

LANCASTER

SUMMER 2020

Thriving!

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Recovery Lancaster?**

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Front Line Workers**

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**8 Powerful Stories
To Inspire Action
& Change**

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What Is Recovery Lancaster?

This collaborative effort sparks success for businesses across Lancaster County in a variety of critical ways. Meet the team behind this important initiative and get the details.

Left: Emily Drobnock, Owner of Knock Knock Boutique in Elizabethtown

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A Year Of Learning And How We Move Forward

A Letter from Tom Baldrige



If ever there was a year of learning, 2020 is that year. And, we're only half-way through it! So far, we've learned (or, are learning) to:

- Pivot from everything we've known about business-as-usual;
- Listen with intent to the voices of the disenfranchised and commit to building a more inclusive and equitable community;
- Have more appreciation for the critical work of our healthcare workers, emergency response teams, grocery store, utility, and other front line workers
- Better utilize technology to bridge people together through virtual networking opportunities, informative webinars, and digital resources;
- Fully appreciate that Lancaster County is a "collaborative business community" – sometimes we take that for granted, but it has been on full display;
- Pause, take a deep breath, and develop a greater appreciation for the little things that make life worth living;

And, finally, we've learned to expect the unexpected – and, ideally, plan for it.

This edition of *Thriving!* attempts to capture some of the learning that we've done over the past six months of the year, while providing some guidance for the opportunity ahead.

Make no mistake about it, as a community, we are weathering the storm. In partnership with the Economic Development Company, we have an Economic Recovery Plan that offers resources to businesses; we have a robust testing and contact tracing system in process to help us navigate health challenges; we have communities that have embraced peaceful protests as a first-step to acknowledging past wrongs, while working for future rights; and we've built new and stronger partnerships across the County to help serve our community well into the future.

To be clear, we are not out-of-the-woods yet in handling all the challenges we face. But we are proving our unique resilience that suggests we are well on our way.

In the meantime, I ask that you do the following:

- Think Local. Please prioritize local businesses wherever and whenever possible. Keeping our money in our own community is the simplest way all of us can help our neighbor businesses;
- Maintain health and safety protocols. It is up to all of us to stop the spread of this virus. Wear a mask, wash your hands, maintain social distance and create safe spaces wherever possible (businesses with 100 or fewer employees can register for a free COVID-19 kit with PPE at www.recoverylanaster.com/ppe).
- Be patient. This is really tough. For everyone. Let's find a way to lead with courtesy and respect for others, while working toward the common cause of claiming victory over this pandemic.

Be safe.

Sincerely,

Tom Baldrige, President & CEO
Lancaster Chamber

PS: In these unique times, I also wanted to make special mention of our advertisers in this edition of *Thriving!* They have stuck with us through this crisis and, in so doing, have enabled us to get the important articles in this edition to your attention.



A COVID-19 kit, free to businesses with 100 or fewer employees in Lancaster County. Get your kit at www.recoverylanaster.com/ppe.



Tom Baldrige, President and CEO of the Lancaster Chamber, and Lisa Riggs, President of the Economic Development Company of Lancaster County

The Community Behind

Volunteers Countywide Fuel This Important Local Business Initiative

Angel Rosario did not hesitate when asked to be part of something far bigger than one person: an ambitious plan to help local businesses recover from the devastating blows wielded by the COVID-19 pandemic.

The senior community lender at Community First Fund kept his day job but has added the equivalent of an extra workday to his weekly schedule for months. He is happy to do it. Signing on to the Lancaster County Economic Recovery Plan is, as he sees it, an opportunity to help local businesses during a time of extraordinary hardship.

He is not alone.

One hundred-fifty volunteers representing Lancaster County hospitals, accounting firms, municipalities, manufacturers, construction companies, hotels and other businesses and nonprofits fuel the plan. Dubbed Recovery Lancaster, the initiative remains committed to helping businesses safely emerge from months of economic shutdown into a “new business normal” of temperature checks, retrofitting and a rerouted path forward.



A RecoveryLancaster.com billboard in Lancaster County

All Recovery Lancaster photos taken by PhotOle

RECOVERY LANCASTER

“(The volunteers) keep this plan grounded in specific knowledge about Lancaster County business needs based on their own experiences and their connections throughout the community,” wrote Lancaster Chamber President and CEO Tom Baldrige and Economic Development Company (EDC) of Lancaster County President Lisa Riggs in a May 31 column for LNP | LancasterOnline.

“These individuals,” they continued, “have displayed the private sector at its absolute best – driven to help each other, to move with urgency, and to do it the right way. It is proof positive that Lancaster County’s business community is truly unique.”

So, too, is this private-public partnership. Lancaster County Commissioners set aside \$33.4 million for the plan, the

funds part of \$95 million in Coronavirus Aid, Relief, and Economic Security (CARES) Act funding the county received directly from the federal government.

The overall concept for the Economic Recovery Plan came from Riggs. Early in the economic crisis, she and the EDC led local business emergency funding efforts. The Chamber, meanwhile, redesigned its website into a one-stop shop for business-based COVID-related information that included pandemic-themed webinars.

It made sense for the two organizations to partner, the strengths of each providing a solid foundation for a plan that would hinge on commitment and expertise driven by





KC's Italian Ice, 617 W Orange St
in Downtown Lancaster



Bunyaad Rug Room,
240 N Reading Rd in Ephrata



Emily Drobnock, Owner of Knock Knock
Boutique, 8 S Market St, Elizabethtown

a sense of deliberate urgency. The Economic Recovery Plan needed to be as unprecedented in scope as the challenge it confronted.

The call for volunteers went out in late April. Individuals responded. Companies stepped up. There was a common theme of wanting to help, wanting to give back to the community and its businesses, Baldrige said.

Andrea Shirk reached out to Riggs even earlier. She described the challenges faced by the 40 companies at Rock Lititz, where she is general manager. A chief concern was personal protective equipment, or more accurately, the lack of it. Businesses did not know how to get PPE, could not find it, or were unable to order it, Shirk recalled.

The conversation led to Shirk taking a co-lead position on the Economic Recovery Plan's "New Business Normal" Team. Chief among its objectives was to secure face masks, thermometers, hand sanitizer and other PPE-related equipment so that free COVID-19 Supply Kits could be distributed to Lancaster County businesses with 100 or fewer employees. It was an effort bolstered by the bulk-purchasing power of Lancaster County government. As of July 6, 3,963 county-based businesses representing 45,949 employees had placed orders for the kits. There are more available at www.recoverylancaster.com/ppe.

Shirk's volunteer role required full-time hours, on top of her regular duties at Rock Lititz. But there is no complaining here. To the contrary. In difficult times, she said, "You can panic and freak out or look at it as an opportunity to help ... to do something actionable and tangible."

Like Shirk, Rosario did not personally know most of his team members at the outset. That is no longer the case, thanks to regular Zoom meetings and a common objective.

"It was really collaborative," Rosario said. "Everybody had a voice, everybody was listened to."

Rosario serves on the Business Financing Team responsible for the Small Business Recovery & Sustainability Fund grants; team members oversee everything from the program structure to the look of the applications. The fund recommends grant recipients, based on an automated scoring process, to the Board of Lancaster County Commissioners for approval. And the board did just that on July 1 when it approved the \$10.4 million in Phase 1 grants to



Dave Brown, Owner of Splits and Giggles, 500 West Lemon St. Lancaster

423 Lancaster County-based businesses with 20 or fewer employees. A subsequent round of funding is underway.

In addition to the Business Financing and "New Business Normal" teams, volunteers are also involved in the Economic Recovery Plan's Public Health Mitigation, Economic Analysis and Communications efforts.

"I don't regret a single minute," Shirk said of her work on the plan. "(I'm) proud to live in Lancaster where people genuinely, and in a unique way, care about each other."

Well aware that Phase 1 funding applicants topped 1,000, volunteers still anguish over a lone and nagging concern: that they can't do even more to help a greater number of businesses.

EDC Vice President Lyle Hosler voiced that reality just after the first grant application window closed: "What this round confirms is how broad and deep the need is in our county's small business community."

Enter Lisa Schmuck and Liz Fry.

Schmuck, who is owner of Hair & Beyond in Ephrata, was grateful for the PPE-related supplies. "We just received ours and appreciate everything in the kit," she wrote in a thank-you note. "The hand sanitizer is especially a bonus! I cannot express my gratitude enough for all you are doing for small businesses! We are working hard and have a waiting list to get an appointment! ... I am proud to live in Lancaster County."

An advertisement for Landis Communities. At the top right is a logo for "EQUAL HOUSING OPPORTUNITY" featuring a house icon. Below it is a photograph of three people (two women and one man) sitting around a table playing a board game. The background of the photo has a decorative pattern of overlapping leaves. Below the photo is a dark blue box with the text "Visit Us" in a white script font, followed by "to learn about the broad spectrum of opportunities for those age 55+" in a white sans-serif font. To the right of this box is the Landis Communities logo, which includes a stylized tree icon and the text "Landis Communities" and "Cultivating Life, Together". At the bottom of the advertisement is the contact information "717.381.3500 • LandisCommunities.org" and social media icons for Facebook and Twitter.

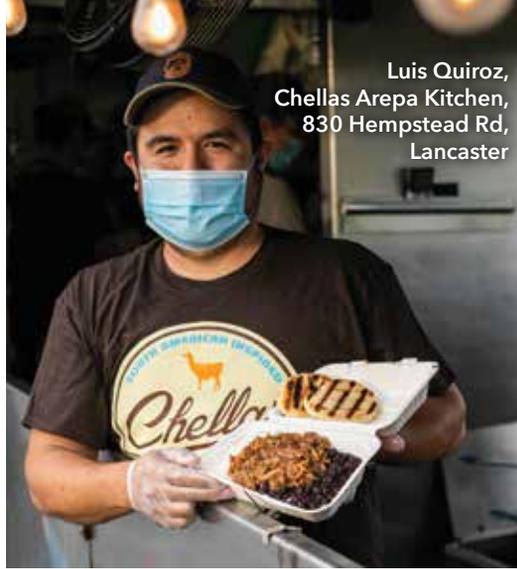
Fry is president and founder of Beyond the Fork in the Road, a Denver moving service for senior citizens and individuals with disabilities. In a thank-you email, she underscored the importance of the COVID-19 Supply Kit for a business that serves vulnerable populations.

“Our staff think the masks are lightweight and very breathable,” Fry wrote. “This is a good thing as they do a lot of physical work in the heat. We love the thermometer. ... AND, a really big thank you for the hand sanitizer. Despite being advised to wash their hands hourly, sometimes that just isn’t feasible. A quick squirt of sanitizer keeps them safe and healthy.”

The unique nature of her work makes Fry especially appreciative of the \$22,871 Recovery & Sustainability Fund grant awarded to her business. The funding will be used to purchase an ultraviolet portable area sanitizer that thoroughly and quickly cleans equipment handled by staff and routinely taken in and out of homes.

“We appreciate everything they are doing for us,” Fry said of the Recovery Lancaster volunteers. “They are doing it right.” **LT**

VISIT RECOVERYLANCASTER.COM.



Luis Quiroz,
Chellas Arepa Kitchen,
830 Hempstead Rd,
Lancaster



Sam Guo, Head Rooster of
Silantra Asian Street Kitchen,
101 E King Street, Lancaster



BY BARBARA HOUGH HUESKEN,
*Co-Leader of Communications Team on the
Lancaster County Economic Recovery Plan*
Contact Barbara at
communications@recoverylancaster.com

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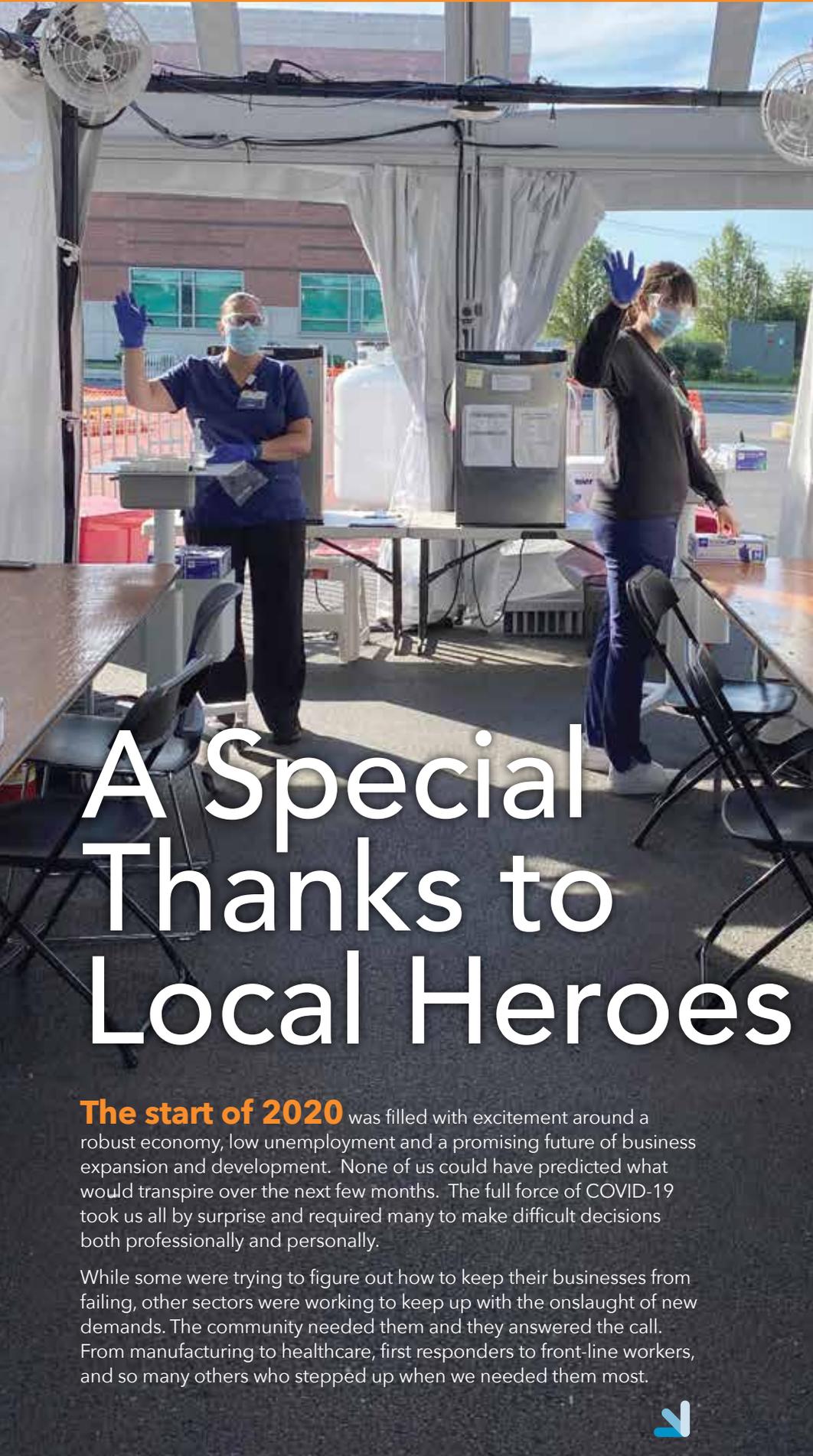
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A Special Thanks to Local Heroes

The start of 2020 was filled with excitement around a robust economy, low unemployment and a promising future of business expansion and development. None of us could have predicted what would transpire over the next few months. The full force of COVID-19 took us all by surprise and required many to make difficult decisions both professionally and personally.

While some were trying to figure out how to keep their businesses from failing, other sectors were working to keep up with the onslaught of new demands. The community needed them and they answered the call. From manufacturing to healthcare, first responders to front-line workers, and so many others who stepped up when we needed them most.



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Produce at a local market. Inset: Many grocery stores kept shelves stocked, like at this GIANT Food Store

Adjusting to the new demand is only one aspect of what business owners and leaders were up against. Information was being distributed at a rapid pace and every day brought a fresh set of challenges. Running a business is difficult when times are good, but trying to figure out how to run your business while keeping your team and customers safe during a pandemic is a whole other ballgame. Many of these businesses paved the way for so many other companies to learn the "new normal" of operating during these times. We appreciate their guidance, determination and foresight over the last several months.

These industries are filled with employees that made so many sacrifices for the greater good. Leaving their families and friends each day to come to work for all of us. They made sure our grocery shelves were stocked and our packages delivered. They took care of us when we were sick and kept us informed, while sharing stories that touched our hearts and gave us hope. Putting themselves at risk day after day, they deserve so much more than just a thank you.

We recognize all these people not only for their sacrifice but also their expertise and resilience during a grueling time. Giving up was not an option. They showed us the true meaning of perseverance, and we will forever be grateful. They are our local heroes and we are so fortunate to have them in our community. **LT**



BY MICHELLE RONDINELLI,
*Owner of Kitchen Kettle Village and
Board Chair of the Lancaster Chamber
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MRondinelli@kitchenkettle.com*



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advocate

Words That Activate Change Series

Diversity Education and Workforce Development

By Dr. Daniel A. Wubah

Celebrating Diversity & Fostering Community

By Deepa Balepur

Paying The Cost: Learning About Racism and A Call For Business To Invest In Its Eradication

By Kevin Ressler

Beyond Pride Month: Supporting LGBTQ Communities

By Todd Snovel

My Company Performed Diversity Training. Now What?

By Jennifer Craighead Carey

A Call To Advocate For Better Inclusion Of People With Disabilities

By Bill Kepner

A Taste of Community and Diversity

By Cinthia Kettering

Leadership as Confession, Humility, and the Courage to Act

By Andy Dula

The Lancaster Chamber strives to provide opportunity for local business and community leaders to share their insight and perspective on a variety of current topics.

This **Words That Activate Change** series is focused on uplifting voices in our community that encourage dialogue, cultivate transformation, offer thought-provoking ideas, and challenge all of us to be better, be stronger, and, most importantly, be advocates for systematic change within both our community and our workforce.

Explore these articles and read more at www.lancasterchamber.com/blog.

The Lancaster Chamber is also sourcing inclusivity & anti-racism training and hosting conversations on diversity, equity and inclusion with a focus on action. We are committed to making systematic changes within our own organization to better serve everyone in Lancaster County.

DIVERSITY EDUCATION AND WORKFORCE DEVELOPMENT

By Dr. Daniel A. Wubah

In his speech “Black English: A Dishonest Argument,” James Baldwin stated that history is not the past; it is the present and we carry our history with us because we are our history. It appears the ongoing social unrests due to the intersection of what some have described as our pre-existing condition (structural racism) and current health malaise (COVID-19 pandemic) exemplify this dictum. The question that we have to address is how do we heal our communities, starting from Lancaster County to our nation? While current circumstances may appear to be a crisis because of the tragic loss of life and the economic devastation, I believe we have been presented with an opportunity to make things right for the betterment of our future. Why will I say that?

This year, Lancaster County’s unemployment rate jumped from 3.6% in February to 21% in April due to the pandemic. Following stay-at-home directives to avoid the spread of the pandemic, workers were laid off or furloughed in April and May. As businesses began to reopen in June, some workers could not return to their jobs. According to the Center for American Progress, the majority of these workers are women and people of color because they make up most of the lower-paying jobs at businesses, such as restaurants and retail, that have been most affected by the pandemic. These workers will need employment guidance, and many will require intensive retraining, retooling and supportive services. If we want to accelerate our economic recovery in our community, we have to pay attention to this sobering reality of inequalities in the workforce. Are we equipped to do that?

Due to rapid technological advancement, skills training needs to be responsive to changing workforce demands. Unfortunately, the historical and inter-generational approaches in multiple systems, including education, housing, criminal justice, and healthcare, have created an intrinsic set of hindrances for people of color and women. Also, this has led to disparities in training programs based on socioeconomic background. Such structural imbalances need to be addressed by redesigning how we educate or retrain our traditional age students and adult learners. How prepared are we at the local level to make these changes?

In Lancaster County, we are blessed with a diverse array of institutions of higher education that prepare our students and adult learners for the workforce. In addition, demographic shifts and our culture as a leading region for

Dr. Daniel A. Wubah is the 15th President of Millersville University. He came to Millersville with a distinguished record of service as a senior-level administrator at Washington and Lee University, Virginia Tech, University of Florida, and James Madison



University. He has been a dedicated professor, mentor, and scholar in microbiology and botany for over three decades. He is an elected fellow of the American Association for the Advancement of Science and the African Scientific Institute. In addition to his roles on campus, Dr. Wubah is active in the community and beyond. He serves on several boards including the Lancaster Chamber Board, LG Health Board of Trustees, and the Governing Council of Academic City College, Ghana. Dr. Wubah received a B.Sc. (Honors) and Dip Ed from the University of Cape Coast in Ghana, a M.S. from University of Akron, and a Ph.D. from University of Georgia.

refugees, is making us more diverse. For the first time in our nation’s history, a majority of public school K-12 students in our country are students of color and McCaskey High School is an example of such a school. All of these students are our future. They are active architects of our history. How are we preparing them to become productive citizens in this increasingly diverse community? Partnerships between our educational system, community-based organizations and businesses are prerequisites to nurture our students’ talents and equip them with skills needed to create the vibrant and prosperous community we aspire to be. Organizations such as Lancaster City Alliance and Spanish American Civic Association can contribute towards this effort.

What are the benefits of diversity in educating our students? For starters, it affects their academic and social experiences, and prepares them for citizenship. Students educated in a diverse environment are better able to work with people from other cultural backgrounds, ethnicities and races because it leads to greater awareness that challenges the views to which they are accustomed. It also helps them to accept and value beliefs and customs that differ from their own. Interactions with people from different backgrounds improve communication and thought processing skills by challenging stereotypes. All these experiences will better prepare them for the workforce of the future in Lancaster County. Ultimately, we are our actions and our actions become our history.



CELEBRATING DIVERSITY & FOSTERING COMMUNITY

By Deepa M. Balepur

“Will you be ok?”

My friends and family asked as I was getting ready to move to the United States in the early 1990s. I was in my early twenties and was excited about my future possibilities in the land of opportunities.

“Why Lancaster County?”

When my husband and I decided to move to Lancaster County in 2000, we often thought about this. Yes, it was a beautiful, affordable, and family-friendly place to call home, but would we fit in?

“Do you really think this will work? You know this is a relationship-based business. How will you develop the trust and confidence with people outside your own community?”

It was a valid concern and although I had no specific answers, I let my guiding principles take over: to work hard and be authentic.

In the business world, giving back to our community is becoming a way of doing good business and the impact it can have is extremely valuable. At Compass Real Estate, we strongly believe that in addition to being ethical businesspeople, we should be involved citizens. We are big proponents of giving back to our community and have done so in various ways such as financially supporting and guiding other local businesses and non-profit organizations. Being on various accomplished boards has helped us gain a more profound understanding of our society – its strengths and weaknesses. As individuals and as a business, we are passionate about organizing and participating in initiatives that unite us.

But is Lancaster County ready to embrace the differences its non-natives bring? The Indian Organization of Lancaster County (www.iolcpa.org) hosted our inaugural Indian Arts Gala (“Utsav” – meaning celebration) in 2014. Everyone was invited and everyone came. The event continues to be a huge success and is well attended by people from all backgrounds. It was heartening to see that there is genuine interest among our fellow Lancastrians to experience other cultures.

The One World Festival (<http://oneworldfestivallancaster.org/>) was born from a beautiful coincidence, when on September 22, 2018, three vastly different cultures were being celebrated in different locations around the county. One of the attendees brought this to my attention and I reached out to the other two organizers, and eventually to other local ethnic groups as well. This event will allow us to share our common values and uniqueness on one day, and in one place. Originally scheduled

Deepa M. Balepur is co-founding principal for Compass Real Estate, LLC., a commercial real estate brokerage firm providing best-in-class service, skilled negotiations and honest advice to sellers, landlords, buyers and tenants to navigate successfully through the complex commercial real estate process.



Originally trained as a pharmacist with a Ph.D. in Pharmaceutical Sciences from the University of Maryland, she understands the importance of client confidentiality and care.

Her career in real estate began almost fifteen years ago originating from her personal real estate investment interests. Having quickly learned and understood the real estate market, she soon multiplied her number of satisfied clients many fold.

She has been the recipient of several awards for sales production, business leadership and community contributions. She thanks her clients, vendors, partners and dedicated hard working team for realizing her vision of starting her own company

Deepa lives in Lancaster with her husband, Shyam. Their children Naina and Nishant are pursuing degrees in the fields of science and engineering.

to be held on August 2, 2020, the event will now be held in September 2021. We are really looking forward to coming together as One World!

I am privileged to have had such great experiences as an Indian American in Lancaster County. Though some groups are still not fully embraced in Lancaster and beyond, I hope that events like the One World Festival will promote respect and understanding for other cultures that will foster a more accepting community.

Businesses can play a key role in nurturing inclusivity by employing a diverse workforce, including in key leadership positions, recruiting advisory board members from different backgrounds who will provide varied and valuable perspectives, and supporting global experiences in various ways – by offering financial support, encouraging employees to attend and creating a workplace culture of open-mindedness to celebrate differences. Easier said than done but it won't get done unless we each start doing. Every small step will go a long way.

We owe it to ourselves and the community we live in to educate ourselves about the diverse groups that are a part of our society. This will enable us to have respectful and productive conversations followed by constructive actions.



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PAYING THE COST: **LEARNING** ABOUT RACISM AND A CALL FOR BUSINESS TO **INVEST** IN ITS ERADICATION

By Kevin M. Ressler

My six-year-old daughter is petrified that her grandparents “will die from the coronavirus.” I did not attend the first weekend of George Floyd protests, odd for me who has been in the struggle as long as I can remember. I was going to go, but realized that my daughter would ask where I went, even if I didn’t take her with me. I couldn’t add to her burden the knowledge that her daddy might not come home someday because he was killed, during an innocent encounter, by the people tasked by society to keep us safe. For those of you who are parents, what is the hardest conversation you have had to have with your six-year-old?

Dear reader, I imagine many of you think that six years old is too early to talk about racism. Many of you, I imagine, think that having conversations about racism with a six-year-old could introduce concepts into their minds that taints their mind with adult issues. I imagine this because many people have told me over the years that they think we perpetuate racism by talking about it, and the best method for it to go away is to not talk about it and teach some pacifying message of everybody being the same. A wonderful sentiment; naïve, but wonderful.

When I was about six years old, my family went camping at Knoebels. One afternoon, my older brother and I went about 100 yards from our campsite to the empty playground. While we took turns running up the ladder and down the slide a child about my age came darting across the field to the slide. As he approached, my brother was on the slide and I was ascending the ladder. The kid’s hand touched the bottom of the ladder and ringing out clearly from across the field was his father’s voice, “Get off that slide! There’s a nigger on that slide!”

Time stopped for a moment. I froze. The kid froze. My brother froze in motion traveling down the hot, shiny metal slide. Then time and motion resumed but I did not. I was paralyzed. I was afraid. I didn’t want the “nigger” to sting me, or hurt me, or do whatever it is that they do. Because I had no frame of reference for that word, I thought it was perhaps some kind of insect like a stinging wasp or a biting spider. Then my brother spoke, “Kevin, we need to go.”

That was the first time I heard the N word. I can picture that kid, brown hair. Short mullet with a rat tail at the base of his neck. I can picture his parents, long-brown-haired father and



Kevin M. Ressler is President and CEO of United Way of Lancaster County. He is married to Melissa Ressler (Executive Director of the Lancaster Downtowners) and they share two children, Acacia and Iriana. Kevin, a Lancaster native, attended and graduated Conestoga Valley from Kindergarten. He earned a B.A. in Justice, Peace, and Conflict Studies from Eastern Mennonite University and an M.Div. from Lancaster Theological Seminary. Much of the focus of his life’s work has been approaching inequity and disenfranchisement in our social systems both through street activism and board room advocacy, knowing that changing persons without changing the systems ends up maintaining the same problems in the next generation. Kevin presently serves as Board Treasurer for Meals on Wheels of Lancaster and Vice-Chair for Everence Federal Credit Union; and serves at large for UPMC Lititz, Conestoga Valley Education Foundation, Partnership for Public Health, and Lanco MyHome. Lastly, Kevin frequently guest preaches on Christian ethics and does consulting for institutions and individuals desiring developing personal and institutional anti-oppression practice and cultural competency.

curly red-haired mother. To this day, I could probably give a pretty good go of it for a sketch artist. Because that’s what happens when you experience trauma. The moment sticks with you even thirty years later. Without seeking it, that kid, my ten-year-old brother, and I all received an education in racism and who belongs and who does not.

Speaking plainly, from its founding America has been a nation only for some but definitely not all. To pretend it is sufficient to “not be racist” is to misunderstand America, past and present. Like many, but always too few, of our ancestors we must engage in conversations and actions that are “anti-racist” or we will be remembered as the first generation to move significantly backwards on social advancement.

What does that mean? It means a commitment to demanding our supply lines are equitable and ethical in addition to being economical. And as consumers being willing to pay more for products because their producers were paid more to make them. It means seeking out voices that elucidate issues for us. It means being as committed as we would be when developing and promoting a new product or initiative. It means valuing black folk enough to never seek advice without compensation, placing the burden of the solution on them, and limiting their authority.

The professional ceiling for black and brown folks must be more than director of diversity and inclusion.

Our approach to these problems must be serious. I cannot tell you the amount of hours I am asked to have conversations about race for companies and churches and community groups. Everyone is always thankful; often they are quick to tell me they have no budget for this and are so glad I'm willing to give back. Let me be clear, when you ask and expect me to provide you professional consulting as an "opportunity to give back" you are not yet ready for this work. You do not understand, black people have been giving back long before they were given to. You would *never* go to a strategic planning firm, or a marketing agency, or any other professional resource and expect they help you improve your product or your organization for free. I may choose to give of my time, you should never expect it. Please, as you engage in this work, do not cheapen the black expertise without honorarium or just compensation or you are just asking black people to do the work of solving your problems for free.

Asking black and brown people to help white people advance racial justice conversation without compensation is like asking a marketing firm to "give back" by making your new logo for free. Or a strategic planning firm for a free SWOT analysis. And this work is around inequities for black and brown bodies! Check this, we know in the workplace that black men and women are paid less for equal work than white colleagues. Maternity leave is usually paid as a fractional percentage of salary. This means most black children, from the moment they are born, begin life with a systemic financial disadvantage.

Solving a problem that begins at inception? That means taking risks, knowing like with a new product, that the market may not immediately reward you financially. The reality? If the plantation is what got us here, we need to act in opposition. Black people need to own the objectives and direction of these initiatives and endeavors. Ultimately, white people need to do the internal work to understand how this society has stolen their innocence and the external work to repair the systemic inequities that disenfranchise black bodies from birth.



Preserving the safety of employees and customers is critical to reopening your business.



Many businesses that were forced to close their doors due to the COVID-19 pandemic are now resuming operations. If your organization is reopening your doors, there are many factors to consider for safeguarding your employees and customers, as well as protecting your business.

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BEYOND PRIDE MONTH: **SUPPORTING** LGBTQ COMMUNITIES

By *Todd C. Snovel*

For LGBTQ communities, this year's Pride Month has been complicated and complex. We witnessed events canceled or happening virtually due to the current pandemic. We grieved, again, for the loss of the 49 lives lost in the Pulse nightclub shooting in Orlando. Locally, we also grieved for Dominique "Rem'mie" Fells, a black trans woman of color brutally murdered in Philadelphia in June. We painfully absorbed the federal government's rolled back discrimination protections in access to health care and health insurance for LGBTQ Americans and then, within the same week, celebrated the Supreme Court's landmark ruling that the 1964 Civil Rights Act extends protections to LGBTQ employees from discrimination. And we have absorbed all of these things while also witnessing the continued systemic racism and violence facing Black lives in the United States.

What remains clearly evident, now more than ever, is that it will take each of us as business, organization, and community leaders to hold space for others and advocate for change. These moments in our history are incredibly difficult, but they also lead us to a renewed vision of the world as we want it to be.

As we consider ways to affirm LGBTQ colleagues, customers, and community members, strategies must go far beyond surface-level responses. Hanging a rainbow flag and creating Pride-inspired logos for social media campaigns demonstrate a perceived visible commitment to LGBTQ communities, but are far from the comprehensive and sustained plans necessary for an organization to make measurable improvements with diversity and inclusion efforts. Organizations model inclusion when they specifically

engage diverse individuals and value the success of all people.

Leaders committed to making substantial change will not approach diversity and inclusion initiatives within a "check the box" mentality, but will spend time, energy, and resources to systematically evaluate policies, practices, and procedures to strategically identify areas of growth and improvement.

Commitments to equality also need to be visible at every level of the organization. At PCA&D, President Molla has recently created the President's Committee on Diversity, Equity, and Inclusion, which includes broad participation from all campus constituencies to consider the College's continued commitment to equality. In a recent community letter, he reiterated "our society's collective history is full of plans left by the wayside after the crowds go home; of treaties broken; of watered-down promises never fulfilled. This cannot be the present case, for PCA&D, as an institution, or for the people who, together, make up its community. Our students, faculty, staff, alumni, and neighbors – all of us – deserve better."

Organizations should also invest in community partners integral in supporting these initiatives. The LGBTQ+ Coalition of Lancaster provides workplace and team training that promote general competency and education, as well as strengthen best practices for hiring, retention, and workplace culture. The Keystone Business Alliance, Central Pennsylvania's LGBTQ Chamber of Commerce, expands the success of businesses committed to LGBTQ

equality and certifies LGBTQ-owned and operated businesses to ensure their ability to seek opportunities and strategic partnerships. As companies are able, their public collaboration, sponsorship, and membership with organizations such as these further demonstrate their commitment to equality.

Finally, we must holistically acknowledge and learn from each LGBTQ employee or customer based on their identities and lived experiences. Pride Month only exists as a result of an evening, 51 years ago, when trans and non-binary women of color in New York City's Stonewall Inn fought back against the ongoing discrimination they experienced through police raids. From this example, we realize that no equality efforts can take place without having an intersectional lens. Law professor and social theorist Kimberlé Crenshaw introduced the term of intersectionality, which refers to a framework to conceptualize the overlapping identities found in each person and the complexity of privilege or prejudice uniquely faced by the combination of these identities. For example, a program designed to celebrate Pride Month must do so by considering the overlapping and unique experiences of subsets within our communities (trans and non-binary folx, LGBTQ communities of color, LGBTQ folx with varying abilities, LGBTQ elders, LGBTQ immigrants, etc.). If the program essentially celebrates the experience of a gay, white, cisgender, able-bodied man of mid to high socio-economic standing, it has failed to truly understand the breadth and depth of LGBTQ communities.

As we think beyond the month of June, every business in Lancaster County can commit to being a lasting champion of LGBTQ equality. Through core company values, hiring and benefits evaluations, marketing campaigns, and public support for comprehensive non-discrimination protections in Pennsylvania, our business communities can be advocates for protecting LGBTQ rights and supporting communities long after the rainbow flags have been put back into storage.



port

Todd Snovel serves as Special Assistant to the President for Strategic Initiatives and Development at Pennsylvania College of Art & Design. Prior to joining PCA&D, Todd was appointed by Governor Tom Wolf as the inaugural Executive Director for the Pennsylvania Commission on LGBTQ Affairs. Todd is active on several boards and serves organizations that promote his personal commitments to education, healthcare, the arts, and equality. He received a B.A. from Lebanon Valley College and an M.A., in organizational leadership, from Mansfield University.



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training

MY COMPANY PERFORMED DIVERSITY TRAINING. NOW WHAT?

By Jennifer Craighead Carey

Training isn't enough.

Studies and reports have shown us that taking a day to make employees aware of important workplace issues such as diversity just isn't enough to solve all of a company's potential issues.

After training comes the hard part – culture change.

In my 27 years of practicing employment law, I have represented employers of all sizes and industries. Although much has changed over the years, I am constantly amazed and gratified that I live in a place where businesses are so heavily invested in community outcomes. Many of the clients I speak with on a regular basis I also cross paths with in the nonprofit sector, volunteering and serving on boards of charitable and community organizations.

I am a native of Lancaster County so I understand and appreciate the benefits of growing up in this community. My African-American father grew up as one of nine children on a tobacco farm in the segregated South and attended a segregated school through eighth grade. He never went to high school. He supported a family of four children as a sanitation worker. Although my father passed away a few months shy of my tenth birthday, I remember my father being fearless and not afraid to confront racism. I grew up with a belief that I could become anything I wanted. I had many great mentors throughout my schooling that supported that belief. That support and mentorship continued during my time at Millersville University.

I am also struck by the fact that regardless of political or social backgrounds, my clients want to do the right thing and, many strive to be more diverse and inclusive.

It's not just an ideological shift – it's a cultural and economic shift as well. Companies understand that if they want to compete for workers they must become more diverse. If you aren't good at attracting and retaining women and people of color, you're competing for an increasingly smaller talent pool.

In 2016, the Equal Employment Opportunity Commission (EEOC) issued a report addressing workplace harassment. The report found that workplace training appeared to have

no measurable outcome on workplace harassment, but the workplaces with the best outcomes focused on workplace civility. In other words, how we treat each other matters. The same principles apply for workplace diversity.

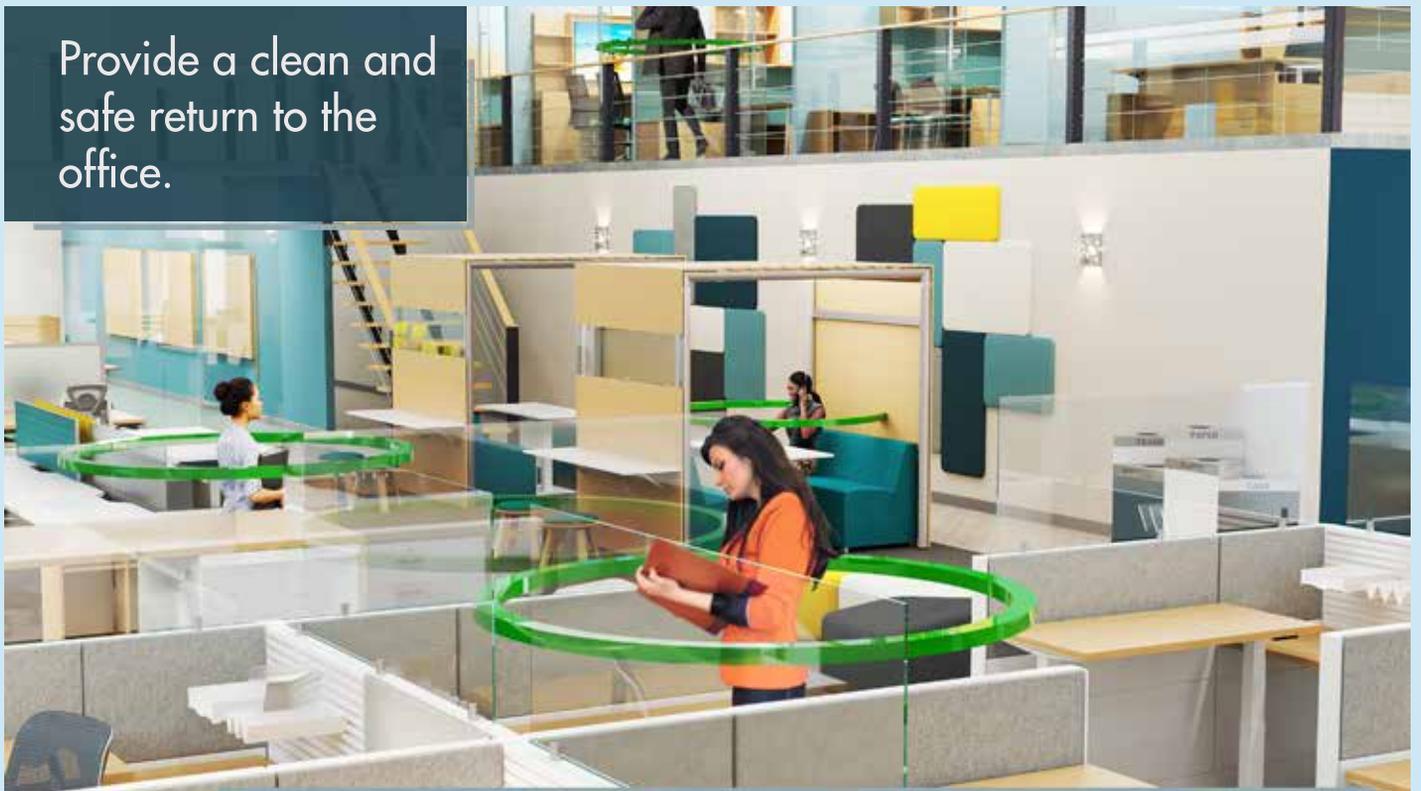
Companies that want to be more diverse must focus on workplace civility and inclusion, examining unconscious bias and promoting a culture of civility. Employers must challenge the attitudes and stereotypes that affect our understanding, actions and decisions in an unconscious manner. I often hear companies talk about someone not being the right “fit” in the hiring process. It’s subconscious human nature that interviewers tend to favor individuals who are just like them – similar physical, professional and personal characteristics. Employers need to challenge those assumptions.

Workplace culture and civility won’t change without buy-in from senior leadership. Diversity and inclusion cannot be viewed as a single initiative owned by human resources. Everyone in the organization needs to understand their role and be held accountable, from the top down, to promote a culture of empathy and welcoming of diverse perspectives and experiences. It’s about moving from a corporate compliance mindset to a recognition of diversity and inclusion as value added and a source of competitive advantage.

Jennifer Craighead Carey is an employment attorney and partner at Barley Snyder. She is a graduate of Lancaster Mennonite High School, Millersville University and the Dickinson School of Law. Jennifer currently serves on the board of directors of the Lancaster City Alliance, Fulton Financial Corporation and Fulton Bank, NA and is a member of the WellSpan Health Diversity and Inclusion Steering Committee. She is past Board Chair of the United Way of Lancaster County and has served on numerous boards throughout the community. Any company seeking help with plans on workplace civility training can contact her at jcraighead@barley.com.



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A CALL TO **ADVOCATE** FOR BETTER INCLUSION OF PEOPLE WITH DISABILITIES

By Bill Kepner

Imagine you have a physical disability and use a wheelchair. Your friends invite you to try a new restaurant downtown. You are excited to meet them and show up finding out there is no wheelchair-accessible entrance. Lack of wheelchair accessibility throughout businesses, restaurants and stores in our community still occurs.

If we really want to discuss diversity, inclusion and advocacy to make the Lancaster community stronger, then we must include those most often forgotten, people with disabilities (PWD). First we must learn how to communicate appropriately with them and about them. Treat them like adults. Speak directly to them. When referring to them, emphasize the individual not the disability. Emphasize abilities not limitations. Avoid labeling them and putting them in categories, as in the handicapped, the disabled, etc. We need to emphasize the uniqueness and value of all people rather than the difference between people to stop the "one of them" versus "one of us" that restricts acceptance between individuals.

There are so many hurdles for PWD as they battle discrimination and work towards equal rights. These hurdles are found in education, employment, healthcare, housing, technology, transportation and even in practicing their faith. For sake of space I will briefly address two of these critical areas: employment and healthcare.

At United Disabilities Services, we have an employment services program and know that people with disabilities are great employees. They appreciate the work opportunities they are given and are very dedicated and loyal. Unfortunately they are overlooked and/or discounted due to perceived limitations, without their abilities taken into account, which creates an obvious barrier to gaining meaningful jobs. In Lancaster County, 11.8% of the total population has a disability but they only make up 5% of our labor force. Michael Anderson is a great example of what can be done when someone is given a chance. He said: "People told me I can't be part of the workforce because my disabilities are too severe and I am unemployable. However, I am now the Legislative Advocate for the ARC of PA. I am just differently abled and I do a great job."

He was given the chance and is a great success story. We need Lancaster County employers to help create more success stories like these. I like the idea of additional tax credits as incentives to employers who hire people with disabilities. There should be consideration for improving local transportation to assist people with disabilities to get to the workplace. One of our sister counties has an opportunity for a business to hire 50 to 75 people with disabilities and pay them a living wage, but, being in a somewhat remote area, can't figure out transportation. We need to do better than that.

Healthcare is another huge hurdle. People with disabilities experience a much different world of healthcare and, in particular, practical challenges to accessing the same health care that most of us take for granted. 32% of persons with disabilities perceive their health status as poor versus 6% of the total population. Much of this is due to decreased access to care and in particular, preventative care. Accessibility and transportation play a huge role in the difficulties people with disabilities face. To complete one doctor's appointment can take an entire day due to transportation timing and availability. For preventative care, accessibility is still an issue with narrow hallways and floor space, alarm systems that can't be seen and heard, videos without captioning, using examination tables, MRI, CT scan and mammography equipment and dental chairs, so people with disabilities unfortunately go without this important care. We need our local healthcare providers to evaluate the physical, attitudinal, expertise and systematic barriers to improve greater accessibility, leading to better health outcomes and a better quality of life.

Although I only briefly touched on the challenges facing people with disabilities, my hope is I have given you some food for thought about advocating for them. The advocacy I am talking about is collaboration with local government, local businesses, folks within the disability community and other willing advocates to brainstorm ideas and create innovative solutions to help people with disabilities live their best possible lives. I am personally willing to be part of any local task force that wants to take on some of the challenges I described and truly activate change. Together we can make Lancaster stronger and better.



advocate

Bill Kepner has over 40 years of experience in many areas of healthcare mostly as a Senior Manager/Executive. Bill joined United Disabilities Services headquartered in Lancaster, PA as their COO in 2007 and became their CEO in 2010. Previously, Bill was a Board member and Board President for ten years in two separate Board stints with them. United Disabilities Services Foundation provides home and community based services that enhance the independence and enrich the lives of seniors and individuals with disabilities including veterans. Through five separate entities, UDSF provides fifteen programs and services to over 7500 consumers in all counties in the Commonwealth. Prior to UDS, Bill was the Chief Operating Officer for the Inglis Foundation in Philadelphia from 2004-2007 where he was responsible for their Home and Community Based Services including a Housing Corporation, which was very successful in transitioning severely disabled clients from the nursing home to the community, an Adult Day Program, a Durable Medical Equipment company, an At Home Attendant Care Services and Employment Services. Besides extensive experience in serving the disabled community, Bill also has strong experience in working with seniors as the CEO for the Kairos Foundation for three years and for more than twenty years (1979 -1999), Bill held a variety of management positions with Homedco, later becoming Apria Healthcare. Bill was the Regional Vice President overseeing all Sales and Operations for the Mid-Atlantic Region, a \$72 million business covering five states with 23 branches which served 10,000 home medical customers through a network of 700+ employees. Apria Healthcare was the nation's largest provider of DME, Oxygen and home infusion therapy. In 2000 Bill founded Healthy Business Solutions, a healthcare consulting company specializing in building successful selling organizations by effectively linking sales and operations. He used this experience to form NonProfit Management Solutions in 2012, a nonprofit consulting company designed to assist small nonprofits manage risk, compliance and maintain sustainability.





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A TASTE OF COMMUNITY AND DIVERSITY

By *Cynthia Kettering*

I was born and raised in Ecuador and the one thing I miss about my native country is the food – from ceviche, llapingachos, fritada, and empanadas to the fresh fruit, vegetables, and seafood. Many people that know me understand that I love to try food that has a variety of flavors, colors and textures. I also appreciate a great wine. A blended one is basically diversity in a bottle.

Ethnic foods were difficult to find when I arrived in Lancaster 20 years ago. Since then, we have seen an influx of immigrants from all over the world who have brought different cultures and traditions along with them. Lancaster's evolving demographics have provided opportunities to experience Trinidadian dishes downtown to Colombian or Peruvian beverages on Columbia Avenue. People can stop by a Dominican shop for empanadas for lunch and sample Thai or Greek meals for dinner. There are many more wonderful examples that can be mentioned.



Cynthia Kettering was born and raised in Guayaquil, Ecuador. She has been married for 20 years, has 4 kids, a Cane Corso, has visited over 50 countries and she loves to travel. Cynthia is a community leader and entrepreneur with over 20 years of experience in finance and over 12 years of experience in the insurance and real estate investment industry. Cynthia has an Associate Degree in Banking Technology, a Bachelor's Degree in Law and she is currently pursuing a Master's Degree in Financial Planning. Cynthia volunteers many hours of her time to different non-profit organizations and serves on different advisory boards such as Fulton Bank and CASA. She is a published author, has a travel blog: www.travelingourworldwithck.com, and is the owner of CMK Global Consulting LLC.

we must be the change we want to see

I make it a point to engage the people who run these shops and restaurants. It is important to me that I show my children that we need to support our community. I tell them that we may look and speak differently, or encounter people of few words, but if we get to know each other and give one another a chance, we will all learn something new and be better for it. Food is the perfect vehicle for this as it is the common language for the dozens of cultures that exist in Lancaster County. Challenge your palate; bring yourself into a more positive stance in your own community. I hope that in time my children will realize and completely understand all of this.

When it comes to experiences and inclusion, I have not always been accepted. I have a discernible accent. There will always be someone who will simply not accept me. However, their disdain doesn't affect me. I still continue with a positive attitude and focus on teaching my own children about acceptance. I cannot be swayed by the few who choose not to embrace differences.

As human beings, we are not perfect. We all experience

some form of prejudice towards us, and we act upon our own prejudices towards others. Change must begin with us; we must be the change we want to see. We must be more inclusive, embrace diversity, engage the entire community, teach our children, employees, and students not to judge quickly. Wherever we live, study, or work, there will always be someone different, and it is in our benefit to be understanding. We can learn so much from people with different backgrounds from our own. Accepting diversity can be tough for some, but at the end of the day, we must continue going forward. We need to be open-minded.

Let's circle back to food, the universal language. I am sure many of you have at least tried a couple of these wonderful ethnic restaurants and I am sure you have enjoyed them. If you have not tried them yet, take time to expand your culinary senses – you will be surprised by the extraordinary dishes you will find. Taste Lancaster's incredible diversity; enhance your mindset, and look toward promoting inclusion. We are stronger than ever and there is no doubt, we are better off by being diverse. **LT**

Leadership

The great Bob Dylan in his iconic song, "The Times They Are A Changin'," tells us to "Come gather 'round people wherever you roam and admit that the waters around you have grown and accept it that soon you'll be drenched to the bone." Dylan goes on to use language that encourages the listener towards self-realization, reflection, and action. Much like it did in the 1960s, Dylan's song has an almost prescient tone to it. No one can deny that times they are a changing. They have been changing ever since the beginning of time.

I will let the prognosticators determine whether in the words of Malcolm Gladwell, we are at a "Tipping Point." However, something seems different today and it very well could be a tipping point. Issues of systemic racism, income inequality, and a worldwide pandemic amongst others call each of us as community leaders to confession, humility, and action.

When I think about racism, to confess is to acknowledge and admit that I am a part of a system that has disproportionately denied access to resources for black and brown people for hundreds of years. This denial has happened through four hundred years of slavery and years of separate but equal. This denial has taken place via red lining in the mid twentieth century. This denial takes place today in the rates of mass incarceration that African Americans experience. If we are to be true leaders during this time, we must start with acknowledgement. Our acknowledgement cannot include deflection, defensiveness or blame on others. It embraces the tension we are all feeling and admits the damage that has been done, appreciates how far we have come, and dreams of how we can do better. Posting on social media and writing statements is fine, but until you work on yourself and embrace these tensions, nothing will change.

CS Lewis says that "humility is not thinking less of yourself; it's thinking of yourself less." It is the ability to admit we do not know what we do not know. Racial humility begins with an understanding that our experiences form the lens by which we view race and we all have much to learn from each other. My own experiences have been formed as a child of interracial marriage. Humility is enhanced by reflection and lifelong inquiry. It involves being self-aware about each of our own individual biases that have been seeded in us based on our own life experiences. Humility is remaining open to what others can teach you and being open to the possibility that you may learn something new at any given moment and in the most unexpected ways. I am reminded of what Jim Collins says about great leaders. He calls humility the "signature dimension." Collins goes on to say

that great leaders have "the humility to confront data, even if that data is showing them something they don't believe."

We are all called to do the work of spreading compassion and understanding. Acting with compassion is not the work of the left or the right, the conservative or the progressive. It is the work of all of us who care about those who have experienced life in ways that are different than we have. It is about doing the work of stepping into other shoes by listening, it is about stripping off each of our blinders to the misery, trauma, and discomfort that others have experienced. It is about engaging with those who are different than we are.

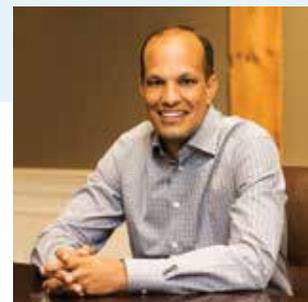
So, act in ways that you find appropriate. Protest and march if you want to protest and march. Engage with and learn from people who are different from you. Create more good jobs amidst an inclusive organizational culture. Give charitably and volunteer. Support our community

organizations that are engaged in addressing issues related to race relations, income inequality, and housing affordability. Volunteer and support educational efforts in underserved communities. Continually engage in large and small acts that collectively bring about change. Above all, keep doing the work, first on ourselves, and then with others.

LEADERSHIP AS CONFESSION, HUMILITY, AND THE COURAGE TO ACT

By Andy Dula

Andy Dula is Chief Operating and Financial Officer of EGStoltzfus. He joined the company in 1992 where he has served in multiple roles. He was appointed Controller in 1994. In 2003, he became CFO of EGStoltzfus and its subsidiaries and has served as COO/CFO since 2012. Mr. Dula holds several community service and leadership positions. He is a Member of the Board of Directors for Goodville Mutual Insurance Company; Member of the Board of Trustees of Praxis Mutual Funds; Member of the Board of Trustees of the Lancaster Chamber; Past Chair of the Board of Trustees of Eastern Mennonite University and Past Vice Chair of the Lancaster Mennonite School Board. Dula has also chaired and served on various committees at Blossom Hill Mennonite Church, where his wife, Michelle Witmer Dula, is Lead Pastor. A graduate of Lancaster Mennonite High School and Eastern Mennonite University, Mr. Dula has a Master of Business Administration from Millersville University. Mr. Dula has two children. His daughter and son attend Eastern Mennonite University in Harrisonburg, Virginia.





It's Virtually All About **CONNECTION**

PIVOTT

A word we will be over hearing as we achieve our “next normal,” now and after the COVID-19 Pandemic.

The Coronavirus has forced every business to make vital changes to their business models to sustain through this unpredictable time. But instead of fearing what happens next, our Lancaster Chamber team rolled up our sleeves and got to work. We saw this as an opportunity to be creative and innovative in the way we connect with our Members and, our ability to create value in being a resource, to the business community and to strategize and produce our events and programs.

DEFINING OUR GOALS

As we entered lockdown, we set out to live in two lanes – meeting the immediate needs of business community and maintaining some levels of our current calendar of events. We reviewed our existing events that would be affected by the shutdown. We went through this list and asked ourselves these questions: Can we do this digitally? Will this have the same effect digitally? Can we postpone this event? What are the financial implications of postponing or cancelling this event?

As part of that goal setting – we also recognized our role in information sharing and providing what our customers

needed as the COVID-19 situation escalated. We had to be flexible and adaptable – but we knew 3 areas we could be very helpful in: information sharing, professional development, and networking.

HOW DO WE DELIVER?

After we defined what we knew our lane could be, and not knowing the next time we could meet in person, we looked to Zoom as our virtual partner. We quickly learned the ins and outs – what is a meeting vs. webinar? We learned how to schedule them. We began to create consistencies in how we communicated this to potential customers and attendees. Which type of events needs video, presentation capabilities, etc? We had lots of collaborative conversations with our team to decide how we would deliver each program – as well as looking forward and continuously learning how to create the best experience for our attendees.

ALL ABOUT THE DETAILS

After we defined goals and created the delivery method – we wanted to make sure each time an attendee logged onto an event, that they felt it was an experience that was worth their time and, in some cases, financial investment. From PowerPoint consistencies, audio/visual aspects, all the way to unique sponsorship opportunities or recognition – we wanted to create an experience that was visually pleasing, topic engaging and was constantly working towards meeting the needs of the community around us during COVID-19.

So, what are some of examples of how we have changed the way we deliver your favorite Chamber events & programs?



YPN COFFEE MEET UPS

Traditionally, our Young Professionals Network is full of Happy Hours or post-work networking opportunities. In this virtual world, we challenged our YPs to grab their coffee and enjoy a morning networking session! For our last session, we gathered over 20 professionals, broke into smaller groups, and talked about opportunities and struggles as we navigated the early stages of the pandemic. At the time you read this, we will have our third meet up scheduled for **August 6th** – will we see you there?

GET CONNECTED

Our “speed networking” session was easy to go digital. We create multiple Breakout Rooms and have an algorithm to help us meet a whole new set of people – same concept, same outcome – just virtual! Make new professional connections, even at a time when networking is very challenging. Join us on **August 20th** for our next session!

INDUSTRY TOUR

Our tours – that showcase a business via a FAM or familiarization tour was a bit harder to get creative with – as the whole point of this program is to be *in* the host company. However, with a great partner like Rhoads Energy, and a few new tools, we recorded a tour on our phones and edited it together using an online software. Over 20 people came to the Virtual Industry Tour – watched our video, had discussion, and then enjoyed live music during a virtual happy hour!

EXCELLENCE EXCHANGE

Bringing local leaders to you is at the heart of the Excellence Exchange program. How we do it is flexible! Up until this point, we have created a panel of leaders to talk about how they are leading during unprecedented experiences, and we’ve heard from local leaders of global companies to learn how they plan to move their business forward – all while connected with other decisionmakers. The Excellence Exchange brand has been helpful in sharing these local stories of resilience and innovation.

LEADERCAST

Now that we are in the green phase, we were able to create hybrid experiences slowly and intentionally. Leadercast, the largest leadership development event in the world, was simulcasted in three ways – via a unique remote link, a socially distanced hub location or at a company’s business with just their employees. Because it was virtual, you can still access the content!

You can watch this Leadercast hybrid event, even though it’s over. Contact register@lancasterchamber.com for details.

NEW MANAGER ACADEMY

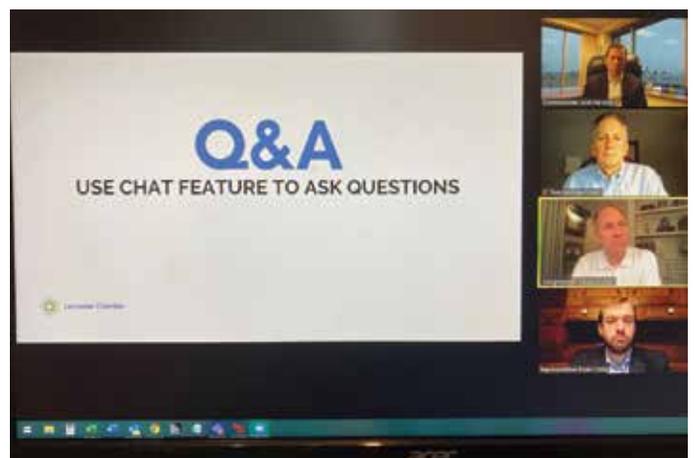
Professional Development is an important part of our business model and we will not let a pandemic stop us from educating our current workforce! We are excited to move our New Manager Academy, one of our most popular and timeless learning opportunities, to a virtual model. This series of sessions is full of skills and development information facilitated by the Treer Group. We are accepting new students for Summer/Fall 2020 – register by **August 18th!**

The Chamber, along with countless other businesses in the County, have reshaped the way we work. Through that innovation, our staff has gained new skills and a fresh viewpoint of how to be creative. We now have the experience to continue using these skills in the future – no matter what that looks like – so we can create tech forward event and program experiences for the pandemic era and beyond. **LT**



BY MOLLY CROUSER,

Special Events Manager, Lancaster Chamber
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LANCASTER CHAMBER MEMBER ANNIVERSARIES

Congratulations to the following companies that are celebrating milestone anniversaries with us.

FEBRUARY 2020

Rhoads Energy Corporation - 85 Years
Donovan - 35 Years
Ross Buehler Falk & Company, LLP - 35 Years
The Witmer Company - 35 Years
VisionCorps - 35 Years
Zimmerman Industries, Inc. - 35 Years
Garber Metrology - 25 Years
MVE Group - 25 Years
The Thaddeus Stevens Foundation - 25 Years
Twin Locust Barns, Inc. - 20 Years
Arborist Enterprises, Inc. - 20 Years
Credit Bureau of Lancaster County, Inc. - 20 Years
Hammel Associates Architects, LLC - 20 Years
Ephrata Area School District - 15 Years
Quarryville Presbyterian Retirement Community - 15 Years
EHC Associates, Inc (Environmental Hazards Control) - 10 Years
Penn Waste, Inc. - 10 Years

MARCH 2020

Comcast Business - 45 Years
Hampton Inn Lancaster - 40 Years
High Companies - 40 Years
High Concrete Group - 40 Years
High Construction Company - 40 Years
High Real Estate Group LLC - 40 Years
High Steel Service Center, LLC - 40 Years
High Steel Structures, LLC. - 40 Years
Hazlett Burt & Watson, Inc. - 25 Years
Meridian Products - 25 Years
Preferred Health Care - 25 Years
Community Basics, Inc. - 20 Years
Ville Painters, Inc. - 20 Years
Slugger's Pizzeria - 15 Years
Lancaster Plumbing & Heating Co, Inc. - 15 Years
Lancaster Community Safety Coalition - 15 Years
Hess Mills - 15 Years
EM Herr/Ace Hardware - 15 Years
Roberts Automotive, Inc. - 15 Years
Taylor Brand Group - 15 Years
Integrity Pools & Spas, Inc. - 15 Years
Ross Insurance Agency - 15 Years
A1 Energy - 15 Years
Foundation for Free Enterprise Education - 15 Years

APRIL 2020

DenTech Industrial - 85 Years
Warfel Construction Company - 85 Years
Wells Fargo - 85 Years
Schaedler Yesco Distribution, Inc. - 60 Years
Morgan White Group / TPM Life Insurance - 55 Years
Nikolaus & Hohenadel, LLP - 40 Years
Hoover, Inc. - 35 Years
Jackson's Window Shoppe, Inc - 25 Years
Hershey Equipment Co., Inc. - 20 Years
Oak Tree Development Group - 20 Years
National Novelty Brush Company - 15 Years
Lift, Inc. - 10 Years
LandStudies, Inc. - 10 Years

MAY 2020

Industrial Piping Systems, Inc. - 35 Years
Keystone Acoustics, Inc. - 20 Years
New Holland Sales Stables, Inc. - 20 Years
HARTZ Physical Therapy - 20 Years
Groff's Heating, Air Conditioning & Plumbing, Inc. - 15 Years
Allen Imports Ltd., Inc. dba Lancaster Toyota Mazda Scion - 10 Years
Conestoga Title Insurance Co - 10 Years
The Groffs Family Funeral and Cremation Services - 10 Years
The Witmer Group - 10 Years
Geisinger Health Plan - 10 Years
Natural Stoneworks - 10 Years

JUNE 2020

Hatter Harris & Beittel, LLP - 85 Years
Dutch Valley Auto Works, LLC - 40 Years
Gayle Kline Travel Trailer Center, Inc. - 40 Years
Lancaster Area Sewer Authority - 40 Years
Lancaster Travelodge - 40 Years
Sam S. Smucker & Sons, Inc. - 40 Years
Star Rock Farms, LLC - 40 Years
Water Street Ministries - 40 Years
Erb Brothers Landscaping, Inc. - 30 Years
Executive Coach, Inc. - 30 Years
Gamber Container, Inc. - 30 Years
Mennonite Home Communities - 30 Years
Pelletron Corporation - 30 Years
Vanscoy, Maurer & Bash Diamond Jewelers - 30 Years
WL Zimmerman & Sons, Inc. - 30 Years
Inova Payroll - 25 Years
Parking Authority of The City of Lancaster - 25 Years
EH Gochnauer & Sons, Inc. - 20 Years
CHI St. Joseph Children's Health - 20 Years
Lantz Insulation, Inc. - 15 Years
Home One Home Improvement Services - 15 Years
Indoor City Granite & Marble - 10 Years
Singh Operational Services Inc - 10 Years
ARC Electric, Inc. - 10 Years
Central Aluminum Supply Corporation - 10 Years
1-800-GOT-JUNK? - 10 Years

JULY 2020

Conestoga Business Solutions - 40 Years



GETTING BACK ON TRACK:

The Resources Critical to Business Success

Any successful business owner understands the value of resources needed to operate in today's competitive environment. Four resources essential to any business are Physical, Intellectual, Financial, and Human. Physical are considered the tangible assets an organization needs to deliver its product to consumers. This type of resource may include raw materials, equipment, inventory, energy, and supplies. Intellectual resources are nontangible in nature but are extremely valuable to any organization. Branding, patents, customer data, and key partnerships are just a few examples. Financial resources like working capital, cash flow, and credit are paramount for the success of any business. Maybe the most underrated resource for any business owner, but most important, is Human. The employees of an organization are its greatest asset.

At the Lancaster Chamber, we strive to be a go-to resource for all our Members. Businesses join the Chamber because the diversity of benefits translates to any industry or business size. Our mixers and networking events prove very effective as many professionals look to build their networks. Ongoing programming including Excellence Exchange, Consortiums, and the Young Professionals Network certainly attracts organizations (and as you can read in the article preceding this, our team did a great job at offering this same content virtually!). Our professional development opportunities are a great resource for training and skill building for many employer teams. Many companies find value in supporting our advocacy initiatives at a local, statewide, and national level. Lastly, our Value-Add Program, which is a Chamber member favorite. Our Member organizations have the opportunity to participate in this cost savings resource which includes business insurance, a fleet fueling program, natural gas savings, telecommunications and IT, an electricity procurement program, and savings on employment screening services.

In response to the Coronavirus pandemic, we quickly shifted our programming and resources online and our content was focused on supporting the business community

with a robust offering of up-to-the-minute informational webinars and solutions. These included ever-changing legislative information, lending programs, small business resources, and guidance for non-profits. We also created programming to support remote work, personal protective equipment information, and employer and employee guidance. We partnered with the Economic Development Company of Lancaster County to move forward an economic recovery plan for our community to assist in PPE distribution, emergency funding, and pandemic related educational information with RecoveryLancaster.com. Lastly, we had our first online networking event, Get Connected, and our first virtual industry tour at the new Rhoads Energy facility in downtown Lancaster. Suffice it to say, we saw the need and were able to shift our focus and provide the support and resources our Members and business community needed in these unprecedented times.

As we move into our new normal, we want to provide a special incentive to organizations that join as a new Member of the Lancaster Chamber. We understand the business landscape is a difficult one right now because of the Coronavirus pandemic that has greatly impacted our economy and community. As we continue to move forward and adjust, we want to be here as a resource to help you succeed and help your business get back on track. Through August 31, 2020, if your organization joins as a new Member, in addition to our standard Member benefits, you will also receive your choice of a mock employee handbook, updated with pandemic related policies, or \$50 in voucher credits to use toward our paid programming. We hope that you will consider a Membership at the Lancaster Chamber as the next go-to resource for your organization's success.

LT



BY TOM WALLACE,
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Lancaster Chamber*
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