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FALL 2019

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LETTER FROM THE PRESIDENT



This edition of *Thriving!* features an array of unique topics—from planning your first company event and your guide to holiday marketing trends, to the up-and-coming film industry and a spotlight on businesses giving back. Our goal is to provide a range of content that engages our readers in a variety of ways, and we hope we've accomplished that in this packed October issue.

I want to take the time to thank you for reading this magazine and using it as a resource for you and your business. We have made it our objective to focus on initiatives that enrich our community and benefit your business, and we are grateful for your continued support of our organization. It's always rewarding to watch the business landscape grow as even more collaboration, cultivation, and creativity pushes the boundaries in our community for the better.

Thank you for your support of the Lancaster Chamber and we hope you enjoy reading these stories.

Sincerely,

Tom Baldrige, President & CEO
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From up and coming film festivals, to entire films being shot here in the County, Lancaster looks to be on the brink of a new arts and culture movement.

Left: Mary Haverstick directs Oscar winner Marcia Gay Harden and Tony winner Marian Seldes in "Home," her fourth feature film which was shot entirely in Lancaster County.

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READY, ACTION!



Triode Media Group, LTD, studio.

Is Lancaster The Next Hub For Film?

The Lancaster arts and culture scene has been growing at a rapid pace. With booming art galleries, local makers markets, talented musicians, premium theater, and more, there are so many areas that are adding an extra dose of vibrancy to the County.

Now, there is another medium poised to push Lancaster even further into creativity and positively impact the economic future of the community: film.

"The combination between innovation and stability in Lancaster makes it a perfect place for film," says Derek Diener, Founder & CEO of MAKE films, local film agency. "You have years and years of history and traditional businesses along with new companies coming along and adding to the area. It is making the perfect creative platform where film can thrive."

We checked in with some of the individuals on the cusp of making Lancaster a hub for film to see how it could both create inspiring productions while impacting the Lancaster economy for the better.



Studio & Marketing Manager Lisbet Byler and Coordinating Producer Grace Wagner, reviewing an edit with Editor Jordan Graff, at MAKE's studio in Lancaster, PA.



David Godin, Co-Owner of Autopilot:Off.



Co-owners of Autopilot:Off and married couple David Godin and Rasha Clark.

Primed For Production: Lancaster Ready For The Artform

Lancaster is primed to be a space to cultivate filmmaking and the industry as a whole.

"Lancaster is already a very creative hub, and I just think there is a lot of confidence in film opportunity and that's why you are seeing so many people excited about what's happening right now," says David Godin co-founder of Autopilot: Off content production company. He and his wife Rasha Clark are currently finalizing details for their local debut feature film *Creek Don't Rise*. "With the democratization of roles, lower prices of equipment, and new technology, it is giving so many new people access and opportunity to engage with this art form—and I think that is something you are seeing here in the community."

"You've got art houses that support film like Zoetropolis, so they already started an audience for Indie films here which is a natural place for film to grow," adds Rasha. "There is a natural support for the fine arts here and I think it's a great time to include film as a bigger part of what's offered."

Ryan Shank, Executive Director of the upcoming Red Rose Film Festival, also acknowledges Lancaster as a place primed for filmmaking growth and production success.

"When you think of the arts in Lancaster, film is a piece that isn't as represented as some other areas," says Ryan. "I see this Red Rose Film Festival and the filmmaking industry as a complement to the artistic identity of Lancaster. With the festival, we are exhibitors of film—we are giving filmmakers and members of the artistic community an additional platform to showcase their work. It's a next step in Lancaster's evolution as an entertainment and artistic hub."

Although film is rapidly becoming a movement here in the County, there have been film agencies and companies in the area for a while. Haverstick Films is a company that has been



One of the scenes in film *Creek Don't Rise*.



Film director Mary Haverstick on a recent trip to Montreal.

around since 1989 and more recent additions to the area, Triode Media and MAKE films, are creating more opportunities for film to grow.

"The artistic growth here has been amazing," says Mary Haverstick, founder and owner of Haverstick Films. "Many more artists have found Lancaster to be a welcoming home, and the cost of living in New York and other metro areas has made Lancaster an appealing option. Lancaster has a walkable downtown, a thriving coffeeshop scene and incredible architecture. The local farmland and beauty of the landscape attracts artists, but that will only continue as long as we are wise enough to maintain that which Lancaster has going for it."

"Lancaster has always been home to creative industries," says Evan Scudner, Executive Producer



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A still from film *Creek Don't Rise*.



Ryan Shank prepares for his Red Rose Film Festival.



Derek Diener and Catlin Williams from MAKE films.



David Godin with a crew filming.



at Triode Media Group, LTD. “Film and video are critical forms of communication and entertainment that are important industries to have in Lancaster.”

Derek from MAKE agrees.

“We love Lancaster and love the entrepreneurial energy that’s here right now,” says Derek. “I am lucky enough to have decided years ago that I wanted to be in video, start my own business, and do it in Lancaster. Without being a film company and without being in Lancaster, it wouldn’t be MAKE films today.”

More Than Film: Growing Economic Impact

The film industry is all about creating stories, shaping narratives and producing something that can move an audience or viewer. But it is also so much more—it can vastly impact the economy where the films are created.

With the Red Rose Film Festival, a five-year vision now finally coming to fruition, Ryan is keeping that at the center.

“We have a focus on four key pillars of our business model: Development, Arts, Tourism, and Education,” says Ryan. “At the core of our mission is to bring more film to the area that has an ancillary effect on small business commerce and employment. We want to bring more jobs to the area and inject capital into our commerce.”

Ryan hopes that this first edition of the festival provides a strong foundation to launch bigger plans to impact Lancaster.

“The overarching goal is that in the next five years this film festival creates such an economic impact that policy makers in the State will consider revising the incentives to draw filmmakers to Central PA which, in turn, will benefit our community in the creation of new job opportunities and financial growth,” he adds. “It will positively impact our small business community and the County’s overall commerce.”

Whether it’s film festivals or film production, workforce is an area that can greatly benefit from this booming industry.

“Film really does open up a whole new realm of creative employment,” says Rasha. “You need location scouts, you need make-up artists, you need hair stylists. You will need someone to help with fashion, wardrobe, the construction and implementation of sets, electrical workers, lighting technicians, all sorts of crew members.”

“The filmmaking industry can be the most collaborative art form,” adds David. “It’s very broad-spectrum. Instead of thinking of filmmaking as directors or actors, think of all of the other types of individuals and their skill sets that will benefit the percentage of needed employment.”

Evan also notes the impact the film industry can have on workforce.

“Nationwide, the film and television industry employs more people than farming, oil extraction and mining combined,” he says. “Lancaster is a great place for filming. The community has excellent locations, experienced crew and talent, and great hospitality. We’re working hard to bring more film production to Lancaster.”





Director, Derek Diener, and Director of Photography, Aaron Diener, on set of the Lancaster Chamber's Carpool Karaoke shoot with Mayor Danene Sorace.

Derek speaks into the idea of economic impact from another aspect, one that he and the MAKE team specialize in: using video for commercial marketing.

"We challenge ourselves to best tell stories that will help our clients," says Derek. "Advertising and marketing are less about selling and more about telling stories that connect with others. We always ask the question 'How do we tell that story authentically?'"

"Video really has the capability to change the relationship a business has with its customer or its end user," adds Catlin Williams, Producer at MAKE films. "Because of the connection people can feel to a story, a brand, a professional that works at that organization or business, it really strengthens a relationship in a way that we haven't really seen before. Video is more personal—more driven by human connectivity."

"When people hear the word 'film' or 'filmmaker', they think of going to movies, documentaries or watching films on streaming services," adds Mary. "Currently, Lancaster's viable filmmaking economy, meaning making a living at it, is restricted to product videos or commercial videos. We are in our infancy when it comes to telling Lancaster based stories that get out to the wider world. In order to make that leap we need to support, fund, and empower filmmakers to do so. To grow our film community, Lancaster needs to grow our support of Lancaster filmmakers to tell the stories they want to tell. Only then will Lancaster's filmmaking engine evolve from a service provided to businesses, to a viable storytelling community. When that leap happens, it will move our local filmmaking community from a gig economy to an actual engine of economic impact. That is our next step."

From film festivals and original filmmaking, to opportunities to advertise and market businesses to both the local consumer and beyond, the film industry can be a strong economic driver and it's just getting started.

Get The Details: The Projects Happening Right Now

Along with commercial film and production, there is a lot of original filmmaking happening here in Lancaster.

Creek Don't Rise, the current film David and Rasha are working on, is planned to start production later this year.

"The film explores community and isolation in contemporary American society via a narrative of an unlikely friendship between a former Sudanese "Lost Boy" refugee and a woman struggling with bipolar disorder," says Rasha. "We are planning on using all local talent and local businesses to support the area and are still looking for funding for the film, private donors, investments."

David, a Lancaster native, is beyond excited to begin production on this film.

"With this particular film, I am most excited to explore two really different types of people connecting on an extraordinarily deep level in Lancaster County—in this place where I grew up," says David. "To see that type of story, that depth of humanity, amongst this backdrop of this place where I grew up is more than exciting to me."

As for the film festival, Ryan is ready to bring international filmmaking to the heart of Lancaster.

"We have films from Australia, the United Kingdom, middle east, South Africa, and all over the US," says Ryan. "They'll be shown in a variety of local venues like Tellus360, the Holiday Inn Lancaster, and the Lancaster VR Lounge."

For this premier festival, there are three identifying areas of focus: inclusion, innovation, and inspiration. All three are areas important to filmmaking and Ryan hopes they are equally showcased in the films at the event.

"It will be an assortment of film types," says Ryan. "And I hope people can come and connect to them in an accessible way."

For Derek at MAKE, he has some lofty goals of his own.

"I would love to say that MAKE could be the next Pixar," he says. "The way that Pixar builds creative trust is what we pursue as we are growing as a company. We have Gallery Row in downtown Lancaster—why not have a Backlot B for film, too?"

Though MAKE focuses a lot on commercial work, they have been breaking into original content over the years.

"We're working on a docu-series that will launch sometime in 2020," says Catlin. "It's called *Unlock Lancaster* and will tell the story of Lancaster City in a broad perspective – from buildings to people – for the last couple hundred years."

They also have three short films going directly to festivals: *Oma & Opa*, *Passive Aggressive Film School Roomate*, and *AFRAID*. Another project is a three-part episode series called *Dismantling Democracy* – in partnership with the University of Virginia Center for Politics.

The Final Cut: What's Ahead

The Red Rose Film Festival is November 1-3, 2019. You can find tickets and more information at redrosefilmfestival.com.

Be sure to explore MAKE films at makefilms.cc and check out their YouTube channel for short films and video series. Learn more about Triode Media LTD at triode.tv and browse their work and the missions behind what they do.

Haverstick Films looks to begin production on their fifth feature length project in 2020, so keep checking haverstickfilms.com for more information.

David and Rasha are quickly gaining momentum with their feature film. To find out more and see how you can donate or make an impact with the film *Creek Don't Rise*, visit their website at autopilotoff.tv/creekdontrise or at facebook.com/creedontrisefilm.

The film industry in Lancaster is bright – and it's exciting to watch what happens next.

"There is some kind of magic about Lancaster – whether you are born and raised, leave and come back, or you are a transplant," says Catlin. "There is just a magic that draws people in. It's reflected in the way that people engage with each other in community, both professionally and personally. I think about the saying 'a rising tide lifts all boats' and feel like that's the wave that Lancaster is on right now. They are rooted and reaching out. Everything is growing, thriving. And we're excited that's happening with film, too." **LT**



BY TONY GORICK,
Creative Services Manager,
Lancaster Chamber
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Producer Catlin Williams and Audio Technician Chad Kinsey, sitting in for the talent on set of *Sight and Sound's Founder Stories* film.

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The Lancaster Chamber wants to offer you the chance to utilize our recent *Lean Into The Bold* short film, originally premiering at the 2019 Lancaster Chamber Annual Dinner in May, as your own marketing & recruiting piece for promotion efforts at your company.

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Visit www.lancasterchamber.com/video to learn more.

A Preview For **THE ROAD AHEAD**

Here is a preview of some economic trends that can impact business and community organizations. Check it out then register for the [Lancaster Chamber's Economic Forecast Breakfast](#) on December 13, 2019 at lancasterchamber.com/economic.

The United States is currently in the midst of the longest economic expansion on record, dating back to the pre-Civil War era (1854). The length of the current expansion raises a natural question: when will the next downturn rear its ugly head? While recessions are notoriously difficult to predict, economic data do provide us with a few signals that often precede recessions that merit watching in the months ahead. In the following paragraphs, I will lay out a few pieces of key data with a strong record of predicting economic downturns that may give some insight into when the next recession might appear on the horizon.

Consumer spending is the lifeblood of the American economy, contributing about 70% of annual US economic growth. When workers are confident and jobs are plentiful, consumer spending is buoyant. The monthly labor report is one of the most watched pieces of economic data, and "full employment" is one part of the Federal Reserve's dual mandate for a reason. As a strong economy begins to weaken, employers rarely start by cutting employee numbers out right, because retaining replacement workers should the weakness prove to be merely seasonal or temporary may prove difficult. Instead, employers cut the hours of the employees already on the books. A trend

indicating declining hours worked while jobless claims remain steady can be an early indication that a bout of economic weakness is on the way. When households face a cut to hours worked, they have less to spend, which can reverberate throughout the economy. In conjunction with hours worked, consumer confidence should also be monitored. As consumers lose confidence in the economy, they pull back on spending; a decline of 30 points or more from a peak in the index has typically preceded recessions. Neither of these statistics is flashing a warning sign today, but if they begin to weaken, they would likely be providing an early warning sign that the business cycle could be turning.

The Conference Board US Leading Economic Indicators Index and the spread between the yields on the 10-year US Treasury Bond and 2-year US Treasury Bond are a second pair of signals that merit watching, as the combination has a near perfect history of providing an early warning sign that economic weakness lies ahead. Since the 1960s, every US recession has been preceded by a sustained decline in the leading economic indicators index and an inverted yield curve (when the yield on a 2-year Treasury is higher than that of the 10-year Treasury). While this signal has provided



Lancaster Chamber
Lancaster Chamber's
Economic Forecast Breakfast



false positives – leading indicators have decelerated and the yield curve has inverted but no recession occurred – they still provide a strong potential early warning that an economic slowdown may be on the way. While the yield curve has inverted at various times in 2019, the yield curve must remain inverted for a sustained period of time – 3 months or more – to trigger concern. While the current spread is quite narrow, the 2-10 yield curve remains positive. Leading economic indicators have also continued to climb. There is a lag between when these indicators signal a potential recession and when that recession hits; historically the lag has been 12 months or more. Given the strong historical record of these metrics in providing an early recession warning, these indicators should be monitored closely in the months ahead.

Trade tensions with China are currently a wild card for this economic cycle. As currently imposed, tariffs on Chinese imports have a limited but negative impact on the US economy, but greater damage to the domestic economy is likely should the trade tensions continue to escalate. While a trade deal with China before the 2020 election appears increasingly unlikely, a truce in the trade war would be seen as positive for the economy. While the tariffs currently

imposed cause a slight hit to US economic growth, the impact is not large enough to push the US economy into recession. Should tensions escalate, however, the impact could be far greater. Negotiations in the months ahead should be watched closely.

Current economic data do not point to a recession in the near term (6 to 12 months ahead), and the length of the current economic growth cycle by itself does not signal that a recession is imminent. Case in point is Australia, which has not experienced a recession for 27 years. Uncertainty is elevated globally, however, and all economic growth cycles must end eventually. The statistics above provide some potential early warning signs to watch out for in the weeks and months ahead.

Learn more about the upcoming economic trends at the Lancaster Chamber Economic Forecast Breakfast on December 13, 2019. Register at lancasterchamber.com/economic.



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What's On My Phone



BY ALY PURSELL,
Lead Creative Designer
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Clutter and notifications give me anxiety, so I keep my home screen to the basics. I start every day by checking my inbox in the **Mail** app. Clearing junk, flagging emails that need addressing, reviewing my **Calendar** and checking the **Weather** all before I get out of bed help set me up for a successful day. (Yes, I know it's bad practice to check email that early, but it provides me with the processing time I need to attack the day while I'm brushing my teeth and driving to work.)



Another way I reduce visual clutter is utilizing the folder system on my second screen to group like-apps together. My "LISTEN" folder is always open during my morning and evening commutes. I use **Google Play** for music and playlists, the apple **Podcast** app for my news, true crime stories, and to study trends in branding, design, communication and leadership. This folder is also my personal bookshelf. I'm not a reader, but that doesn't mean I don't like books. Apps like **Audible** and **Audiobooks** allow me to absorb great stories and content while I'm cleaning, driving or just closing my eyes. My newest app—and one that is so exciting—is **Libby**; this allows me to log in with my Lancaster Public Library card and remotely check out audiobooks from their collection!



As part of a creative content team at Ten Thousand Villages, I do use social apps for both work and personal. **Instagram** is still the place where I enjoy seeing what my friends are up to, but I have fully embraced its evolution into so much more than that. I follow influencers and artists of all types and regularly save posts and organize them into folders to use as inspiration for my personal home decor as well as for photoshoots and marketing campaigns for work. Following a wide variety of accounts helps to keep my eyes open to various perspectives and stay aware of what's going on outside of my own bubble. **Pinterest** serves a similar purpose for me, but is less about the human side and more about the visuals. I use it personally to save ideas for my home and wardrobe, make

lists of gift ideas for others and wishlists for myself, and professionally for branding and photoshoot moodboards.



When it comes to photos we take on our phone, we all know storage can be an issue. I could not recommend **Google Photos** more. It effortlessly backs up all of my photos, allowing me to clear the space from my phone but still have access to all of the images whenever I wish. I can then organize them into albums that can be shared with friends and family, and seamlessly accessed on my laptop. When

I want to edit a photo on my phone **VSCO** is my go-to app, but so far I have not engaged in the social aspect of it, I just post the finished product to Instagram.



What are apps and phones for if not for convenience? **Venmo** makes splitting a tab at dinner with friends or paying your sibling for that shared gift for the parents so simple. Speaking of money... **Mint** is my hub for creating budgets, tracking my purchases, and monitoring my loans and savings. I love being able to check one place for an overall look at my finances which are scattered across accounts. Other apps that I keep on my phone for convenience, especially when I'm out of town, are **Uber**, **Yelp**, **Parkmobile**, and **Google Maps**. I use **Nest** to monitor my home's temperature and keep the utility bills down. Lastly, I keep the **Notes** app a click away so that I can easily log all thoughts, ideas, to-do lists, and reminders. **LT**

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FIRST FEEDBACK



A Peek At The Lancaster 2040 Development Plan

A Recap: Pop-Up Park First Friday Sneak Peek

The pop-up park was titled Missing Middle Housing. Although it was located on N. Prince St.'s Gallery Row, it was not exactly an artistic display (although the posters were attractive, the information enlightening, and there was a hands-on component). Instead, the display, set up in three on-street parking spaces for September's First Friday, was hosted by the Lancaster County Planning Commission and the Coalition for Smart Growth to give information about future growth and planning options.

"Our intent is to provide more information about smart growth concepts and affordable housing and how it is included in places2040, our new comprehensive plan," says Bernadette Hohenadel, a board member of the Coalition. "The need for affordable housing is real. That doesn't mean low-income housing but affordable for all sectors of our community, especially affordable rental housing."

"We want to introduce the basics of places2040," says Porter Stevens, AICP, a senior planner with the Lancaster County Planning Commission, who led this year's pop-up park experience. "This plan is about preserving what we

love about the county—farmland and open recreational spaces—and taking steps to cope with our current growth and what we know is coming."

The emphasis on housing, says Stevens, is important because 4,000 new residents are born or arrive in the county each year and housing is needed to accommodate them. One goal of places2040 is to increase the housing supply and ensure that development is more compact, efficient and fiscally responsible, he says.

Constructing more middle housing, defined in places2040 as types of housing prevalent before 1945 such as duplex, triplex and fourplex, courtyard apartments, bungalow, townhouses and multiplex units, could help, said Stevens. These housing developments are not now typically permitted by zoning, but that could change as municipalities look at modifying zoning laws.

First-time homeowners Christina and Erik Sheehan saw the display as they were driving by and stopped to check it out. It was their first introduction to places2040. The couple met while attending Millersville University. After graduation and moving outside the area, the newly-married couple

decided to return to Lancaster. They weren't big fans of renting, and took a LHOP home ownership course to prepare for purchasing a home.

"We loved Lancaster city but we couldn't find a house here," says Christina Sheehan. "It was hard to find anything in our price range. We'd schedule visits to see houses on the market and they would be gone before we got there."

They eventually found a house in their price range in Columbia and they really like the idea of new middle housing developments.

"Middle housing would be newly-built, more attractive, and easier to maintain than older homes. It would give more options to people," says Erik Sheehan. "It could include places for recreation, walking paths, and create a sense of community. And, it's good for local area commerce."

Gary Davis said the places2040 display offered important information. Davis and his wife own a home in Parkesburg, Chester County, which they purchased 20+ years ago because it was affordable for new homebuyers.

"We could afford to live in it and make it our dream house," says Davis, who works in downtown Lancaster.

"Affordable housing is so important to society and a key ingredient in our economy."

Amanda Ruiz, a city homeowner, stopped by the display with her children and friends, and learned about places2040 for the first time.

"I love the interactive display that captured my children's attention," says Ruiz, who sat down to watch the children play with the models of different-sized boxes featured in the display to act as visual representations of middle housing.



People were able to check out plans for the 2040 development project on September 2019's First Friday in Lancaster City.

"It became a child play area," agrees Stevens. "That's okay—sometimes what you originally envision becomes something different, and you just roll with it."

GET THE DETAILS: WHAT IS PLACES 2040?

The vision of places2040, the new Lancaster County comprehensive plan, is to preserve and enhance the characteristics that contribute to residents' quality of life, including farmland, natural resources, and urban places. Read more at places2040.com.

The Lancaster Chamber has been a Partner for Place, aligning with this plan and being one of the catalyst organizations in helping to accomplish its goals. Tom

Baldrige, President and CEO of the Lancaster Chamber notes the importance of this plan.

"Whenever I go out of town, and somebody asks me where I'm from, I say I'm from Lancaster County" Baldrige says. "The more I think that we can get residents appreciating the fact that we're a County of one, the better off I think we'll all be, and the easier it will be to plan our collective future."

After three years of public outreach, places2040 was adopted by the Lancaster County Board of Commissioners in October 2018. The plan, which now serves as official county policy, focuses on communities, corridors, and landscapes to guide future planning. Thinking beyond boundaries is crucial in a county with 60 municipalities (one city, 18 boroughs and 41 townships), each of which is responsible for its own land-use decisions.

"It's not a question of whether or not we will grow, but how we will grow. By 2040, the data tells us we can expect up to 100,000 additional people living in Lancaster County," says Scott Standish, Interim Executive Director of the Lancaster County Planning Commission (LCPC). "By focusing on the issues and opportunities that people said were important to them, places2040 can help us make responsible choices about agricultural and natural resource protection, housing, business growth and expansion, and transportation."

It's a big job to survey public opinion throughout Lancaster County, but at least 8,000 people provided input—far more than any previous countywide planning effort. Twenty-seven regional, countywide and city organizations

and agencies called "Partners for Place" also provided guidance. Feedback was provided in focus group meetings, workshops, and online surveys.

Information gathered from this effort was organized into five big ideas: creating great places; connecting people, place, and opportunity; taking care of what we have; growing





responsibly; and thinking beyond boundaries. The next step was to identify seven catalytic tools to encourage community action to implement the plan, including:

- **Practice place-based planning and analysis** - plan for places defined by natural, historic, and cultural features rather than political boundaries
- **Simplify zoning** - simplify, consolidate, and streamline review processes and zoning districts
- **Utilize official maps** - identify future enhancements to transportation, community facilities, and environmentally critical areas
- **Implement complete streets** - accommodate all transportation modes and people of all ages and abilities
- **Invest in sufficient infrastructure and public services** - focus on growth areas identified on the Lancaster County Future Land Use and Transportation Map
- **Collaborate to implement places2040 policies** - encourage public, private, and nonprofit cooperation
- **Align community resources with these policies** - incentivize implementation of the plan's five big ideas, 26 policies, and 7 catalytic tools and strategies

"Places2040 is less of an encyclopedia (like past comprehensive plans) and more of a guidebook for encouraging cooperation," says Standish. "Thinking beyond boundaries is key, because our communities, corridors and landscapes are interconnected. "For example, making changes to a major corridor such as Route 501 should involve all the municipalities it crosses: Lancaster City, Manheim Township, Lititz, and Warwick Township."

Another big issue is housing. While many want to preserve farmland and open space, housing is an urgent need. Population projections show that about 4,000 new residents are born here or move into Lancaster County each year. To accommodate them, places2040 recommends that we grow where we're already growing, build more compactly and efficiently, prioritize redevelopment and infill, and provide a greater and more diverse supply of housing. September's pop-up park, hosted by LCPC and the Coalition for Smart

Growth, included information on housing and potential housing choices of the future.

"Lancaster County is an amazing place to live, work, play, and visit," says Standish. "Our goal is to adapt to future changes while maintaining Lancaster's unique identity and sense of place. Essentially, places2040 is about this: how do we get to the future we all want to see?" **LT**



BY CAROL GIFFORD,
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Listen Up: Recommended Podcasts from Local Leaders

NAME: Debra A. Miller,
Office Assistant, Isaac's Restaurants



WHEN DO YOU LISTEN TO PODCASTS?

I listen to podcasts on the one-hour drive home from work in Camp Hill.

CAN YOU NAME TWO OR THREE FAVORITE PODCASTS - AND TELL WHY YOU LISTEN TO THEM?

I listen to one podcast: *From J to Z*. This podcast is hosted by two Major League Soccer players who play for the Portland Timbers. "J" is Jeff Attinella, goalie, and "Z" is Zarek Valentin, right back, and my son. This playful podcast gives a true but humorous insight into the lives of a professional soccer players, their road trips and how they pass time, their family lives and recent babies, game and player analysis, World Cup coverage, and everything soccer...and then some! It is a fun podcast that reminds me that, at the end of the day, professional athletes are ordinary people.

NAME: Laurie Ann Ulrich, Learning Experience Designer, PMA



WHEN DO YOU LISTEN TO PODCASTS?

I listen to podcasts while driving and I like to learn and experience others' educational/entertaining talks.

CAN YOU NAME TWO OR THREE FAVORITE PODCASTS - AND TELL WHY YOU LISTEN TO THEM?

99% *Invisible* on Google Podcasts. It's cool, unknown background and backstory on everyday objects, really fascinating and well-presented. *No Such Thing As A Fish* on Google Podcasts. It's hysterically funny news items, free-form conversations erupt between the presenters. *WTF with Marc Maron* on Google Podcasts. He's a funny comedian, ascerbic observations, interesting, unexpected guests.



BY KELLY THOMAS,
Public Relations Copy Director
at Godfrey
Contact Kelly at
kmedley@godfrey.com

NAME: Gael Aime, Operations Manager,
Lancaster Parking Authority



WHEN DO YOU LISTEN TO PODCASTS?

I listen while driving to and from work, grocery shopping, downtime, while cooking, while working on the basement, doing house chores, etc.

CAN YOU NAME TWO OR THREE FAVORITE PODCASTS - AND TELL WHY YOU LISTEN TO THEM?

Serial - An investigative journalism podcast that dives deep into criminal cases and the justice system. *Lifehacker's The Upgrade* - Gives you tips on how to improve nearly every aspect of your life - from getting a better night's sleep to how to be a better conversationalist. *The Parenting Spectrum* - This podcast will open your mind to all the incredible things autistic people wish the world understood. *Marques Brownlee's Waveform* - Focuses on technology product reviews and interviews with people in the tech industry. **LT**



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Avoid The Event

PANIC

Celebrate Lancaster Ale event - Photo by Jenny Foster

“Make it work.”

A phrase made famous in recent years by Tim Gunn of Project Runway, but quite popular with event planners long before that. Ask around, you’ll be hard pressed to find an event planning pro who hasn’t found themselves in a do-or-die, make it work situation.

The key, they’ll tell you, is that while a solid plan is necessary, it will only take you so far.

“No matter how much work and planning you put into an event, there are always issues that come up day-of that need to be fixed. It’s constant problem-solving on your toes, so it can be challenging when something needs to be ‘fixed’ immediately, but I find it fun to be constantly challenged like that,” says Devon Fiore, Special Events Coordinator for Hospice & Community Care.



HERE'S YOUR GUIDE TO Planning Company Events



Labor Day Auction for Hospice & Community Care

TIP #1: SET GOALS FOR THE EVENT.

Are you looking to raise money for a charity? Generate revenue for your business? Celebrate the holidays with your team? Market your brand in a new territory? There are lots of reasons to plan a corporate event; be sure to state what the goal for your event is at the start of your planning and be sure to check in regularly to make sure that your plan is helping to meet them.

Fiore and her team are responsible for Hospice's annual Labor Day Auction. In the year 2019 was the charity's 35th auction, which hosted 3,300 attendees and more than 80 sponsors over two days.

The proceeds from the Labor Day Auction ensure that local hospice patients receive the care that they need physically, spiritually and emotionally. Hospice also provides grief and bereavement support to families through the Pathways Center for Grief and Loss.

The goals that are set for the event are imperative to the mission of Hospice, so there's a lot riding on the auction event, which is the non-profit's main fundraiser for the year.

"We aimed for 350 Auction Club Members (a \$100 donation that includes food passes for the event) to celebrate 35 years, and we ended up reaching that goal. From a sponsorship standpoint, we like to always look for new sponsors to bring in as well as retain long-time sponsors of the event."

TIP #2: COMMUNICATE.

In the planning stages of the event make sure you have routine communication with all of the vested parties; the venue, guest speakers, third party vendors, volunteers and your planning committee, just to name a few. During the event, be sure that the key partners have access to you while they're on site and can communicate directly with you throughout the event.

A well-run event looks seamless and low key to attendees, but behind the scenes, there's usually a lot happening, so communication is crucial. In the case of the Hospice auction, "We have staff and volunteers out there for the full week beforehand, we set up everything Monday through Friday before the first day of the event," says Fiore. "We are in constant communication with staff and volunteers not just that week, but throughout the year to ensure we are planning ahead to meet our goals and avoid problems during the event itself."

TIP #3: DON'T FALL INTO THE TIME TRAP.

Allow yourself plenty of time to work through your strategy, set goals, curate quality content and implement a plan to meet them. It takes time to develop good meeting content and curate winning speakers. Create a timeline and commit to meeting the deadlines you've set.

"From an attendee's standpoint, a great event includes quality content, engaging speakers and an opportunity to interact with people and/or businesses that they probably wouldn't have gotten otherwise," says Tricia Greystock, Director of Events and Special Projects at LNP Media Group. "Time and money are limited resources these days; people need more than a goodie bag to justify event attendance," she says.

While it may appear from the outside to be simple, fun and laidback work, event planning is anything but. Corporate events are where people meet and interact, which can lead to business deals or valuable partnerships. Giving your team enough time to put together an agenda of great speakers and information is very important for successful events.



Planning Company Events



Lancaster Chamber Annual Dinner - This annual event draws hundreds of local business leaders for a night of networking and celebration.

TIP #4: BUILD PARTNERSHIPS.

Take the opportunity to find sponsors and partners that extend your brand image and messaging or increase the value of your event in the eyes of the attendees.

The team at Lancaster Office of Promotion approached Celebrate Lancaster a little differently in 2019. They forged a partnership with another local business, Spring House Brewery, to create Celebrate Lancaster Ale. "Celebrate Lancaster draws 30,000 people to downtown Lancaster and we wanted a way to get more inclusion from bars and restaurants downtown during the celebration," Kayla Forgrave, Events Manager for the City of Lancaster, says. Celebrate Lancaster Ale was the beer served at the beer gardens during the Celebrate Lancaster event this summer. In addition, the new brew from Spring House was picked up by other bars downtown during the summer months, like Annie Bailey's and TellUs360.

In addition, distributors outside of the city sold cases of Celebrate Lancaster Ale. "It was a big success for us, because it amplified our message outside of the city and gave people a chance to celebrate with us," says Forgrave.

Many times, these partnerships turn out to be mutually beneficial. LNP Media Group paired with Saint Boniface Craft Brewing Company to celebrate the company's 225th year of operation in 2019. 225 Lager, the brew that resulted from the partnership and originally planned to last through this year, became so popular with the Saint Boniface brand loyalists and new drinkers alike, that they've decided to continue producing it.



There was a special ale created for Celebrate Lancaster, a huge event that supports the surrounding community. - Photo by Jenny Foster

TIP #5: ENLIST THE HELP OF EXPERTS.

Spending part of your budget on a professional event planner is wise. Choose an event planning team that has the experience and tools to help you meet your goals, whatever they may be.

If you're new to planning events, it can be time-consuming and difficult to navigate snags that can crop up throughout the planning process. Choosing the event consultant that has the most tools to help you meet your goal.

For example, the planning that goes into a public event with guests from across the county focused on driving attendance and revenue is very different than a closed holiday party for employees, where the focus is creating a beautiful, fun atmosphere.

For the revenue-driven event, choosing a planner that has a solid track record of securing sponsors, speakers and exhibitors as well as creative design, social media, digital advertising, video, marketing and promotion expertise so that they can promote the event to your desired audience.

By contrast, for the party event, you'll need to make sure your planner has an understanding of lighting, A/V needs, staging and set up, space layout, food and beverage and relationships with venues and relevant vendors. **LT**



BY ALEXANDRA HENRY,
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Words From Millennials

From navigating the job climate to finding the right work/life balance, millennials share their unique and diverse perspectives

In 2016, millennials became the largest generation in the United States labor force. Born between 1981 and 1996, they account for more than 50% of the workforce – and that number is expected to grow to 75% by 2030.

Knowing this, we wanted to interview a few individuals who are in this demographic to find out what's on their minds as they consider career choices, future goals and challenges they face in the workplace.

Jaime Arroyo, an associate for Work Wisdom LLC, says he is looking for a career that offers growth – both professionally and personally. “I believe your career should make you a better human being, not just a better employee,” he states. “I look for opportunities that will challenge me, but also allow me to fail without the fear of losing my standing within the organization.”

Arroyo also wants his career to have a positive impact in his community. “I look for an inclusive environment,” he says. “I want the staff and leadership to reflect the community it serves and I want everyone within the organization to have access to opportunities for growth.”

When it comes to striking the right work/life balance, **Sarah Poliski, associate account manager at Godfrey Marketing**, admits it can be challenging in today's fast-paced world. "It's difficult to unplug at the end of the day, on the weekends or even on vacation – especially when you're working on a big project," she explains. "I try to balance that by pushing myself to do the best work I can during the day, so I can feel good knowing I did everything I could before leaving the office."

For **Wyatt Behringer, marketing and communications manager for the City of Lancaster**, another challenge for millennials is finding a job you're passionate about that can also cover both the rising cost of living in addition to paying back student loans. Despite these obstacles, he strives to find a satisfying work/life balance.

"I think my balance comes from having many things I enjoy in addition to work – like spending time with friends, traveling, finding the best places to eat and getting involved in my community," he says. "I'm grateful I enjoy my job, but having multiple passions outside your job seems to be key."

Scott Clark, public relations manager at Godfrey, believes that because millennials grew up in a digital world, it can make time management in the workplace challenging. "We had a lot of distractions as kids and teens, which can sometimes make it hard to focus," he explains. Like many millennials, Clark also feels there should be added perks in the workplace – such as flexible time off, work from home options and profit-sharing.

When asked how they define success – millennials offered up a diverse range of opinions. While happiness topped the list, some had more altruistic goals of helping others achieve success and being more community-focused.

"I define success as working towards the best version of yourself in all areas of life including faith, love, health and wealth," explains Arroyo. "I believe a successful life requires the act of building in each one of these areas and helping others build in those areas as well."

In terms of future career goals, Arroyo is not seeking a particular title or position, but is more focused on the impact his work will have on the community. "Currently, I'm focused on how we can solve issues through grassroots efforts. In the future, I'd like to work on global issues in collaboration with national and global leaders."

While many millennials have just started to make their mark in the workforce, it is impressive to note how many are looking beyond their own success and striving to make their community – and the people who live there – succeed as well.



BY KELLY THOMAS,
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Community & INDUSTRY NEWS



COLDWELL BANKER

welcomes 12 agents in Central PA: **Nathaniel Cole, Ian Couser, Sonya Sanocki, Erin Collier, Josh Clelan, Jean Taylor, Tom Taylor, Richelle Hirschhorn, Haylee Page, Emily Hopkins, Terry Ridolfi, and Megan Turner.**



BENCHMARK CONSTRUCTION

promotes **Corwyn Smith** to Market Executive and hires **Carlton Woodie** as Project Estimator.



RHOADS ENERGY has promoted **Heather Stehman** to Brand Marketing Manager.



BSSF hires **Kevin Bushong** as Audi/Tax Staff Accountant, **Mike Basti** as Tax Staff Accountant, **Anna Reapsome** as Audit Staff Accountant, and **David Brown** as Audit Staff Accountant.

CENTRIC BANK names **Kevin Boland** Senior Vice President, Market Leader.



FULTON BANK promotes **Andrew Baldwin** to Financial Center Manager.



BARLEY SNYDER hires two new attorneys: partner **David H. Rattigan** and associate **Michael W. Fox.**



Lancaster Chamber

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Mark your calendars and register for these upcoming Chamber events!

November | December 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.

NOVEMBER 2019

13	Mixer at Penn State Health Medical Group 5 to 7 p.m., Lime Spring Outpatient Center
14	Agriculture Industry Banquet 5 to 9 p.m., DoubleTree Resort by Hilton
19	Get Connected 3 to 4:45 p.m., Thorn Hill Winery Tasting Room

DECEMBER 2019

06	Professional Development Forum: SCORE Lunch & Learn 11:30 a.m. to 1 p.m., Lancaster Chamber
13	Economic Forecast Breakfast 7:30 a.m. to 9:15 a.m., Lancaster County Convention Center
17	Industry Tour hosted by Warfel 3 to 5 p.m., Fulton Theatre
18	Mixer 5 to 7 p.m., Lancaster County Motors Subaru

Lancaster Chamber's 2020 Sponsorship Opportunities Guide

Now Available!



We want to help your company thrive and we know that means brand awareness in our local, business marketplace. We've created opportunities for your company to reach a broader network, make new connections and place your brand in front of the audience that matters most to you. In the new 2020 sponsorship guide, you can explore Signature Sponsorship Packages, Event Sponsorships, and Program Sponsorships!

Email events@lancasterchamber.com to get the guide



Game On: Taking Workforce Into The Digital World A spotlight on Esports



Learning and connecting - Photo by Suzy-Kettler Ziegler with the Emerald Foundation.

Where do students learn critical thinking skills that will help them in almost any career?

Where can you find 91% of students ages 2-17 spending a lot of their time?

The answer is simple: video games.

But how is playing video games related to soft skills, the #1 need employers are looking for in their new hires and struggling to find?

By engaging in video games, students are learning key communication skills, strategizing gameplay, and leading teams of all backgrounds to work together and meet a goal.

As the Lancaster Chamber embarks on a journey to think differently on how to engage our future workforce and bring awareness about various career options through career exploration, we are also thinking of innovative ways of reaching students. Through a partnership with the Emerald Foundation, we are working on creating a program where students can learn and discover what it is about playing video games that they like and how they can use that passion to find a future career.

The Emerald Foundation was awarded a \$500,000 PAsmart Advancing Grant from the PA Department of Education and was one of 24 awarded throughout the state. The North America Scholastic Esports Federation (NASEF), founded by the Samueli Foundation and managed on the

east coast by the Emerald Foundation, was created to provide opportunities for all students to use video games—through this Esports platform—to acquire critical communication, collaboration, and problem-solving skills needed to thrive in work and in life. This new program in Pennsylvania will bridge the gaps between the highest and lowest performing students through

highly engaging instruction, ongoing opportunities for team collaboration, creative problem-solving, and competitive fair play.

Through this partnership, we are working at creating an innovative, immersive career exploration pilot program that is scalable and replicable, dynamic and multifaceted. It will be focused on students, driven by the workforce, to cultivate their confidence while building exposure to create job readiness.

Keep following LancasterChamber.com for more information as we continue working on incorporating Esports into the Lancaster workforce development landscape.

The Lancaster Chamber is committed to helping our businesses thrive by ensuring that the future workforce pipeline is prepared and aware of their current and growing needs. Other programs, like *Inspire*—where students are connected to workforce through an engaging online platform—are working to create a pipeline for future employment. We are focused on building a sustainable future, and we are excited about these new programs that harness innovation to do so. **LT**



BY ANNA RAMOS,
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Lancaster Chamber
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aramos@lancasterchamber.com*

Holiday photo provided
by Venture Lititz

'Tis The Season To Shop Small



Sweet Legacy Gourmet treats

SHOPPING SMALL FOR THE HOLIDAYS IN LANCASTER

The holiday season is all about giving. Shopping locally at independently owned businesses is a gift of its own for small business owners counting on increased revenue through the holiday season. Whether it's in Lititz, Lancaster City, or Strasburg, mom-and-pop shop's time to shine is during the holiday months.

Shopping small is more than just a trend with a popular mantra "Shop Small," it's a philosophy of how and where individuals as consumers spend their money.

In 2010, American Express launched the first Small Business

Saturday, which takes place the day after Black Friday (November 30th this year) in response to the damage done to small businesses during the Recession in the late 2000s. The event adopted the slogan “Shop Small” and the movement took off from there. The shop small movement is certainly making an impact in Lancaster County. Marty Hulse, owner of Building Character in Lancaster City, says Small Business Saturday is the busiest day of the year for his store and has been for a number of years.

In Lancaster County, there is no shortage of options for shopping locally. During the holidays or any time of the year, special items and gifts can be found on Main Street in Lititz or on the 300 Block of N. Queen Street in Lancaster City to name just two shop small hubs.

SHOP SMALL IN LANCASTER CITY

Marty Hulse owns two stores on Lancaster City’s 300 Block of North Queen Street (Building Character and Madcap & Co.) and has been active in the Block’s retailer association for years. Hulse was also the Chair of Lancaster City’s first “Indie Retail Week” in July 2019, a week celebrating independently owned businesses in Lancaster City. Marty comes from a long line of small business owners and has been preaching about shopping small decades before #shopsmall emerged.

Marty often tells anyone who will listen about Lancaster City’s extensive history of retail and the importance of supporting small businesses. Marty says the shop small movement is alive and well in Lancaster. “People do

appreciate the shop local dynamic and they do come out. Lancaster has always been that way. Look at all the stores that started in Lancaster. The first successful Woolworths, Watt & Shand, Hager Brothers, it was a Mecca for retail. “Since 1730, it’s been a shop local economy, when Central Market opened. I always say the first big box store in Lancaster was Central Market,” says Marty.

Building Character houses over 70 vendors under one warehouse roof with just about everything one can imagine, while Madcap & Co. offers specialty gifts, its own unique items, and a retro candy counter. Both stores get a holiday makeover each year and Building Character even hosts “Hip Santa,” Santa’s son, Topher Cringle, who comes down from the North Pole every year to learn the family business.

During the holidays, the 300 Block as a whole will offer extended hours, carolers on the block, special events, parking promotions, and just like every year take part in Lancaster City’s Holiday Window Decorating Contest. Coming Downtown and shopping small is an experience of its own during the holiday season, says Marty. Events like the Mayor’s Tree Lighting and traditions like decorated light posts and shop windows make the experience even sweeter.

SHOP SMALL IN LITITZ

Lititz is a magical place during the holidays, says Matt & Amy Tamulis, owners of Sweet Legacy Gourmet. Lititz has its own holiday traditions like Christmas in the Park and Moravian Stars adorning the town. As previous stand holders at

Below: Shoppers at Madcap & Co., Downtown Lancaster.





Photo by Jenny Foster

Lancaster Central Market, Matt and Amy took part in the Mayor's Tree Lighting in Penn Square for years, but now spend their time prepping for a rush of customers at their brick and mortar location on Main Street in Lititz.

Sweet Legacy Gourmet sells fudge, caramel, brittles, baked goods, and pastries. As third generation candy makers and small business owners, Matt and Amy know first-hand the impact of shopping small. When shopping small in Lititz at their shop it allows them to employ people locally, support the schools, and keep traditions alive, says Matt.

"We likely do 20 percent of our yearly sales over the holidays; we are banking on people shopping small," says Amy.

During the holidays, Sweet Legacy Gourmet expands their offerings to include flavors like peppermint and

gingerbread. Just in time for the holiday season, Matt and Amy will be opening a new store right next door called the Legacy Collective that will offer unique, locally made gifts and items.

Lititz shop owners work together to extend hours Thursday through Sunday from October to November to encourage shoppers to come downtown and "skip the mall," says Holly DeKarske, Executive Director of Venture Lititz.

SHOP SMALL FOR THE HOLIDAYS

Shopping small and shopping local for the holidays fuels Lancaster County's local economies. Lancaster City and Lititz tend to get a lot of attention for shopping, but don't forget the other great shops from Manheim to Bird-in-Hand and more. The County is full of unique stores spanning the region. What will you find this year?

Supporting small businesses ensures shop windows stay decorated, holiday traditions flourish year after year, and unique gifts can be found right down the street. **LT**



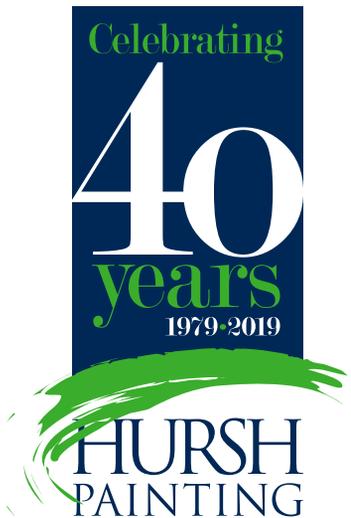
BY WYATT BEHRINGER,
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TURNING YOUR BLACK FRIDAY GREEN

Tips for your holiday marketing plans

Downtown Lancaster tree lighting ceremony.
- Photo by Jenny Foster



If you're a company with any sort of email offering (which includes gift cards, coupons, etc.), you've probably wondered how best to capture the Black Friday - Cyber Monday magic. If you haven't, you probably should. Last year, Black Friday sales online were more than twice what happens on a typical day, and Cyber Monday shoppers spent more than three times as much as possible.

Clearly, there's an opportunity, but how best to win? As always, when we're talking online, the key is to let the data be your guide. In this case, I turned to some of the figures compiled by Omnisend last year.

PLAN AHEAD, BECAUSE SHOPPERS DO

While it seems intuitive to put the right offer in someone's in-box on the big day, Omnisend's data clearly showed the highest email open rate on the Monday before Thanksgiving, and decreasing slightly each day of the week, with a tiny bump on the day before Thanksgiving, which also happened to have the highest click-through rate. Black Friday and Cyber

Monday had two of the smallest open and click-through rates of the week! It seems shoppers are planning their attack days in advance. You should, too.

And this goes doubly so if you would not consider yourself an email wizard. On the biggest days of the biggest sales, you're competing with the savviest senders out there.

IF YOU DON'T HAVE A CART ABANDONMENT EMAIL, YOU SHOULD

We've all done it. We put something in an online cart and then get distracted. Or decide to wait and see how our other shopping plans line up before finishing the order. Omnisend's data is clear. When shoppers are one click away from completing the sale, it often only takes one email to push them over the top. Cart abandonment emails last year had more than a 35% open rate, showing that sometimes it only takes a little love.

WHATEVER YOU'VE HEARD ABOUT MOBILE IS MORE TRUE ON BLACK FRIDAY

This one goes without saying—and isn't part of Omnisend's report—but it's backed up by all sorts of data.

In the past few years, more and more of our ecommerce traffic has gone to mobile devices and when we are out of the office, that's even more the case. Black Friday is also unique because it's become an unofficial holiday in the US. Most of us aren't at work looking at our desktop computers. We're at home, resting up after a nice Thanksgiving Holiday, with our mobile devices in our hands. If you want to capture the revenue, your website needs to be optimized for the mobile experience.

MAYBE IT'S TIME YOU LOOKED BEYOND EMAIL

If this email-heavy article has you hitting the snooze button, you're not alone. The edgiest ofetailers are pushing deeper into SMS marketing and why not? According to Omnisend,etailers are sending thirty three times the messages on Black Friday compared to other days. How come? Because they work, with the biggest winners generating up to 3300% ROI. That's one way to turn your Black Friday green! **LT**

Marcus Grimm is the Chief Growth Officer for Web Talent Marketing. They provide digital marketing services for all seasons, including Black Friday.



BY MARCUS GRIMM,
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BY TRACY CUTLER,
*Executive Vice President
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Giving Back:

How Philanthropy **TRANSFORMS** A Community

The Griest Building lights up in sections as donations come in during the Extraordinary Give.
– Photo by Michelle Johnsen Photography

What if we lived somewhere that individuals supported the causes they care about, if businesses encouraged others to support the community, and people hosted parties to celebrate giving? Lucky us! We do. Lancaster County has giving woven deeply into our communal DNA...giving that supports the people and ideas that are most important to us.

At the Lancaster County Community Foundation, we have the privilege of seeing generosity in action every day. One day that giving comes to life in vivid color is the Extraordinary Give, this year on November 22. When we launched the idea of Extraordinary Give in 2012, no one knew what a "giving day" was. We were uncertain that a 24-Hour online giving day supporting hundreds of local nonprofit organizations would work.

No one expected that 7 years later, our community would have generated more than \$42 Million, to support more than 500 local organizations, and engages more than 30,000 donors across Lancaster County! Thanks to the creativity, passion, and commitment of thousands of people, the Extraordinary Give takes shape in many ways.

It comes to life at places like Lancaster County Solid Waste Management Authority that is an official sponsor of the Extraordinary Give. Their leadership uses the celebration as a way to engage employees at four different work sites and generate more than \$20,000 in ExtraGive donations from their workforce.



Posing at the 2018 ExtraGive – Photo by FosterJFoster Photography

WHAT IS THE EXTRAORDINARY GIVE?

The Extraordinary Give is Lancaster County's Largest Day of Giving. On **Friday, November 22**, our community will be transformed into a community-wide celebration of generosity that benefits more than 500 community benefit organizations serving our region. For 24 hours only, every dollar donated at ExtraGive.org is amplified by a stretch pool and prizes so every gift makes an "extra" impact.

Engle, Hambright, and Davies has promoted the Extraordinary Give to their team for years. They encourage their employees by celebrating giving and then voting to determine the top causes the organization will support each November.

Atomic offers their creative talents to design the high-energy, ultra-cool experience at ExtraGive FEST, the free open-to-the-public finale celebration of the Extraordinary Give. At the same time, their employees organize giving stations and parties throughout their office to commemorate the day.

With businesses, organizations, and individuals all generating excitement during the event, Lancaster's Extraordinary Give leads the way for giving days across the nation. The average community giving day raises \$1.5 million dollars. In 2018, Lancaster generated \$10.2 million in 24 hours. The average community gives at a rate of \$2/capita. Lancaster gives at a rate of more than \$10/capita. Lancaster also leads the way in the number of "new donors." These are the people who check a box when they donate that says "this is the first time I have given to this organization." These first-time donors are just some of the people that keep us encouraged.

How might we continue to build a local culture that inspires more giving and encourages more people to think about how they are deeply connected to our community? This is a question we discuss with our Extraordinary Give presenting sponsors, Rodgers & Associates and the High Foundation. Rick Rodgers explains that one of their primary goals in supporting the Extraordinary Give is to "increase awareness of the needs in our nonprofit community and expand the reach of people who may not have thought their donations were making a difference." Dale High agrees that it is essential to "energize awareness about giving in our community and inspire the next generation."

GIVING FOR TODAY AND TOMORROW.

While thousands of people and stories inspire us during the Extraordinary Give, it is the next generation that motivates us the other 364 days of the year.

At the Community Foundation, we're committed to building our community's legacy. Lancaster's legacy will look many different ways, yet we believe that one of the most powerful opportunities to make a long-term impact is through endowment. We have challenged individuals, families and businesses to be part of the Forever Lancaster initiative and design giving that will support Lancaster far into the future.

HOW DOES IT WORK?

On November 22, visit ExtraGive.org from any computer, smartphone, or device. Donate to any of the 500 local organizations and each donation will be stretched by a pool of funds from the Community Foundation, Rodger & Associates, High Foundation and our 2019 ExtraGive sponsors. The community Foundation is the ExtraGive's largest contributor, covering all of the operating expenses for the event so that 100% of sponsor support goes directly to the participating organizations.



Doug and Dana Herr joined the Forever Lancaster movement in part "to pass our own values to our daughters. We established the Herr Family Charitable Fund as a way to structure our giving. Each year, we talk as a family and decide which organizations to support. It's a lively conversation, especially now that our girls are older and are very vocal and opinionated about what they are passionate about."

Local businesses like Cargas Systems have started the Cargas Community Fund. "This corporate advised fund is designed to strengthen our community and the people in it. It is a way for Cargas Systems and its employees to share success with our community."

These stories encourage others to imagine what our community can look like in the future. We know that we live in a very generous community. Data show that 90% of us will make a donation to a cause we care about during our lifetime. But, only 7 % of us make a plan to continue giving after we are gone. What if 20% of us made a giving plan for



Celebrating the ExtraGive event.
- Michelle Johnsen Photography

the future? Imagine if the energy of the Extraordinary Give could be bottled and passed forward the next generation.

The Extraordinary Give is coming soon—on November 22. We can't wait. It's an exciting event and a powerful reminder; a creative, energizing 24-hour celebration of the spirit that infuses Lancaster all year long. In Lancaster County, giving is part of who we are, what we believe, and what will propel us into a future that will be bright for all of us. **LT**

Trading Cleats For Beets



Our 2019 Agriculture Banquet will showcase the importance of combining business with philanthropy

Blending business and philanthropy is critical to a thriving community. That's why we are thrilled to **welcome Jason Brown, former NFL player for the Ravens**, to our 2019 Agriculture Banquet where he'll speak about his First Fruits Farm that provides hunger relief in North Carolina. You do not have to be in the agriculture business to be inspired by Jason's empowering message. Don't miss this experience to learn about why he ditched the cleats for beets, and how this new venture has redefined what he thinks is important in life.

November 14, 2019 from 5-9pm at DoubleTree Resort by Hilton

Out & ABOUT

GRAND OPENINGS CONGRATULATIONS



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CPR CELL PHONE REPAIR - 2000 Columbia Ave



EVOLUTION EVENT RENTALS



GARMAN BUILDERS - New Design Center



GREENWALT ROOFING - 3530 Marietta Ave



HIGH COMPANIES - 125 Denver Road, Denver, PA



SINGLE PARENT SOLUTIONS - 1875 Lititz Pike, Suite 3



REGIONAL GI AND MIDATLANTIC ENDOSCOPY - 2112 Harrisburg Pike



HIGH HOTELS - Residence Inn by Marriott on Harrisburg Pike



SPARROW WEBSITES - 336 Locust Street



SPRINT - North Reading Road, Ephrata, PA



Thank you to Manor House Apartments for investing in the work of the Chamber for 50 years.

INVESTOR ANNIVERSARIES

Congratulations to the following companies that are celebrating milestone anniversaries with us in August, September and October.

AUGUST

10 Years

- CPRS Physical Therapy
- Ethosource Office Furniture

20 Years

- American Cancer Society
- Country Inn & Suites by Radisson, Lancaster
- Deer Country Farm & Lawn, Inc.

SEPTEMBER

10 Years

- Esquire Manufacturing Technologies, Inc.
- Paramount Contracting, Inc.
- Prana Functional Manual Therapy
- Premier Self Storage at Greenfield
- Tono Architects, LLC

20 Years

- Demuth Museum
- Sign Medix, Inc.

30 Years

- Aetna

40 Years

- WITF-TV/WITF-FM

OCTOBER

20 Years

- Lancaster Health Center
- UGI Energy Services, Inc.

40 Years

- George J Grove & Son, Inc.
- INTERIORS HOME

50 Years

- Manor House Apartments

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LANCASTER | NEW HOLLAND | EAST EARL | LITIZ



SPECIAL BUSINESS MONEY MARKET ACCOUNT OFFER VALID AT LANCASTER COUNTY BRANCHES ONLY | Special Business Money Market ("Special MMA") is for "new money" only, defined as funds not currently on deposit at Orrstown Bank. This promotional offer currently is available only at our Lancaster County branch locations. The Special MMA offers tiered promotional and permanent interest rates and Annual Percentage Yields ("APY") that can vary depending on the account balance. The promotional interest rate will apply for 6 months (calculated as 181 calendar days from the time of account opening), yielding an APY based on the following balances: \$0-\$999.99 = 0.90% APY based on a promotional interest rate of 1.75%; \$1,000-\$9,999.99 = 1.03% APY based on a promotional interest rate of 1.75%; \$10,000-\$19,999.99 = 1.56% APY based on a promotional interest rate of 1.75%; \$20,000-\$99,999.99 = 1.94% APY based on a promotional interest rate of 2.25%; \$100,000-\$249,999.99 = 1.99% APY based on a promotional interest rate of 2.25%; \$250,000-\$499,999.99 = 2.07% APY based on a promotional interest rate of 2.25%; and \$500,000 and above = 1.94% APY based on a promotional interest rate of 2.00%. After the promotional period ends, interest rates will revert to the applicable non-promotional rates for Orrstown Bank's Business Premier Plus Money Market product. The APY and available terms described here are accurate as of 9/23/2019 and are not guaranteed until the account has been opened and all applicable terms and conditions are satisfied. Public funds deposits, deposits requiring PA Act 72 securitization, or similarly encumbered deposits are not eligible.

In order to receive these promotional rates, Orrstown Bank requires the client to open or have an active business checking account in good standing with Orrstown Bank with the same customer identification number at the time the Special MMA is opened. Only one Special MMA can be opened under each customer identification number. Fees may reduce earnings. See your account terms and conditions documentation for additional details. Funds submitted for deposit in these promotional accounts that do not meet the eligibility criteria will be placed in other money market accounts, the terms, interest rates and APY of which may vary from those described here. Information about the above listed offers or rewards may be reported to state and federal revenue authorities. Please consult your tax advisor if you have any questions. Orrstown Bank reserves the right to terminate all offers or rewards at any time and without further notice.



IMMIGRATION IMPACT ON LANCASTER WORKFORCE

In Pennsylvania, immigrants have a huge economic impact: \$1.9 billion is the net economic benefit of immigrants, 57,500 is the number of immigrant entrepreneurs, and \$22.9 billion is the spending power immigrants have in the state.

These numbers showcase great opportunity for positive economic impact. But how do we ensure that immigrants can continue to assimilate to our workforce while benefiting the local economic landscape?

At the Lancaster Chamber, we believe in cultivating our future workforce for the better. We are focused on creating plans that provide a variety of channels with a goal that the next generation of employees will continue the successful direction of Lancaster County business.

Here in Lancaster, efforts are underway from the Lancaster Chamber, the Lancaster County Refugee & Immigrant Coalition, Church World Services, the Lancaster County Community Foundation and the City of Lancaster, among other partners, to build strategies for inclusion and integration regarding immigrants coming to the community.

As many of you know, we have partnered with New American Economy, and other local organizations mentioned above, to release the New American Economy Immigration Report, which outlines the significant contributions of our foreign-born neighbors on the

Lancaster County economy and the community. Our objective is to help connect immigrants who are coming to Lancaster with jobs in the area—helping both the individual with workforce opportunities and local companies who are struggling to fill employment positions.

Just recently Lancaster City received the official Welcoming City certification from Welcoming America, a certification given to a place that requires essential policies and programs across Government Leadership, Civic Engagement, Equitable Access, Education, Connected Communities, Economic Development and Safe Communities. The process requires an on-site audit where the organization visits and talks with those engaged in this work for three days. It is a 12-18 month process from beginning to end. We are excited to continue this positive momentum in becoming known as a place of welcoming, while also helping to connect this new population to our growing workforce needs in Lancaster.

In early 2019, we released a report entitled “Strengthening the Workforce by Welcoming Immigrant Contributions: Facts and Strategies” that has three goals: 1) Embrace diversity as a strength and ensure Lancasterians recognize and value the contributions of immigrants in our community; 2) Maximize the potential of immigrants in our community; and 3) Promote economic opportunity, civic participation and social cohesion for all residents.



Vasilios & Constantine run a Mandros Imported Foods store and carry on the tradition of their Greek immigrant parents here in Lancaster.

Throughout the plan, it highlights the economic contributions of immigrants and stories of neighbors, friends, and children of immigrants living and working in our community that help to shape the narrative of the impact of immigration on Lancaster County. But more than that, the plan gives tangible strategies for how Lancaster County businesses and organizations can position ourselves to attract the workforce we need.

Utilizing an influx of potential employees has a long-term benefit on many industries here in Lancaster and beyond.

Healthcare organizations are struggling to find enough workers and the shortage continues at an alarming rate. Immigrants are twice as likely to work as home health aides and also twice as likely to be physicians and surgeons than US-born individuals, helping to bridge this gap and strengthen the healthcare field.

Other fields immigrants are pursuing consist of technology (software developers, applications & systems software), agricultural workers, postsecondary teachers, and STEM jobs—the last field seeing a spike in workforce needs that is rapidly increasing.

As we review how to best cultivate workforce in Lancaster, it is clear that collaboration between immigrant populations and the business community should continue to be a priority.

With almost 33,000 immigrant residents in Lancaster County, the vast majority who are working age, there is a critical need to ensure we are creating a space that encourages a bridge to workforce that also benefits the companies in need of quality employees for success.

Find out more about the plan and other workforce initiatives at lancasterchamber.com/workforce. For any other questions, feel free to contact Heather Valudes, Community Impact Director at the Lancaster Chamber. **LT**



BY HEATHER VALUDES,
Community Impact Director,
Lancaster Chamber
Contact Heather at
hvaludes@lancasterchamber.com

We have collected immigrant success stories to share. Read one below.



MEET **CHEF FERNANDO** **GARCIA-AGUILA** Willow Valley Communities

Fernando trained at culinary school in Cuba. After working as a chef there for a few years, he became determined to escape to the U.S. by boat. Several attempts resulted in capture by Cuban authorities and jail time. But on the 8th attempt, he was successful! Speaking no English, he made his way to relatives in Lancaster County. He struggled to learn English on his own and at evening classes with little success until he was paired with a tutor at Literacy Council of Lancaster.

Over the years, he has advanced through a series of chef positions in Lancaster, including Spooky Nook Sports, Lancaster Marriott at Penn Square, and now catering chef at Willow Valley Communities.

He loves to bring a Cuban influence to Italian food, two cultures in which seafood plays an important role in the cuisine. Fernando lives in Lancaster with his wife, Ashley, and their son, Logan.

Visit our blog at lancasterchamber.com to read other immigrant success stories.



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