: www.allianceforthebay.org and for info on the Lancaster Clean Water Partners, check out: www.lancastercleanwaterpartners.com. **LT**



BY SCOTT R. BURKY,
Principal, Burky Training
and Consulting
Contact Scott at
sburky@windstream.net

Phone: 717.393.9900
Fax: 717.393.5981

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Total value of all crops produced in Lancaster exceeds **\$1 billion**.

Tourism—**\$580 million** attributable to agriculture.

1st County in the nation to reach **100,000 acres** of preserved land.

Lancaster County ranks **1st in PA and 8th in the U.S.** for milk production.

More than **31%** of the more than **5,000** farms in Lancaster are dairy farms.

Lancaster County Agriculture Council

Farm Facts

Lancaster County ranks 1st out of all PA counties and 15th out of 3,077 counties in the U.S. in value of agricultural products sold. This market value is **\$1,474,954,000!**

The average size of a Lancaster County farm is 78 acres.

As an industry cluster, the agriculture and food industry is a major contributor to the regional economy.

23,841 jobs Earnings of **\$1,088,057,016**

36,399 jobs: Total jobs when ag's support industry and supply & demand chains are included.

The value of milk from cows produced in Lancaster County is **\$425,171,000.**

There are 1,776 dairy farms in the County.

Lancaster County Ag Council | www.lancasteragcouncil.com

How Lancaster County Compares

	Lancaster	Pennsylvania	United States
Average Size of Farm	78 acres	130 acres	442 acres
# of Certified Organic Farms	139	803	14,217
Ranked Value of Lancaster's Milk	1st	8th	
Average Age of a Farmer	48.7	56.1	58.3
# of Dairy Farms	1776	7048	40,000
Ranking of # of Eggs Produced	1st	1st	1st
Number of Pigs	359,505	1,250,000	72,900,000

The value of poultry and eggs produced in Lancaster County was **\$469,021,000.** Lancaster County ranks 1st in PA and 1st in the U.S. for laying hens.

Fun Facts

There are 20 times the amount of laying hens in Lancaster County than there are people.

Lancaster County is first in PA for Sweet Potato production.

Men make up 11% of farmers in Lancaster County and 16.6% in the state.

Lancaster County Ag Council | www.lancasteragcouncil.com

Note: All numbers are from the USDA - NASS 2012 Census of Agriculture NASS 2017 State Agriculture Review, and NASS Highlights 2017.



TOURISM in Lancaster and the Millennials

Lancaster County has always attracted tourists from far and wide to experience the Amish way of life, but in recent years more and more unique attractions have popped up offering an entirely new experience.

With a bustling urban center in Lancaster City, small town charm in Lititz, and an emerging outdoor recreation scene, Lancaster County is giving a new, younger demographic more reasons than ever to visit.

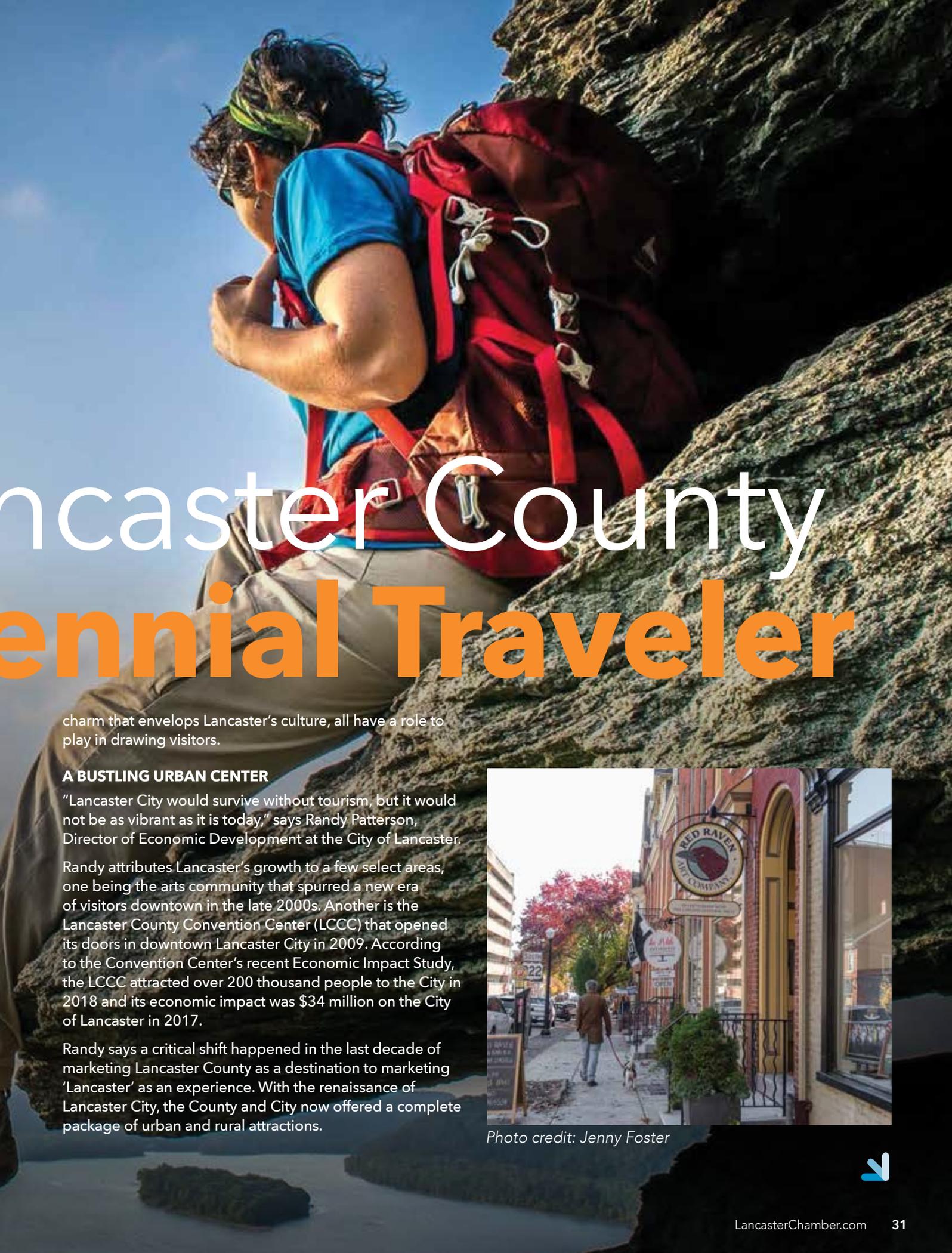
Tourism is the sixth largest industry in Lancaster County and it's no secret that many businesses from Bird-in-Hand to Downtown Lancaster City rely on the dollars spent by visitors. According to Discover Lancaster's Director of Marketing, Sarah Long, Lancaster County welcomed 9 million visitors and generated \$3 billion into the economy in 2018.

While most agree that Lancaster County attracts nearly all demographics and age groups, millennials and younger travelers are now a driving force in tourism markets across the United States. After all, in 2015 the U.S. Census Bureau reported that Millennials (born between 1982 and 2000) have outgrown Baby Boomers.

Long says there are a few key reasons millennials are attracted to the County, one being there are great options for multi-generational travel. "You can have a meaningful experience where you can bring your parents and your children," says Sarah. There are plenty of family options during the day and equal choices when it comes to date night. This makes Lancaster County a great destination for families and couples. When many millennials are now raising young families, this is an important consideration.

Even in the age of Instagram and Facebook, young travelers are looking for authentic experiences they can't find anywhere else, says Sarah. The national trend stressing the importance of locally sourced food and goods fits effortlessly into Lancaster's culture. Sarah says, "Farm-to-table in Lancaster County, is just a Saturday night."

From Lancaster Central Market to Lititz's main street shops, local food and unique goods can be found on nearly every corner in Lancaster County's towns and boroughs. While trends come and go, the same qualities attracting tourists for generations are still relevant today. The idyllic farmland and Amish culture, the history and architecture of Lancaster City and towns across the County, the slowed-down pace of life and recognizable friendly faces, and the small-town



Lancaster County Annual Traveler

charm that envelops Lancaster's culture, all have a role to play in drawing visitors.

A BUSTLING URBAN CENTER

"Lancaster City would survive without tourism, but it would not be as vibrant as it is today," says Randy Patterson, Director of Economic Development at the City of Lancaster.

Randy attributes Lancaster's growth to a few select areas, one being the arts community that spurred a new era of visitors downtown in the late 2000s. Another is the Lancaster County Convention Center (LCCC) that opened its doors in downtown Lancaster City in 2009. According to the Convention Center's recent Economic Impact Study, the LCCC attracted over 200 thousand people to the City in 2018 and its economic impact was \$34 million on the City of Lancaster in 2017.

Randy says a critical shift happened in the last decade of marketing Lancaster County as a destination to marketing 'Lancaster' as an experience. With the renaissance of Lancaster City, the County and City now offered a complete package of urban and rural attractions.



Photo credit: Jenny Foster





Lancaster City offers unique, new attractions alongside historic architecture. Recent additions to the City like Decades, a boutique bowling alley, arcade and restaurant & bar, Zoetropolis Cinema Stillhouse, a independent movie theater and restaurant & bar, and Luca, an renowned Italian eatery, along with the eclectic retail hub on the 300 Block of North Queen Street and the alluring Gallery Row, have made Lancaster City a distinct destination of its own.

LITITZ’S COOL FACTOR

It might be cheesy, but Lititz really has that cool factor, says Holly Dekarske, Executive Director of Venture Lititz. Lititz has the charm of an all-American small town that is walkable and well-manicured while also offering new, fascinating destinations like Rock Lititz & Hotel Rock Lititz and the upcoming Wilbur Hotel.

Tourism is a vital driver of the economy in Lititz. “We’re just short of 70 merchants downtown and with that many shops and restaurants in a town our size - they cannot just be supported by the people that live here,” says Holly.

Restaurants like Per Diem and Rooster Street Butcher fit right in with young foodies looking for a meal, while Stoll & Wolfe Distillery and Bulls Head Public House (consistently named best bar in Pennsylvania!) offer the best of libations and good times.

With space to accommodate 74 guests, The Wilbur Hotel is set to have its first rooms available on September 23, 2019, says Holly. Also, in the historic building will be a new restaurant, the Blackworth, and the Market that will house stands from local vendors like Rooster Street Butcher and Waltz Vineyards.

OUTDOOR RECREATION

Emerging as a sector of tourism of its own, outdoor recreation takes advantage of Lancaster County’s natural green spaces especially along the Susquehanna River. With the Northwest Lancaster County River Trail and the Warwick-to-Lititz Rail Trail, millennials can spend their time active during the day and hit the town as the sun sets.

Kayaking on the Susquehanna, biking on beautiful country roads, and running on trails along the river are becoming more common as the County invests more time and funds into developing natural recreational spaces. There is a lot more potential there, Randy says.

KEY ATTRACTIONS

“You’re not going to find a Zoetropolis maybe anywhere else” says Cheila Huettner, Partner at Zoetropolis Cinema Stillhouse. The independent movie theatre that opened its doors in 1996 has recently evolved into a full-service restaurant and bar and distillery while also creating an enclave of entertainment on North Water Street in Lancaster City. Their building and outdoor courtyard also houses Columbia Kettleworks 2nd Gear and La Cocina Mexican restaurant.



Photo credit: Michelle Johnsen



Photo credit: Michelle Johnsen

Zoetropolis shows independent art house, foreign, and documentary films. "It's stuff you will not find at the block buster movies" says Cheila. While the films attract an audience from all over the tri-state area, millennial travelers looking for a unique experience will find it at Zoetropolis and its neighbor businesses.

Other unique attractions millennials should flock to are the Lil' Country Store and Miniature Horse Farm in Ronks where one cannot only pet and interact with miniature horses, but also interact with an Amish-owned and operated farm and business, says Long. Another one-of-a-kind location to check out is the Tiny Estates in Elizabethtown, a hotel of premier tiny homes.

ADVENTURES AWAIT

In keeping what's old alive and creating exciting new attractions, Lancaster County has kept true to its roots of what has always drawn visitors, authenticity. While tourism in Lancaster County shifts to offer unique experiences to younger generations, there is no question the charm of what's old remains central to attracting visitors of all ages.

Millennials looking to have an authentic experience full of rich tradition and fresh new opportunities can look to Lancaster County as their destination.

With an assortment of incredible options, Lancaster truly has a kaleidoscope of possibilities for the modern millennial traveler. **LT**



BY WYATT BEHRINGER,
*Marketing & Communications
 Manager at City of Lancaster
 Contact Wyatt at
 WyBehringer@cityoflancasterpa.com*



Why Switching to LED Lighting is a Smart Business Move

The Port Authority of New York and New Jersey (PANYNJ) is making major upgrades to the World Trade Center that will enhance the quality of lighting throughout the facility and save the transportation agency money. More than 13,000 lighting fixtures will be upgraded to high-efficient LED technology, reducing energy consumption and increasing the life expectancy of the lamps.

Following the implementation of these updates, the Port Authority is expected to save more than \$715,000 in the first year with continued annual savings over a 10-year term. This project is expected to reduce carbon emissions by more than 4,700 metric tons, the equivalent of taking more than 1,000 passenger vehicles off the road, according to U.S. Environmental Protection Agency estimates, and will contribute to the Port Authority's greenhouse gas emissions reduction goals.

Affordable compact fluorescent lamp (CFL) bulbs are often the go-to choice for facility managers, but they do not have the same long-term cost savings advantage that LED lighting offers. In addition to energy savings, there are many ways in which LED lighting trumps lighting from CFLs.

LED VS. FLUORESCENT LIGHT BULBS

LED bulbs produce light when an electrical current passes through them, making full light appear instantly. The process for lighting a CFL is a little more complicated and takes anywhere from 30 seconds to three minutes, which is why CFLs seem to take a while before they are fully lit.¹

Here are some other differences to keep in mind when examining CFL vs LED bulbs:

- LEDs emit very little heat. In contrast, CFLs release about 80% of their energy as heat, according to Energy.gov. This affects the life span of the lightbulb; the higher the temperature, the shorter the useful life. LEDs tend to last for 15 to 25-plus years, whereas CFLs last up to 10 years.²
- Because LEDs emit light in a specific direction, they do not need diffusers or reflectors that trap lights. This helps increase LED efficiency for uses such as downlights common in hallways or bathrooms or task lighting.
- LEDs are more environmentally friendly. CFLs contain mercury and should be disposed of in a certain way, whereas LED lights do not have the same requirement.
- By choosing an LED bulb, you might pay half as much annually than if you were to use a CFL bulb.

Get started on making the switch to LED lighting and reap the environmental and financial benefits. LED lighting can reduce your carbon footprint and reduce your energy spend, offsetting the costs required to make the upgrades to your facility. Learn more about Constellation's Efficiency Made Easy (EME) program and how we can help you make the switch to LEDs today on our website constellation.com.

LT

References:

¹https://blog.constellation.com/2016/03/25/led-vs-cfl-bulbs/?_ga=2.19380410.341077210.1539609975-600283820.1535558592

²<http://www.nrdc.org/energy/lightbulbs/files/lightbulbguide.pdf>

Lancaster Chamber presents:

2019 Agriculture Banquet

Featuring Jason Brown,

former NFL player and current owner of First Fruits Farm

Based in Louisburg, North Carolina, First Fruits Farm was founded by former NFL lineman, Jason Brown. The farm was created to aid in hunger relief in eastern North Carolina.

When: Thursday, November 14, 2019 from 5-9pm

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- The Inn at Bully's Restaurant & Pub

20 Years

- EZSolution
- Henry Schein, Inc.

30 Years

- Lancaster County Solid Waste Management

40 Years

- School District of Lancaster

JUNE

10 Years

- Performance Insight, LLC
- Central Pennsylvania Blood Bank
- Choice Windows, Doors & More, Inc.
- Citadel Federal Credit Union
- GCM Inc. - General Construction Management

20 Years

- Binkley & Hurst, LP
- Sharp Innovations, Inc.

30 Years

- The Amish Experience
- Hodge Tool Co. Inc.
- Peter Kleine Company

50 Years

- Dermatology Physicians, Inc.

60 Years

- GSM Roofing

70 Years

- Schwanger Brothers & Co., Inc.

JULY

10 Years

- LH Brubaker Appliances Inc.
- The JDK Group - Catering & Event Planning
- Landisville Animal Hospital
- YDOP

20 Years

- Lancaster Lebanon Habitat for Humanity, Inc.
- Lancaster EMS (LEMSA)
- Providence Engineering Corporation
- Rodgers & Associates
- White Good & Co. Advertising

30 Years

- Covanta Lancaster, Inc.
- Lancaster Campus/HACC

40 Years

- Miller's Smorgasbord & Bakery

60 Years

- Strasburg Rail Road Company

A WORD FROM **YOUR CHAMBER**

PEOPLE | **BUSINESS** | COMMUNITY

THE IMPACT OF INVESTMENT

A vibrant community often starts with just one passionate business owner like you. As we all work together and help one another, a thriving business community begins to emerge. This collective strength and enthusiasm results in more jobs, inspired employees, and a community we're proud to call home.

We offer a variety of opportunities to help you where you are.

For many business professionals, return on investment, or ROI, is at the forefront of their decision making. Whether wanting to save on energy costs, support workforce development, or acquire sponsorship & marketing opportunities, value and return are consistently top of mind. This ROI mindset also accentuates the importance of exploring the many benefits of your investment in the Lancaster Chamber—both short-term and for long-term growth.

At our recent 147th Annual Dinner, we spoke about collectively coming together to make Lancaster the prosperous community it is today. We continue to support that success and ensure that it is strong, sustainable, and

effective for generations to come.

In today's individualized world, the value of a collective voice for business cannot be underestimated. When key issues arise, we at the Chamber strive to quickly survey the business community to provide real-time insights on key topics and pending legislation. Our investors include larger companies, small business and entrepreneurs—each providing a unique perspective.

We strive to help employers attract and retain employees and offer world-class professional development programs with Leadercast and the American Management Association to ensure Lancaster County has access to key resources. Plus, our recurring events and programs provide unique opportunities to network, share your story, and learn about other businesses across Lancaster County.

For many investors, our value-added programs are an excellent fit. Unique offerings such as the BizSure Insurance Program through Horst Insurance, our Electricity Program with Constellation Energy, our Natural Gas program



with Shipley Energy, the Fleet Fueling Program from Rhoads Energy, and the Background Check program through the Credit Bureau of Lancaster County are all designed to provide Chamber Investors with valuable savings—savings that can add up over the course of a year.

If you are currently investing in membership with the Chamber, we thank you. Because of you, we are able to fund powerful initiatives that are vastly changing the landscape of business—from our transportation solution connecting employers with employees in the Northern area of Lancaster, to the Inspire platform that blends high school student learning with workforce experience. Your support is truly helping to shape the future of business in Lancaster.

If you are considering renewing your investment or joining us in our work—reach out to us, we’d love to share some of the great things the team is working on to have Lancaster County recognized as a model of prosperity. **LT**



BY ANTHONY LEAL & JOSH ENDERS,
Business Relations Team
Contact Anthony at aleal@lancasterchamber.com
Contact Josh at jenders@lancasterchamber.com



Lancaster Chamber



VALUE-ADDED PROGRAMS From the Chamber:

1) INSURANCE SAVINGS

Costs for Worker’s Compensation, General Liability and Auto Insurance are a critical aspect to any business’ operations. Our BizSure insurance program with **Horst Insurance** provides access to over 35 local insurers. Over the past 20 years, this program has paid out over \$3.5 million in dividends to participating businesses. While dividends cannot be guaranteed, in recent years, the plan provided significant ROI for participating members.

2) REDUCED ELECTRICITY AND NATURAL GAS COSTS

Operating costs, specifically fuel and energy costs, continue to be significant expenses for many businesses. Our partnership with **Constellation** for electricity and **Shipley Energy** for natural gas provide savings on two key areas. If you have not explored the Chamber’s natural gas and electricity programs, now is a great time with winter heating costs just around the corner.

3) FLEET FUELING DISCOUNTS

Our partnership with **Rhoads Energy** and **Turkey Hill Minit Markets** provides up to \$.05 per gallon discount when your company vehicles fill up at any Turkey Hill location. In addition to the savings, the program provides controls, concise reporting and other informational tools that save you time and money when managing your fuel expenses.

4) BACKGROUND CHECKS FOR NEW HIRES

If you are hiring new employees or need to complete annual background checks, the **Credit Bureau of Lancaster County** can save you on every report that’s run and ensure that your business is staying compliant with the latest state and federal regulations.

Overwhelmed by your employee to-do list?

Let UPMC Pinnacle **HELP** you manage it all.

With the right partner and programs, you can make a world of difference for your employees. The Corporate Ambassador Resource and Employer Solutions (CARES) program at UPMC Pinnacle offers many services and tools that can be individualized to make it easy for your employees to be healthier. Help your employees make lasting lifestyle changes with CARES.

To learn more about worksite wellness programs, innovative cost-saving network solutions, and other services to support employee well-being and your bottom line, visit UPMCPinnacle.com/CARES or call **717-231-8018**.

- Reduce the need for sick time.
- Encourage prevention and disease management.
- Keep employees and their families healthy.
- Create a path to better health.
- Improve productivity.