

LANCASTER

WINTER 2020

Thriving!

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Are You "In Good Company"?
**Preview Of New Business
Collaboration**
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Wellness And Unique
Business Benefits?**
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Sourcing & Purchasing
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A black and white photograph of a young boy in a hospital room. He is shirtless, wearing a towel around his neck, and flexing both of his arms. The room has a bed with a patterned blanket and some papers on the wall in the background.

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LETTER FROM THE PRESIDENT



There is no better time to assess your business needs and opportunities than in the beginning of a New Year and, in this case, a new decade. What's working? What isn't working? What's my greatest opportunity? What's my greatest threat? And all those other basic business-based questions that, when answered, can set you on a long-term path to prosperity.

This issue of *Thriving!* provides the perfect tool to invite those conversations in your workplace and we hope you find it helpful.

From assessing your company's social and civic impact through our new "In Good Company" initiative to exploring workplace wellness trends for your business; from prioritizing vendor selection based on ethics, sustainability and environmental stewardship to addressing your own company's environmental impact; and from encouraging the development of an entrepreneur-friendly community to appreciating the economic opportunities in specific economic sectors in Lancaster County, this issue invites a host of fascinating discussions and assessments to position your company for long-term success.

And, please know that the Chamber is committed to your long-term success and has a host of new initiatives in place for 2020 to be a strong partner in your prosperity. Please make Chamber engagement one of your New Year Resolutions and please take advantage of all we have to offer.

Our success is solely measured by your success. And we greatly appreciate your continued support, in the New Year and beyond.

Sincerely,

Tom Baldrige, President & CEO
Lancaster Chamber



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What's Up With Wellness?

We've featured some companies doing wellness right—and reaping in the benefits.

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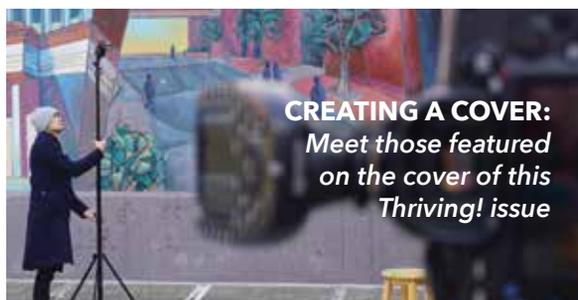
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CREATING A COVER:
Meet those featured on the cover of this *Thriving!* issue

Katie Sandoe, Chief Commercial Officer at LCSWMA. **Joe Byorick**, Senior VP and CFO at Penn Medicine Lancaster General Health. **Konstantin Reznik**, a former Russian refugee and current entrepreneur, from Church World Service. **Stephanie Gromek**, Development and Communications Coordinator, and **Sheila Mastropietro**, Immigration and Refugee Program Lancaster Office Director, also are in the photo representing Church World Service. **Cheryl Hiestler**, Executive Director at The Literacy Council of Lancaster-Lebanon. **Mustafa Nuur**, Owner of Bridge—a social enterprise in Lancaster. **Learn more about these organizations and see behind the scenes photos in our feature story Making A Cover: Thriving January 2020 at www.lancasterchamber.com/blog.**

IN GOOD C

Casting a Vision for the Lancaster Business Community in 2020 and Beyond: A Path to Future Success

81% of employees say a company's commitment to social issues is important when they decide where to work. And, staff turnover is 25 to 50% lower in socially responsible companies.

(Cone Communications, Project ROI out of Babson College)

ESG (environmental, social, and governance) concerns will play a bigger role in the investing landscape in the coming years.

(Federated Investors)

OMPANY

The landscape of business is changing. Across the globe, business leaders are growing their bottom line by expanding their corporate vision. The leaders of tomorrow recognize their essential role in creating an environment where their business can thrive while creating positive community change. They are taking responsibility for the impact of their companies and harnessing the competitive advantage of doing good through their businesses—and doing well in the process.

When a business takes responsibility for its impact, something amazing happens: the business adds value for all of its stakeholders—its owners, employees, communities, customers, suppliers, and the environment. Socially responsible companies attract and retain more employees,

customers, and investors—and outperform their peers financially.

Investors continue to look for businesses that are delivering on multiple levels. As Linda Duessel of Federated Investors noted at the December 2019 Economic Forecast Breakfast, this presents an opportunity.

Lancaster County has a tradition of successful businesses built on strong values. We already have the raw materials to create a business environment that communities everywhere are trying to develop. By working together to elevate this responsible business culture, Lancaster can forge a prosperity that benefits both our companies and communities—and create a model for a thriving business community that leads the nation.

Companies that pay attention to environmental, social, and governance concerns as well as operate with a long-term mindset consistently outperform their peers across almost every financial measure that matters.

(Harvard Business Review, McKinsey)





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Questions? Contact Craig at
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Join us! You'll be
In GOOD Company.



Many local leaders have already begun this work, using business as a force for good in our community. Business leaders from companies like Community Services Group, TriStarr Staffing, Two Dudes Painting, and Shumaker PDT are making strategic business decisions that have wide-reaching positive impact. Lancaster's innovative spirit, deep generosity, and fierce commitment to the things we love means that doing business in a way that benefits everyone isn't rewriting the book on business in Lancaster County; it's just the next chapter.

2020 is the time to take action and lead. Learn what the most successful businesses are focused on; understand the local and national data that can drive strategic decisions; and be recognized for your positive impact.

We invite you to be part of a new initiative called **In Good Company** whose aim is to inspire and educate leaders to do business in a way that positively impacts our whole community—and to celebrate the businesses making the greatest strides toward a stronger, more prosperous community for us all.

In Good Company is an invitation to all Lancaster County businesses to build long-term value for your business and your community. Be part of the journey to connect to a community-wide business for good movement. In doing

“We are excited to collaborate with ASSETS and Lancaster County Community Foundation for this In Good Company initiative,” says Tom Baldrige, President & CEO of the Lancaster Chamber. “It showcases the true collaboration we have in Lancaster and the power good business can have in cultivating a community poised for positive impact.”

so, you’ll position your business for future success and prosperity. Traveling this path together with your peers—in good company—will not only distinguish Lancaster as an economy where everyone can prosper, but also differentiate your business as one that is deeply committed to a positive purpose.

Be part of what’s next as we collectively cast a vision for the future of the Lancaster business community in 2020 and beyond. Learn more about how your business can be even more successful and share stories of your positive impact. We invite you to help us create an exemplary business community that is known for its prosperity, its spirit of collaboration, and its commitment to everyone involved in making our businesses thrive.

Join us on the journey.
You’re **In GOOD Company.** [LT](#)



BY CRAIG DALEN,
Chief Strategy Officer at ASSETS
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The Importance of Employee Wellness: **WHY NEW BENEFITS MATTER**



Team at Nextbook Media

Competition for employees is a fierce battle these days with the unemployment rate hovering around 3.5% in Lancaster County and similarly nationally. Companies have shifted focus to employee wellness as not only a positive initiative, but one that helps attract and attain workforce.

We met with three companies—Nxtbook Media, Cargas, and Trout, Ebersole and Groff—to discuss their employee programs. They have each topped the Best Places to Work lists for many years, but even they constantly re-evaluate wellness trends and culture needs.

“We wanted to create a company that we would want to work for,” says Michael Biggerstaff, Chief Inspiration Officer at Nxtbook Media. What started as a generational shift with younger employees having a desire for a better work-life balance has spilled over into the older generation of workers

as well. It is no longer the competition to see who can stay the latest at work to impress the boss or not take vacation time earned; but a culture of working hard while you are there and leaving the work behind when you are done for the day. "They will do what's important for them to have the better work-life balance," states Biggerstaff.

For Cargas some of the changes have grown out of recruiting against national and global companies and competing with corporations such as Google and Microsoft who offer remote workspace all over the country. Cargas has always been a forward thinking company and they



developed the Cargas Well-Being program. Through this program, they focus on all areas of an individual's well-being—Physical, Mental, Financial, and Social—and all aspects of their compensation and benefits model fall into one of these categories.

For Trout, Ebersole and Groff, it was due to the nature of their business that they looked at their plans. "The busy seasons of our profession can be a grind at times. We had to update and improve our workplace to assist in recruiting and retaining talented staff that made us reevaluate our programs," says Joe Biesecker, PHR, SHRM-CP Director of Human Resources.

FLEXTIME AND OTHER TIME-RELATED BENEFITS ON THE RISE

Flextime for schedules and a personal leave program are at the top of the list for recruiting and maintaining team members. In all three companies, the employees have the option to now work at home either some of the time or all of the time. Aaron Cargas, Vice President of Cargas, states,

"Flextime has worked well in our company. The focus is on taking care of customers and meeting goals versus working a specific schedule. This can allow parents to be home to get children on the school bus, time to hit the gym, take a class to learn a new skill or maybe just for the worker that is more productive at a certain time of the day." And while the work schedule offer is similar, Joe Biesecker said, "We offer a PTO donation program where employees can donate PTO into a 'bank' for anyone who is in need."

What started as a grassroots push four years ago became a necessary item to address when there was a baby boom at Cargas, which prompted them to revisit their parental leave policy. So some changes are made as companies themselves change. "The leave policies are now for both men and women. Parental leave is now extended to a paternity leave of three weeks and the parental leave policies also include a plan for adoptions," says Heidi M. Bianco, CEBS Cargas HR Director.

A wellness focus is both for the employee and the company. Cargas instituted flexible sick leave and personal time off, as well as an updated short-term disability plan. "If you have a child that is sick or you are under the weather, you won't be able to focus on your work and we prefer that you stay at home and focus on getting better," says Bianco. "And the short-term disability plan is for those that needed extended time off for recovery from surgery, a sick spouse or other personal reason for time off. This allows the employee to control his or her own situation on how they return to work and ease back in."

VACATION IS NOW KEY TO HIRING

What used to be a straightforward policy of two weeks vacation has now become a very important benefit to potential employees and even a bargaining tool for some. "Trout has always had an extremely generous paid time off allotment for employees. Salaried employees start with 4 weeks of paid time off. During the summer months (May-August), we close our office at noon on Fridays and salaried employees only have to work 36 hours per week," says Biesecker. At Cargas, it is similar. When they were recruiting new employees, and especially in recruiting higher management staff, they realized that many had reached a three-week vacation at their current or previous position and many candidates suggested a change to their policy. Now the vacation policy starts at three weeks at the time you are hired and increases every five years.

At Nxtbook Media, their unique sabbatical and community service program began in 1990 when Biggerstaff owned Reprint Imaging. This program is in addition to regular vacation time and should be used to refresh your mind and soul. After you work for 5 years and have performed 20 hours of community service, you earn two consecutive weeks of paid time off.



For 10 years and 40 hours of community service you earn four weeks in a row. For 15 years you earn four weeks and a \$5,000 bonus to travel, donate, do home improvements or use it however you wish.

There is also a Birthday Holiday at Nxtbook. You don't need to take it that day, but need to complete two hours of community service and you get \$250 to do whatever you like for your special day. They feel that it's important to lift up the employee and say that you're important to us and it's important to give back to the community.

When the employee returns to work, there is a welcome back party and the employee shares through a slide show or presentation what they did with their time off. This helps the other team members to also learn a bit more about their fellow employees and creates a synergy in the company.

THE BEST OF THE REST

Cargas is an employee-owned company and when Chip Cargas started the company in 1998, he also had unique ideas for what he wanted it to be. His is one of the few companies that have a transparent and open book culture where all the employees can see everything that is happening with the company. This helps the employees to understand why things happen with the company or why decisions are made. They also offer all employees stock ownership opportunities and significant equity growth

potential. This supports the company's privately owned and predominantly employee-owned status, which in turn promotes stability and reinforces company culture. Since the initial offering, Chip has reduced his stock ownership from 100% to 39%. Currently, 68% of Cargas employees are shareholders.

All three companies feel that these changes have made their company stronger and the employees happier and certainly changed their hiring prospects in an ever-shifting landscape of workforce needs.

HOW DO COMPANIES GET STARTED?

So if you haven't re-evaluated your employee benefits packages recently and it seems daunting, now is the time and it's not as hard as you imagine. Start with just a day or what you can afford. "No excuses... you need to be willing to try new and creative ideas and the staff will find a way to make it work," says Biggerstaff. Bianco at Cargas suggests, "First start small with a survey of the employees giving, them specific questions on what you are willing to offer as benefits or changes. If you leave these as more open-ended questions, then be prepared to disappoint employees by not being able to offer them what they are hoping for. Focus groups are also very good for feedback since you can also ask questions about things that can in fact be put into place." **LT**



BY DENISE TRUPE,
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RECENT INSTALL ALERT: ATOMIC | LITIZ, PA

"Our new office set-up responds to the needs of our workflow and has exceeded our expectations." -Chloe Rich, Atomic

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Now more than ever companies are concerned with their environmental impact. Businesses globally and here in Lancaster County are working to reduce negative and create positive impacts on the planet. From small efforts like removing plastic straws, as many Downtown Lancaster restaurants have done, to the large-scale efforts like making all products recyclable or reusable as Graham Packaging Company has pledged to do by 2025. Small or large, sustainability efforts are on the rise in all types of companies here in Lancaster from the mom-and-pop retailer to international corporations.

Lancaster County Solid Waste Management Authority (LCSWMA) has perhaps the most direct, local impact on the region's sustainability efforts. LCSWMA ensures Lancaster's waste (along with waste from Harrisburg and Dauphin County) is either recycled or used for energy. Once waste is received by private haulers, LCSWMA uses their multi-step approach called the Integrated System to both recycle and turn waste into energy.

"LCSWMA powers the equivalent of 1 in 5 homes from our numerous green energy sources," says CEO Bob Zorbaugh. Zorbaugh explains that not only does this reduce the volume of waste in landfills, it also produces electricity which otherwise would have been generated using fossil fuels.

Graham Packaging Company provides sustainable packaging solutions to some of the biggest brands in the world. With corporate offices in Lancaster and a global reach, Graham Packaging has committed to reducing their environmental footprint immensely in the coming years. The goal is that by 2025 the company's full line of packaging will be recyclable or reusable, says Michele Loeper, Director of Marketing for Graham Packaging Company.

Graham Packaging began this initiative by signing the Ellen MacArthur Foundation's New Plastics Economy Global Commitment. Along with that initiative the company has also joined the Department of Energy's Better Plants Program. Committing to this program, Loeper explains, means Graham Packaging will reduce its energy usage by at least 25% over the next 10 years.

Rethinking how companies produce waste and use energy is at the center of these sustainability efforts. As the global recycling industry shifted in the past year, new guidelines on curbside and commercial recycling emerged locally. LCSWMA works to educate individuals on how to best recycle in Lancaster County through their "Recycle Right" campaign. Bob details the four categories of waste that can be recycled (described as the "Big 4"): corrugated cardboard, metal food and beverage cans, plastic bottles and jugs with a neck, and glass bottles and jars.

Small steps and big steps toward a healthier planet are at work in Lancaster. LCSWMA's local impact allows Lancaster's



BEST FOOTPRINT FORWARD: Sustainability Efforts in Lancaster Businesses



Bottles moving through a manufacturing process at Graham Packaging.

waste to become energy and works to make sure individuals are recycling right every day. Graham Packaging Company's international impact is a commitment to consciously use materials and less energy to create a more sustainable way of doing business.



Bob Zorbaugh, CEO of LCSWMA

RECYCLING TIPS: (for individuals)

Michael Devaney, Manager, Bureau of Solid Waste & Recycling, City of Lancaster.

- Remove lids from bottles and jugs.
- Empty and rinse items before you put them in the bin.
- Do not place plastic bags in the recycling.
- Only place approved items in your recycling program in the bin.
- Don't be a "wishful" recycler, recycle right! Visit RecycleRightLancaster.org for more information.

WORKPLACES CAN FOCUS ON MAKING SMALL CHANGES THAT CREATE A BIG IMPACT: (for businesses)

Bob Zorbaugh, CEO of LCSWMA

- Purchase products made from recycled materials such as office paper or paper products for the kitchen and restrooms.
- Eliminate single-use plastics by utilizing reusable mugs, cutlery, and dishes.
- Conduct a waste audit of your organization's trash to assess what types of materials are being generated and then determine what can be recycled. Partner with a company to pick up materials that cannot be recycled curbside such as Styrofoam or office paper.
- Change printer settings to default printing on both sides of the paper.
- Switch lightbulbs to LED or energy-efficient bulbs.
- When replacing old furniture, technology, or equipment, consider donating to non-profits or start-up businesses for reuse instead of disposing. **LT**



Team at LCSWMA



BY WYATT BEHRINGER,
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Listen Up: Recommended Podcasts from Local Professionals

JAIME ARROYO, Managing Partner, Work Wisdom, recently elected to Lancaster City Council

WHY AND WHEN DO YOU TYPICALLY LISTEN TO PODCASTS?

I listen to podcasts on a daily basis. I believe they're an easy way to get caught up on the news or learn new information from industry experts. I typically listen to podcasts in the morning while making breakfast or on my commute to and from the office. Podcasts are also not a bad way to pass the time while loading and unloading the dishwasher.

CAN YOU NAME A FAVORITE PODCAST AND TELL WHY?

I may be a little biased, but I enjoy listening to *The Behaviorist* Podcast. It focuses on interviewing some of our very own local leaders in a variety of topics including Empowerment, Equity, Nextgen Leadership and Socially Responsible Business. I also enjoy listening to the *Tim Ferris Show* to learn more about productivity hacks, high performing habits and entrepreneurship. I'm a nerd for *Life Hacks*, so this podcast helps me learn new ways to optimize my day.

JESS KING, Chief of Staff, City of Lancaster

WHY AND WHEN DO YOU TYPICALLY LISTEN TO PODCASTS?

When I'm taking walks at County Park or working on a project with my hands (painting, home repair, knitting, etc.) or on road trips. I find podcasts to be a very helpful tool to think and learn when my hands are otherwise occupied.

CAN YOU NAME A FAVORITE PODCAST AND TELL WHY?

One of my favorite podcasts these days is the *Ezra Klein Show*. He hosts some of the most thoughtful and robust discussions on political economy—the structures, limitations, benefits—of the rules of our economy. I find the discussions to be forward-thinking and challenging and I often bring ideas I hear in this forum into my work. A second one worth mentioning is *Dolly Parton's America*. I've listened to all of the releases so far while completing a recent home repair project and it is a hopeful, thoughtful, creative narrative on this time and on our country and our identity as Americans. Add to it that she is a quintessential entrepreneur and has utilized her fame and fortune to reinvest in her home community. The best part, however, is that she models another way forward in our polarized political moment.



ALICE YODER, RN, MSN, Executive Director, Community Health, Penn Medicine Lancaster General Health

WHY AND WHEN DO YOU TYPICALLY LISTEN TO PODCASTS?

When I find time alone, most often in my car, I listen to the podcast *Hidden Brain*, hosted by Shankar Vedantam. I enjoy the way he uses science to tell stories that explain human behavior and relationships. His storytelling really draws me and keeps my attention, and before I know it, I've learned new and valuable information that can be applied to my Community Health role at Penn Medicine Lancaster General Health.

CAN YOU NAME A FAVORITE PODCAST AND TELL WHY?

Currently, my favorite episode is *Guys, We Have a Problem: How American Masculinity Creates Lonely Men*. From a community health standpoint, the episode really addresses how technology and modern conveniences, such as social media, online shopping and movie streaming, have kept people in their homes and increased feelings of loneliness. Vedantam outlines how men, often more impacted by isolation especially in older age, suffer from loneliness because of societal trends that tell boys that needing relationships could be a sign of weakness, or that showing emotion or being vulnerable is not masculine.

The negative impact of loneliness on someone's health, both mental and physical, results in unintended consequences at home and at work. Isolation from friends and being unconnected from the community is linked to increased risk of depression, and Vedantam explores how staying connected with family and friends has a significantly positive impact on health.



JONATHAN COLEMAN,
CO-CEO at ASSETS

WHY AND WHEN DO YOU TYPICALLY LISTEN TO PODCASTS?

I listen to podcasts to learn and be inspired. I try to combine any mundane task with a podcast so that I can maximize my time in the day. House cleaning on the weekends is my most regular listening time.

CAN YOU NAME A FAVORITE PODCAST AND TELL WHY?

My go-to podcast, especially if I'm feeling stressed or uninspired, is *How I Built This*, which interviews entrepreneurs about their journey in building a successful company. These are typically very large, successful companies, but they had many challenges and negative periods along the journey. Hearing these stories gives me the energy I need to keep hustling and building to accomplish the lofty goals we have at ASSETS. Many of the entrepreneurs interviewed have built companies that are not only financially successful, but that have community and environmental impact built into their DNA. A few examples on the podcast include the founders of Patagonia, Allbirds, Warby Parker, and Dave's Killer Bread. They are proof that building a "good business" is also good for business. **LT**



BY CAROL GIFFORD,
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The Power of Purchasing for Good

How Penn Medicine Lancaster General Health is striving to make Lancaster healthier, one purchase at a time

If you ask people to name what they think makes a community healthy, some may mention access to excellent care providers or the ability to get treatment when ill. Others may point to convenient access to high-quality, fresh foods or neighborhood amenities that promote healthy habits, like walking trails and bike paths.

While all of these can contribute to the health of a community, according to more than two decades of evidence from the U.S. Department of Health and Human Services and the Centers for Disease Control and Prevention, social, economic, and environmental factors are more significant predictors of health than access to care, quality of services received, or even healthy behaviors.

"It's been said that your zip code is more predictive of your health than your genetic code," says Alice Yoder, Director of Community Health Improvement for Penn Medicine Lancaster General Health. "Even patients that have the same conditions are not the same. One patient with diabetes may have a good education and predictable income, and another may have food insecurity, an inability to pay for medicine, and a lack of transportation. There are disparities there that require more than a prescription to treat. It's really the social, economic, and environmental issues that, to a large extent, determine our health status, outlook, and life expectancy."

These issues are known by the term "social determinants of health" and are defined by the World Health Organization as "the conditions in which people are born, grow, live, work, and age." They represent the wider set of forces and systems shaping the conditions of daily life that drive health outcomes, such as inequality, social mobility, community safety and stability, and the quality of civic life.

"Our mission at Lancaster General is to advance the health and well-being of the communities we serve," Yoder says. "Providing the highest quality of care is incredibly important, but we're also expanding our focus beyond illness treatment alone to how we can impact the social forces that contribute to health in the first place, and exploring how we can improve community health through our daily operations."

As part of their effort to address the social determinants of health in Lancaster County, Lancaster General began a partnership with ASSETS, a local non-profit organization dedicated to ethical economic development. One of the objectives was to establish a baseline of the social impact the health system creates through its procurement activity—how it sources food, supplies, facilities maintenance, construction activities and anything else it needs to operate its hospitals, clinics and offices.

"Lancaster General is one of the community's largest purchasers, and they recognize they have an incredible opportunity to leverage their significant purchasing power to make our community better and, ultimately, healthier," says Craig Dalen, ASSETS' Chief Strategy Officer. "At ASSETS, we have the tools and extensive expertise to help businesses do well by doing good, so our partnership was a natural fit."

The project kicked off in 2018 and used a two-pronged approach: analyze the social impact of the health system's supplier/vendor network, and determine a baseline for how Lancaster General is currently addressing the social determinants of health through its purchases.

LANCASTER GENERAL HOSPITAL



Lancaster General invited current vendors to participate in "Measure What Matters," a program powered by ASSETS and funded in part by the BB&T Economic Growth Fund at the Lancaster County Community Foundation. The program uses an assessment tool to measure how a business performs against nationwide benchmark data in several areas of social impact. Questions range from, "What percent above the local minimum wage did your lowest-paid hourly worker receive during the last fiscal year?" to "Does your company monitor, record and report greenhouse gas emissions?" to "Does your company have charitable giving practices implemented in practice or written in policy?"



Staff inside Lancaster General

Participating vendors scored well in many areas of the assessment, especially in questions related to employee pay practices. Areas of improvement included environmental stewardship and ownership diversity. Many vendors initially participated in the assessment solely because of the Lancaster General relationship, but soon identified additional benefits.

"Completing the assessment was actually very helpful to us in many ways," says Bruce Cohen, vice president, Chief Strategy and Innovation Officer, Community Services Group, a community-based mental health and intellectual/developmental disability services provider to Lancaster General. "It helped us quantify our current impacts, identify areas to improve and eventually will help us set improvement targets. It helped us think differently about our impact in the community and to organize many smaller initiatives into larger initiatives that engage our employees."

At the same time vendors were taking the assessment, ASSETS conducted a review of Lancaster General's 2017 data and evaluated how much of the health system's purchases went to businesses in three categories: Local (independently owned, located in Lancaster County), Ethical (pay a living wage, socially and environmentally responsible) and Diverse (owned or led by women or people of color). The review's findings revealed that Lancaster General spent nearly \$73 million in Lancaster County alone, with a very high percentage of that spend also going to ethical and diverse businesses and vendors. Those are positive results, but according to Yoder, there's more Lancaster General

would like to do.

"We're in the process now of establishing a more intentional approach to procurement so that everyone throughout the health system has the knowledge and tools needed to evaluate their purchases and vendor relationships through local, ethical, and diverse lenses," Yoder says. "We recognize that not all of the goods and services that we need to operate

are available locally, but many are. We want to do all we can to leverage our supply chain to help build local wealth and ultimately impact local health, and we hope it will inspire other local businesses and institutions to do the same."

And it seems it has. After hearing about Lancaster General's efforts, Millersville University reached out to ASSETS to learn more about leveraging its purchasing power for good.

"At Millersville University, we're interested in opportunities to have a positive local impact," says Chris Steuer, Sustainability Director at Millersville University. "The growth of socially-responsible businesses in Lancaster, and the efforts of Lancaster General to evaluate their local impact, has inspired us to begin looking into our purchasing practices to see where we're doing well and to understand where there's opportunity to do more."

Dalen points out it's not just large organizations that have the power to improve our community through better purchasing. Collectively, businesses of all sizes can make Lancaster healthier, stronger, and better.

"Transactions have the capacity to transform," Dalen says. "So, if you're a business that wants to improve the community around you, start by identifying ways you can improve your procurement practices to better support local, ethical, and diverse purchasing. It can go a long way to creating family-supporting local jobs and strengthening Lancaster County for everyone." **LT**



BY ALISON B. VAN HARKAMP,
*Director, Corporate Communications
and Public Relations at
Armstrong Flooring
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Working Local, Thinking Global

Lancaster County is uniquely positioned.

The intersection of private and public sector is intentionally aligned in our communities, a notion that's a part of our common narrative. But what does it look like when we think about how Lancaster is intertwined with the rest of the world?

Across the County, the intersection of how business works and what community is doing has been case studied in articles from sources like the *New York Times*, *Forbes*, and *Conde Nast Traveler*. We're often mentioned as the unlikely spot—the place to get Pennsylvania Dutch tradition (a culture all its own) paired with a worldly perspective full of diverse food, shopping, a welcoming culture and a thriving economy. To help tell this story of our dichotomy of identity and how Lancaster is connected to the rest of the world, I've enlisted the help of three Lancaster County businesses and organizations that are doing the work of representing Lancaster in the world and creating economic impact in our communities.



Betty Kinene, Uganda Crafts for Ten Thousand Villages

TEN THOUSAND VILLAGES

Gordon Zook, CEO, & Val Schade, Brand Engagement
& Media Relations Lead

What is the mission of Ten Thousand Villages?

Schade: Ten Thousand Villages' mission is to create opportunities for artisans in developing countries to earn income and break the cycle of poverty by bringing their products and stories to our markets through long-term, fair-trading relationships. We disrupt the cycle of generational poverty through a model that fully subsidizes the fair-trade process.

What impact does Ten Thousand Villages have on our local economy?

Zook: We are the first fair-trade model on record; our model was built on Lancaster County values and ingenuity over 70 years ago. It started with one compassionate, inventive woman in 1946 and grew to become a global movement. It was a simple idea that is changing the world and breaking the cycle of poverty.

Our Lancaster county stores employ 17 staff supported by numerous volunteers who are committed to our mission. We have 75 employees at our home office in Akron and our warehouse in Brownstown; their salaries and wages are a direct input into the local economy.

What impact does Ten Thousand Villages have on the global economy?

Zook: Ten Thousand Villages has been impacting the global economy since 1946. Our unique fair-trade business model has resulted in enduring business partnerships with artisan groups all over the world. In the past 16 years, our direct, non-interest bearing, upfront payments have amounted to \$99 million in international purchases. This means that artisans have been able to put food on their table, send children to school, pay for medical care, and invest in expanding their businesses and making them sustainable.

What are the countries Ten Thousand Villages has the greatest “relationships” with?

Schade: We work with so many incredibly talented artisans from thirty different countries. Each artisan group has its own strengths and unique artforms. However, the country where we have the most artisan group partners is India. The country with the longest ongoing relationship is Bangladesh (we’ve been partnering with an artisan group in Bangladesh called Corr – The Jute Works since 1974!).

How do you see this movement, and Ten Thousand Villages, moving in the future?

Zook: We believe that the future of the fair-trade movement is a strong one. As consumers become more aware of the impact their purchases make on the environment and on the lives of the people who make what they buy, there has been an increased interest in ethical shopping in the United States.

Shop Ten Thousand Villages to support the mission or find a store near you by visiting tenthousandvillages.com.



Decorate Wares, Various Ten Thousand Villages artisans

CHURCH WORLD SERVICE

Stephanie Gromek, Development and Communications Coordinator

What is the mission of Church World Service?

Gromek: Church World Service (CWS) Lancaster is committed to showing welcome to refugees, immigrants and asylum seekers from across the globe, assisting them to rebuild their lives, and equipping them for long-term success as they integrate within their new communities.

What impact does CWS’ work have on our local economy?

Gromek: One program of CWS is the Employment program, which works with refugees and immigrants to become self-sufficient as quickly as possible. CWS Employment program works with countless employers throughout the South-Central PA region, and across all sectors of industry. Through these partnerships, CWS has worked to fill countless job vacancies across the county and has attracted the interest of outside businesses to the county because of its workforce. Likewise, employers have provided employment opportunity for refugees and immigrants to become economic contributors to the communities that have welcomed them. It is through these employers that refugees and immigrants can become fully economically contributing members of the Lancaster community.

Finally, refugees and immigrants bring many social and cultural values to their new communities. These assets are often immeasurable, yet incredibly impactful as the global world is brought to local communities. Without a welcoming community, refugees and immigrants would not be able to adjust as quickly, nor as well as they do in communities. One shining example of this is of course, Lancaster County.

How do you feel that a diverse community makes Lancaster feel more global?

Gromek: The work that CWS does brings a global situation, local—and allows the local community to become a part of the work that is being done as a part of the solution. I’ll never forget one springtime late morning as I was driving into the office, and I was at a red light. I looked down the road, and there were 3 brightly dressed Somali woman dressed head to toe in colors so vibrant and beautiful, with their dresses blowing in the breeze—laughing with each other as they walked to their destination. I thought to myself, first how wonderful it would be to be walking with friends on this beautiful spring day, but second how incredible it was that I was a part of the welcoming of them to Lancaster.”

If you want to learn more about Church World Service, visit cwsglobal.org.



Rich fabrics and textiles at Lush Bazaar



Timbrel Chyatee in a Lush Bazaar ensemble



Jaweed Khan, working at his workspace

LUSH BAZAAR

Timbrel Chyatee, Owner

What is the mission of Lush Bazaar? What do you do?

Chyatee: Lush Bazaar is an ethical lifestyle brand. The goal of Lush Bazaar is to make it easier for individuals to shop with the triple bottom line in mind; people, planet & profit. Each product at Lush Bazaar is ethically designed, created or produced to help our [local] economy and the global economy.

We began working in India and now will be working in Sri Lanka, Indonesia and Burma in the year 2020, helping individuals of lesser means be able to provide for themselves and their families. Our profits are put back into our communities and economy.

What is the impact that Lush Bazaar makes on the communities you are partnered with elsewhere?

Chyatee: Illiteracy is a common issue for many individuals of past generations, which makes it harder for them to get jobs or support their families. This issue can be passed onto the future generation if finances are low. Being able to provide fair-wage jobs has given my employees a chance to educate their children and help change the course of the future generation.

I also work closely with women of abuse and widows who in many circumstances are not able to come out of their situations. Being able to help these women and see them help their children and move forward with their lives and future is a positive impact in the communities I work in.

How do you feel that a diverse community makes Lancaster feel more global?

Chyatee: To see culture and diversity shining bright in Lancaster make this city feel more welcoming and helps share our beautiful city to the world. The more we as individuals and business owners support culture and educate ourselves about culture the more our city will grow, our economy will thrive and the recognition for the most

welcoming city in America will be celebrated. I believe that diversity leads to growth and a stronger economy and community. Many individuals in our community are willing to share their culture, cuisine and traditions in our community and it is our job as a strong and accepting community to support them and learn from them.

Shop Lush Bazaar by visiting them at 50 N. Queen Street in Lancaster or at lushbazaar.com.

It takes a keen sense of community, paired with worldly passion, to create impact not only locally but across the globe. It is humbling to be a part of a community that is devoted to blending 300 years of history with a welcoming attitude towards new neighbors across our county, while forging new and innovative paths to economic growth in Lancaster. Interested in learning more about how you can get involved with the movement? Shop at our local stores, dine with a diverse cuisine, create business processes that make it easier to employ our new neighbors, travel to new places, learn more about our local history—find ways to share your Lancaster story with the world! **LT**



BY MOLLY CROUSER,
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EXPLORE
THREE INSPIRING
STORIES THAT SHOW
THE IMPACT THESE
ORGANIZATIONS HAVE.





JAWEED KHAN
Lush Bazaar, India

Jaweed Khan is an employee that has worked with Lush Bazaar for 4 years. Jaweed started learning how to sew when he was 7 years old and

because of financial reasons he was unable to continue his education and started working in sweat shops in Mumbai at the age of 9. He worked in various areas in a sweat shop. Every two years, Jaweed would have to quit his job and start over again because of the way he was mistreated. He got married, had 5 children and was living below the poverty range. He had talent, he had experience, but that did not matter in the world of fast fashion.

After working for Lush Bazaar he was able to send all his children to school, he was able to pay for one daughter to get married and is waiting for his other daughter be married in 2020. He is now a grandfather and is able to save money and provide for his family. He recently bought a new motorcycle that he can travel back and forth to work. **Jaweed is looking to work for Lush Bazaar until he's "old and gray and cannot see how to put a thread in a needle" as he likes to say.**



KONSTANTIN REZNIK,
HORIZON HOSPITALITY
SOLUTIONS, LLC.
Church World Service

When Konstantin Reznik was 14 years old, the Reznik family was resettled to the United States in 1995, through the US Reception and Placement program handled by CWS. Both parents, Galina & Alexander, went to work almost immediately. Konstantin graduated from Warwick in 1995, and Penn State in 2003 with a degree in Computer Engineering. While being educated, the Reznik family bought a foreclosure in Lititz, moved into the garage of the house and tore down the rest of it. They built a new home section by section and slowly occupied areas of the house as they were being completed. It took the family three years to complete the 3,500 square foot home and almost all of the work on the house was done by the family using American construction methods they learned from books their father purchased from Home Depot.

In 2012, after spending time as a real estate broker, Konstantin and three other partners founded a construction company Horizon General Contractors, LLC that would specialize in food service renovations in hospitals, senior living communities, corporate dining and educational establishments. Short time later, they also branched out into food service millwork/cabinetry manufacturing, so we renamed the company to Horizon Hospitality Solutions, LLC.

In 2018, Horizon Hospitality Solutions, LLC. had \$7 million in revenues and in 2019 was ranked #19 on Central Penn Journal's 50 fastest growing companies list. Horizon Hospitality Solutions, LLC employs 30 local workers.

His other siblings also obtained 4-year college degrees, including education in Structural Engineering, Nursing - and another sibling with a knack for entrepreneurship!

For Konstantin and his family, Lancaster County has been an incredibly welcoming community.

"When people hear my accent, they are always interested in knowing where I came from. Incidentally, this is the only thing that still reminds me that I am an immigrant in this land. In all other ways I feel as if I have always been part of this community."



BETTY KINENE, UGANDA CRAFTS
Ten Thousand Villages

Uganda Crafts, which has been a Ten Thousand Villages partner in Uganda since 1995, was founded by an amazing woman named Betty Kinene.

Betty was a single mother with a physical disability and no income for herself when she teamed up with a UNICEF worker to help other women in her community who lacked employment opportunities. Together they started Uganda Crafts, a small craft shop run as a nonprofit, employing and supporting women - especially single mothers, widows, and women with disabilities.

After Ten Thousand Villages formed a partnership with the craftswomen of Uganda Crafts, the group was able to become a private organization with a sustainable business model. They now have successful retail shops in Uganda, as well as a robust export business, and are a member of the World Fair Trade Organization. They remain committed to the ethical principles that were at the heart of Uganda Craft's founding.

Uganda Crafts was founded by a local woman, continues to be locally run, and has since expanded to hire more women. The income provided by basket weaving allows mothers to put food on the table and send their children to school.

"When Betty, a polio survivor, tells the story of her life's challenges and how Uganda Crafts has impacted her and the community, she says, "Now, I stand on my own."

LANCASTER SWEET SHOPPE



and The Joy of Being A Social Enterprise

If you have *not* been in the vicinity of Lancaster Sweet Shoppe, it might be worth at least a few minutes of your time this winter. As you walk near their Duke Street location, you are hit with a smell that can best be described as warmth encapsulated in an aroma. It's the scent of fresh waffle cookies and caramel being pressed together and, to be honest, it's hard to not be captivated and pulled inside.

This, of course, is done with full intentionality by owners Jennie and Jonathan Groff. In chatting with Jennie she is quick to point out the primary role of her social enterprise, to provide stable employment to refugee mothers, but also the necessity to have a unique product that is valuable to the public. "Sometimes people think because what they have is a social enterprise, it doesn't have to be a great business. But, you need to have a great offering or it's not going to work."

Due to their irresistible stroopies, the certified B-corporation, which launched in 2016, a few months after winning the social pitch competition with ASSETS, has seen excellent growth. Profits have increased by 50% each year over the past two years, with similar gains expected for 2019.

Intriguingly though, Jennie alludes to not all success can be accounted for in the offering the Lancaster Sweet Shoppe has.

THE PUBLIC RELATIONS EMBRACE

“The Lancaster community has been a tremendous cheerleader. Additionally, (promotion wise) we have been able to allow a lot of people to do the work for us.”

WGAL, CBS21, the *New York Times*, LNP, and most recently the United Nations Refugee Agency have all played a part in getting the word out.

Speaking specifically to the United Nations piece, it was shot over the summer and launched on Small Business Saturday on the agency's top social media channels, getting out the message of the Sweet Shoppe to well over 5 million followers on Facebook and Twitter.

Furthermore, the *New York Times* piece, which focused on the global feast Lancaster City holds in terms of its restaurants, has been critical in getting interest from tourists who are visiting from bigger cities.

While Jennie mentioned they have done some marketing on their own, she states that “the greatest marketing has come organically” and that the social mission has played a big part in the company becoming more public.

EFFORT AND JOY IN SOCIAL IMPACT

Jennie and Jonathan have worked tirelessly to create a solid business and systems to make sure they are meeting the growing demand for their stroopwafels, but they have also had to work equally on their social impact.

As a certified B-Corp, they are held accountable to make sure their organization stays in line with key metrics, hence giving great depth to their accountability. The triple bottom line of people, planet, and profit is core to maintaining this designation.

At the end of the day though, Jennie is enamored by the idea of using business for good. “I love the women of course. I also love the overall concept of how business can be used as a force for good.”



It truly seems that the six refugee moms who currently work for the organization gain quite a bit from their experience, as they not only earn a solid hourly income but also learn English through group tutoring on their lunch breaks. Furthermore, as Lancaster Sweet Shoppe grows, there are also potential opportunities for moving up in the organization, such as jumping into sales or handling responsibilities when it comes to supply and distribution.

Jennie also has a desire to partner with other social enterprises and provide services such as free daycare or dental services so that these refugee families can continue to gain economic stability.

AN OPPORTUNITY FOR A LASTING IMPRESSION

In visiting Sweet Shoppe you are left with an impression. An impression of excellent desserts, yes, but also the impression that there is great potential in social enterprises like the Sweet Shoppe.

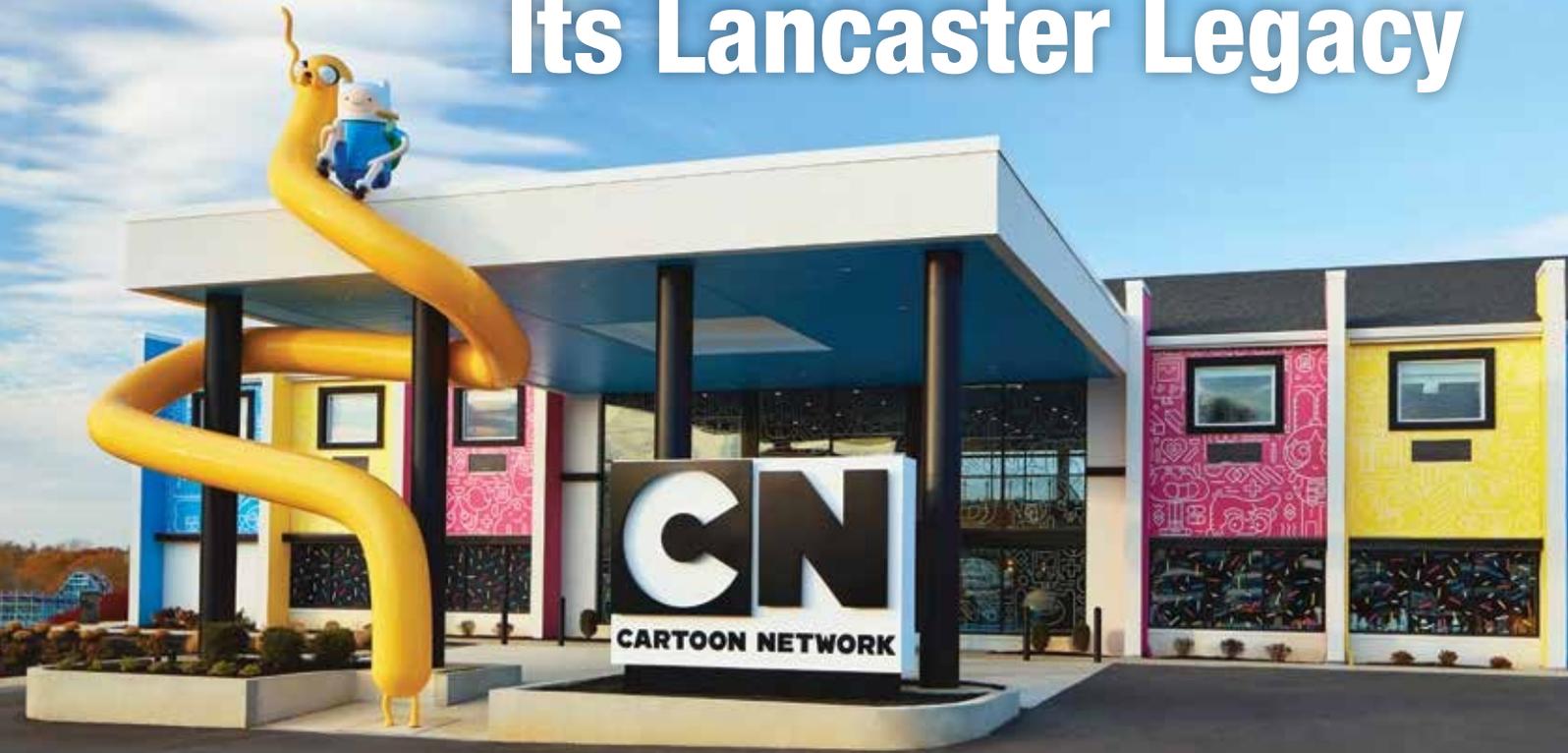
In the midst of the store, you see refugee women laughing and learning as they work. You see customers continually coming in and buying. You see something special, something that shines as a prime example of how businesses could help the marginalized of our society get on their feet.

Most satisfyingly though, you see tired but happy owners of a three-year-old business, who know they are doing something that is without a doubt changing the lives of the people that work with them. **LT**



BY MATT CLEMENT,
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Tourism Continues Its Lancaster Legacy



Cartoon Network Hotel - just opened in January 2020!

LANCASTER COUNTY has been known for attracting multitudes of visitors over the decades. However, while previous visitors were primarily focused on Amish country, the new wave of tourists are looking for other varying layers of engaging experiences. From exploring the rooftop at Tellus360 where diverse cuisines are offered from around the globe, to participating in the Fire and Ice festival in Lititz where a chili cookoff heats up a rather chilly frozen ice sculpture paradise, there are many different opportunities waiting for the lover of wanderlust.

"We're excited about a number of new additions to our tourism landscape in 2020," says Joel Cliff, Director of Communications at Discover Lancaster.

Next year looks to build on the excitement and freshness of 2019 with new directions.

"We continue to see expanding visitor interest especially in foodie tourism, outdoor recreation, and local experiences, and we have wonderful offerings to take advantage of these opportunities," says Joel. "This dynamic should help maintain our multi-billion dollar industry as one of the prime

economic drivers for Lancaster County in 2020 and beyond."

One of the attractions getting the most buzz is the **CARTOON NETWORK HOTEL**—the first-ever hotel for the brand debuting here in Lancaster in January 2020.

"Fans of Cartoon Network will see that we have really paid attention to the details—you'll see animation featuring some nostalgic cartoon favorites in unexpected places, hand drawn sketches from artists and animators, and food inspired from your favorite shows," says Diana Bernardo, General Manager at the Cartoon Network Hotel. "Lancaster County has always been a favorite tourist destination, and I believe our hotel will give families even more to do in Lancaster, no matter the time of year. When we have done local events, almost everyone has come up to us saying that even though they live nearby, they cannot wait to stay with us. It inspired us to offer 'Staycation' Packages just for Lancaster County residents!"

Guests can experience an array of exciting opportunities—from taking a dip in the pool inspired by Adventure



A Lancaster VR Lounge customer tries out one of the games.

Time to gaming in the Ben 10 Omnicade, there are enough interactive experiences for both kids and adults to enjoy.

“The Cartoon Network Hotel is unlike anything this County or region has ever seen and we are confident we will bring wonderful value to our guests,” adds Bernardo. “We have seen great interest, locally and nationally, from members of multiple generations who each love something about Cartoon Network.”

While there are too many up and coming attractions, restaurants, and experiences to note, it’s worth encouraging you to explore all that Lancaster has to offer—from traditional to revolutionized experiences.

Eric Kazda, from **LANCASTER VIRTUAL REALITY LOUNGE**, is excited to take a cutting edge approach to tech experience.

“Virtual Reality is the natural, and now realized, evolution of gaming, entertainment, consumption of information, and completion of tasks,” says Kazda. “While we are primarily an arcade, we are excited that the Lancaster Virtual Reality Lounge is at the forefront of this revolution and is providing a platform for the public to experience VR firsthand without an enormous expense.”

The VR experience can range from top games, to exploring the world around us.

“It is perfect for people of all ages and backgrounds,” says Kazda. “We have experiences of all types, from traditional games to walking around the Earth in Google Earth VR and everything in between.”

For other new up-and-coming changes for Lancaster tourism in 2020, check out the 2020 update on the right and reflect back on some of what 2019 had to offer. Always keep on the lookout for hidden gems and surprising experiences—they are literally around almost every corner of this great County.

2020 PREVIEW FROM DISCOVER LANCASTER:

Not an all-inclusive list. Keep your eyes out for even more exciting 2020 changes!

- Scheduled to open in early 2020: the Lititz Shirt Factory—an entertainment/event venue in a historic renovation.
- Scheduled to open in early 2020: interactive construction trade section at Hands-On House.
- Cartoon Network’s first hotel, right next door to Dutch Wonderland park, will be the first ever hotel from the brand and will debut here in January 2020.
- Scheduled to open in spring 2020: the Snyder Gallery of Colonial decorative arts at Rock Ford Plantation.
- New original shows at Sight & Sound (Queen Esther, March 14th) and American Music Theatre (Britain’s Best, May 5th) launch.
- Significant expansion of the Fulton Theatre, slated for completion in November 2020, will add in-house apartments for cast, expanded lobby area, and much more.
- Magic & Wonder Show has purchased the old Rainbow Comedy Playhouse and will be opening it as Magic & Wonder Theatre in 2020.

A REFLECTION ON 2019:

- Opened in March 2019, Decades is a six-lane boutique bowling alley and arcade with a full-service restaurant and bar. Located in the historic Stahr Armory in Lancaster City, the venue evokes nostalgia with class in a 90-year-old 15,000 square foot gymnasium filled with amusement and cocktails.
- Refreshing Mountain Retreat’s new 35+-foot tall Climbing Tower with seven climbing routes & two racing routes opened in Stevens in March 2019.
- The re-located, enlarged, and renamed Zoetropolis Cinema Stillhouse in Lancaster City has been opening in phases over 2018-19—mainly more theater space in 2018, but in April 2019 they added a new restaurant & micro-distillery.
- Dutch Wonderland amusement park just outside Lancaster City made upgrades to its Duke’s Lagoon waterplay area in May 2019, including several new play structures.
- In July 2019, the Lancaster Marriott at Penn Square in Lancaster City opened the new addition of an entire second tower, featuring 110 rooms (for a hotel total of 416) and a 3,500 square foot rooftop bar, The Exchange.
- A new visual arts center on the campus of F&M College in Lancaster City—featuring art galleries, a cinema, and performance space - opened in fall of 2019. **LT**



BY TONY GORICK,
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CULTIVATE LANCASTER

ENTREPRENEURS FORUM

Entrepreneurship on the Rise: Supporting Lancaster's Startups

Suppose you have an idea for a business. Not just any idea—you have *the best idea ever*. It's a product or a service that is guaranteed to change the world or, at the very least, make enough money to allow you to quit your job and branch off on your own. As quickly as you've synthesized the idea, you're already envisioning just how wildly successful it will be. You're a genius. A disrupter. A visionary.

SEE ALSO: AN ENTREPRENEUR.

But here's the thing—the endorphin rush you enjoyed during that lightbulb moment of inspiration will only take you so far. Ask any entrepreneur who has made it *past* the idea phase, and you will learn just how quickly the *exciting* takes an uphill turn towards the *challenging*.

According to research published by the Small Business Administration (SBA), about two-thirds of businesses survive two years in business, half of all businesses will survive five years, and one-third will survive 10 years. In other words, having the big idea is only one small, albeit important, part of the equation. And while external forces like customer

demand or economic stability will surely play a part, *how* you establish, operate and grow your business will ultimately make or break your chances for success.

For local startups, this is where the Cultivate Lancaster Entrepreneurship Coalition (CLEC) comes in. Established in 2015 by Lancaster City Alliance and ASSETS as a workshop-meets-networking event for entrepreneurs, the Cultivate Lancaster identity has since evolved to represent a coalition of more than 20 non-profit, for-profit, government, and educational institutions that is dedicated to supporting emerging entrepreneurs and micro businesses. From programming signature events like the *Cultivate Lancaster Entrepreneurs Forum* and *Cultivar Lancaster: Hispanic Business Owners Breakfast* to hosting myriad resources for small businesses on cultivatelancaster.com, the CLEC has a mission to help Lancaster's entrepreneurs to connect, collaborate and grow.

To achieve this, the Coalition meets regularly to establish shared goals and to work together to solve problems for local entrepreneurs. Take, for example, the recently launched Loan & Financing Request Form

(cultivatelancaster.com/loans). Recognizing that access to funding is one of the biggest barriers that startups face, a single form was created to feed financing inquiries to various CLEC members—ASSETS, Ben Franklin Technology Partners, the City of Lancaster’s Department of Economic Development & Neighborhood Revitalization, Community First Fund and the Economic Development Company of Lancaster County—so that they can jointly determine the best funding opportunities for the entrepreneur in need.

The Cultivate Lancaster website is also host to a Directory of small business resource providers, incubators, business accelerators, coworking spaces and educational institutions—all of which offer entrepreneurial programming or opportunities for startups—along with a Calendar (cultivatelancaster.com/calendar) listing upcoming workshops, networking events and important registration deadlines.

This, of course, includes the namesake **Cultivate Lancaster Entrepreneurship Forum** event, which returns on **January 23, 2020**, at the Smart Health Innovation Lab in Downtown Lancaster. Held twice annually, the forum’s program and format has changed event to event in an effort to keep current with the needs and interests of our local entrepreneurial community. See the sidebar for details on the next CLEF event, which will put the focus on the role that health and wellness play in setting your business up for success.

If you’re looking to start a new business, there is no shortage of startup failure statistics out there to give you pause, if not deter you altogether. But here’s one more statistic to consider: Businesses founded by an individual who has failed at a prior business have a higher success rate than first-timers.

As the old adage advises, “If at first you don’t succeed, try, try again.” But regardless of whether you are starting up for the first, second or sixth time, know that the Cultivate Lancaster Entrepreneurship Coalition is working hard to make sure that you have easy access to the resources you need along the way.



CULTIVATE LANCASTER

ENTREPRENEURS FORUM

Healthy You, Healthy Business

Jan.
23

For many entrepreneurs, the line between where “you” end and your business begins is thin, if discernible at all. As a result, everything from a simple stomach bug to high stress has the potential to affect your business’s bottom line in a very real way.

At the Cultivate Lancaster Entrepreneurs Forum on **January 23**, you’ll have the chance to invest in your health and the health of your business at the same time. Whether you’re getting ready to take your side hustle center stage or already operating a small business, this expo-style event will leave you fully-equipped with a variety of wellness tips and strategies to help make 2020 your strongest, healthiest year yet.

The event is hosted by the Smart Health Innovation Lab (100 N. Queen St., Downtown Lancaster) and is supported by Capital BlueCross and Penn Medicine Lancaster General Health. Admission is \$10 and includes complimentary parking in the Prince Street Garage, food and refreshments.

Registration and additional information is available at cultivatelanaster.com/clef. **LT**



BY MIKE MCMONAGLE,
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Lancaster Entrepreneurship Coalition
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Marshall Snively from Lancaster City Alliance speaks at the Fail So Good Cultivate Lancaster Entrepreneurs Forum in 2019

Community & INDUSTRY NEWS



SCHEFFEY

Kevin Murphy has been promoted to the new President and Owner of Scheffey. He was most recently the Operations Director.



SAXTON & STUMP

Saxton & Stump has added five new professionals:

Christine E. Mazzatesta as Paralegal/Client Services Professional, **Shelby M. Snyder** as Event Coordinator, **Diane B. Kosicki** as Concierge/Client Service Associate, **Barbara A. Seddon** as Accountant, and **Andrea E. Collins** as Marketing Coordinator.



HDC MIDATLANTIC

HDC MidAtlantic named **Kimberly Fletcher** as Director of Human Resources.



RUSSELL, KRAFFT & GRUBER, LLP

D. Scott Eaby has joined the Russell, Krafft & Gruber, LLP firm.



GR MITCHELL

GR Mitchell named **Ryan Darrenkamp** as General Manager.

Out & ABOUT

GRAND OPENINGS CONGRATULATIONS



ACNB BANK - 160 North Pointe Boulevard, Suite 206, Lancaster



BURGER KING - 1641 Lincoln Highway E., Lancaster



CBD AMERICAN SHAMAN OF LANCASTER - 35 S. Willowdale Dr. Ste. 310, Lancaster



ETHOSOURCE SHOWROOM - 30 Commerce Dr., Wyomissing



FOURMATION FITNESS - 1521 Lititz Pike, Lancaster



TABOR SERVICES - 308 E. King Street, Lancaster

INVESTOR ANNIVERSARIES

Congratulations to the following companies that are celebrating milestone anniversaries with us in November and December 2019 and January 2020.



THE GATHOUSE MARIETTA MANSION
4940 Marietta Ave., East Donegal Township



WATER STREET MINISTRIES - 210 S. Prince St., Lancaster



WOODSTREAM - 29 E. King Street, Lancaster

NOVEMBER 2019

40 Years

- Graybill's Tool & Die, Inc.
- Triangle Refrigeration Co.

30 Years

- Mister Bobbin Embroidery, Inc.

20 Years

- Technology Solutions Associates, LLC
- Turkey Hill

10 Years

- Fox Country Sheds
- S&T Bank
- Septodont
- Snavely's Mill, Inc.
- Kairos Health Systems, Inc.
- My Digital Conversion

DECEMBER 2019

60 Years

- Siegel-Ansel Bag & Burlap Co.

50 Years

- DeBord - Snyder Funeral Home & Crematory

40 Years

- Giant Food Stores, Inc.
- Park City Center

30 Years

- Boy Scouts of American - PA Dutch Council
- LancasterHistory

20 Years

- Design Data Corporation
- Hot Z Pizza
- MANTEC
- G. Schell Industries, Inc.

10 Years

- BCI: All-Size Division
- Dynatech Controls
- Eagle River Homes, LLC
- Graywood Farms, LLC
- Greystone Manor Therapeutic Riding Center
- Lynch Financial, LLC
- Members 1st
- Zook Molasses Co.

JANUARY 2020

30 Years

- Grocery Outlet Bargain Market
- Quality Digital Office Solutions

20 Years

- Beers + Hoffman Architecture
- Grudi Associates
- Strategic Endeavors, LLC
- Twin Pine Manor Bed & Breakfast

10 Years

- Advanced Cooling Technologies
- DH Funk & Sons, LLC
- Lancaster County Motors, Inc.
- Landis Foods, Inc.

Lancaster Chamber's 2020 Sponsorship Opportunities Guide



Lancaster
Chamber

Let Us Share Your Brand!

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.



Leadercast  *live*

2020 POSITIVE DISRUPTION

Thursday, May 7

● Leadercast Live is
● back for 2020 and
● we're excited to
● host a livestream
● of the event here
● in Lancaster County.

● **WHERE:**
● Worship Center

● **WHEN:**
● Thursday, May 7
● from 8am-3:30pm

● **TO LEARN MORE VISIT:**
● Lancasterchamber.com



Lancaster Chamber

Mark your calendars and register for these upcoming Chamber events!

Upcoming Lancaster Chamber Events

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

FEBRUARY 2020

07	New Manager Academy - Lancaster Chamber - 9am-Noon (ongoing workshop)
12	Excellence Exchange - Lancaster Country Club - 7:30-9am
18	In Good Company Launch Event - The Ware Center - 7-10am

MARCH 2020

03	Get Connected Networking Event - Landis Homes - 8-10am
18	Mixer - TBD - 5-7pm
27	Internship Workshop - Lancaster Chamber - TBD

APRIL 2020

01	Workforce Engagement Event - TBD - TBD
09	Sales Growth Academy - Lancaster Chamber - 9am-Noon (ongoing workshop)

MAY 2020

07	Leadership Live 2020 - Worship Center - TBD
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OUR 30TH ANNIVERSARY



BERKS ARTS COUNCIL

March 27- April 5, 2020
Reading, PA

*For tickets and complete festival schedule,
visit berksjazzfest.com*

Featuring ...

CHRIS BOTTI

BRIAN CULBERTSON: THE XX TOUR

MARCUS MILLER LAID BLACK
TOUR featuring SURPRISE SPECIAL
GUESTS

KEIKO MATSUI & KIRK WHALUM

BÉLA FLECK & THE FLECKTONES

BONEY JAMES

INCOGNITO with MAYSA

CELEBRATING THE MUSIC
OF STEVIE WONDER AT 70!
with CHRIS "BIG DOG" DAVIS,
ERIC DARIUS, MAYSA
and many more

30TH ANNIVERSARY CELEBRATION
ALL-STAR CONCERT featuring
RICK BRAUN, PETER WHITE,
NICK COLIONNE, MINDI ABAIR,
EUGE GROOVE, BRIAN BROMBERG,
LARRY BRAGGS

GERALD ALBRIGHT
& JONATHAN BUTLER

DAVID BENOIT
& LINDSEY WEBSTER

DAMIEN ESCOBAR

PIECES OF A DREAM

TAB BENOIT

JAZZ FUNK SOUL featuring
JEFF LORBER, EVERETTE HARP,
PAUL JACKSON JR.

DEAN BROWN'S SUMMER
OF LOVE EVOLUTION

30TH ANNIVERSARY BERKS BOP
BIG BAND directed by ERIC
MARIENTHAL & ANDREW NEU

JANIS SIEGEL & JOHN DI MARTINO

SOUL PATROL: LARRY BRAGGS,
BLAKE AARON, TOM BRAXTON

THE BRUBECK BROTHERS
CELEBRATE DAVE BRUBECK'S
CENTENNIAL

... and many more!



PROUD SPONSOR OF THE BOSCOV'S BERKS JAZZ FEST



BANKING ON CHANGES

On Friday, Dec. 6, 2019, BB&T and Suntrust closed on the merger of equals, which would result in the sixth-largest U.S. commercial bank based on assets and deposits, under the name Truist. Truist will stand for better—better experiences, better partnerships, better technology and creating a better future for their clients and their communities. And they are better together! With greater shared resources, Truist can create a ripple effect of meaningful change in people’s lives, communities, and the financial services industry. The bank also announced a meaningful \$60 billion Community Benefits Plan in partnership with the National Community Reinvestment Coalition, which also allow the combined company to do even more for the communities in which its employees live and work, including Lancaster County.

Heading the Lancaster/Lebanon team at BB&T now Truist is James Malfregeot, currently the Senior Vice President and Market President. James is an especially young and visionary leader. He and his team are helping to bring innovative technologies with a personal touch to this growing area. Lancaster joins a list of power cities like Miami, Dallas, Atlanta and DC as a regional headquarters location for the new bank. With a newly minted merger

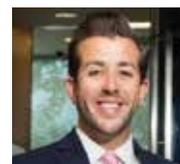
under their belt, James and his team are investing in the future, investing in young talent, technologies and the local communities they serve.

Banking has gone through major shifts in recent years. Legacy bankers of yesteryear are aging as financial services are evolving online, James says. “Things are advancing so quickly that you have to have energetic thinkers that come in with new and fresh ideas,” he explains.

“While we do have a presence on Wall Street, we are not necessarily a Wall Street bank, we are a main street bank,” he explains. James describes it as being “as big as you need us to be, as small as you want us to be.”

He likens banking with BB&T now Truist to shopping at a hardware store. “Here’s how Truist making its debut in the community should look to people: We are still that local, mom-and-pop-style hardware store, the same familiar, friendly, knowledgeable faces but when you walk through that store and open the door in the back, you open the door to Home Depot’s warehouse. We have the warehouse of innovative products and services and solutions out the back door that you could get at a Home Depot or a Lowe’s. I would challenge anyone to say that they can’t find what they need in that store,” James concludes.

In Lancaster, BB&T now Truist associates have completed community service projects with the YMCA, YWCA, Girls on the Run, Aaron’s Acres and the United Way through its Lighthouse Project, just to name a few. “The kicker in all this is that it’s not just about the money,” James specifies. “We want the sweat equity. We send out droves for these projects.” Additionally, the BB&T Economic Growth Fund at the Lancaster Community Foundation is a \$10 million fund dedicated solely to Lancaster County. It exists to improve the standard of living and economic health of Lancaster County through business attraction and incubation, industrial growth, and the creation of sustainable wage jobs for residents of Lancaster County. To date, BB&T has given over \$8.1 million to over 18 different organizations in Lancaster County since 2015. **LT**



**BY GUEST CONTRIBUTOR
JAMES MALFREGEOT,**
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Market President at Truist*
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717-735-8838



Special Spotlight: Nonprofit Organizations You Might Not Know



The 2019 ExtraGive campaign sponsored by the Lancaster County Community Foundation included more than 29,000 donors contributing a record \$10.9 million to support 521 organizations.

As the number of non-profits in the annual event continues to rise, it is challenging to choose which organizations to support from among so many worthy causes. While many people have their favorite causes, others might like to learn more about some other non-profits.

To give a glimpse of the spectrum of causes and organizations that provide valuable services to our community, here is a non-profit round-up feature!



BY CAROL GIFFORD,
*Communications Manager,
Lancaster Parking Authority
Contact Carol at
cgifford@lancasterparkingauthority.com*

Ambassadors For Hope (AFH) -

This organization is a voice for children who have a parent in Lancaster County prison.

Founded in 2011, it is a network of agencies and faith-based institutions with advocates who identify needs and solutions for about 1,000 children and families who have an incarcerated parent in Lancaster County.

One signature program provides recordable teddy bears to parents in prison so they can record a message for their child. Children can then listen to their parents and carry around a reminder of them.

The program also works to: educate the community, empower affected families and influence public policy. A partnership with Compass Mark and Millersville University includes funding by the Lancaster County Commissioners for a Family Services Advocate who works with individual families to identify needs and try to minimize the impact of the parent's incarceration on their children. AFH is working to raise \$25,000 to fund a Millersville University scholarship to be awarded to a student who has experienced parental incarceration.

The program, which raised \$4,500 in the ExtraGive and has a \$3,000 annual budget, is hoping to find marketing help to expand services, and to develop sustainable, long-term funding.





Edward Hand Medical Museum -

The organization, founded in 1982, has a mission to preserve and make accessible the rich heritage of the healing arts, with special attention given to Lancaster County. A physical museum opened in 2010 in the Burle Business Park and it includes more than 11,000 artifacts from Lancaster’s medical history.

General Edward Hand, a Lancastrian who fought in the Revolutionary War and who was a close friend of President George Washington, was a prominent physician and surgeon who built his home at Rock Ford. Later, he would also found the Lancaster Almshouse and Hospital to treat and house the poor.

The organization has one staff member and a \$65,000 annual budget from fundraisers and some support from Penn Medicine Lancaster General Health. It raised, \$4,100 in the ExtraGive. To make Lancaster’s medical history more accessible, the museum hopes to move to a larger location near downtown. It is seeking volunteers for its committees and to help with marketing, fundraising, artifact collection/storage, grant writing, strategic planning and/or outreach experience.



The Literacy & Learning Success Centers -

Teach literacy and learning skills to adults for free to help them develop skills for their education, workforce development and life management. The 115 volunteers provide one-on-one tutoring and group instruction to meet students where they are and help them develop tools and skills to reach their goals. Programs offered include:

reading, writing, math skill building; English language acquisition; high school equivalency exam preparation; career awareness and exploration; career pathways advising, and workplace education programs.

The Centers are a service of Literacy Council of Lancaster-Lebanon with an annual budget of \$857,845 with funding from the Pennsylvania Department of Education in partnership with Lancaster Lebanon Intermediate Unit 13’s Community Education Program; United Way of Lancaster and Lebanon Counties; grants, contracts, contributions and special events. The \$19,000 raised by the Literacy Council during the ExtraGive is used to buy textbooks and online learning systems, provide GED and HiSet scholarships for needy students, and purchase resources for teachers and tutors.

Volunteers are needed to work with adult learners as tutors, teachers and mentors, and to serve on committees and the board.

The Edible Classroom -

Partners with schools and communities to create and sustain learning gardens. The Edible Classroom, created in 2017, cultivates academic achievement, healthy lifestyles and stewardship of the environment through garden-based experiential learning.



When students start with a tiny seed and follow the growing process to completion—where the food ends up on their plates and ultimately in their bellies—an incredible amount of learning takes place. The students served learn skills they can use throughout their lives, and by extension, their families. The garden is also a good setting for collaboration between students, educators, families and the community.

The organization includes staff and volunteers, and uses 78 percent of its annual budget to support its mission. In 2019, it served more than 1,800 children and several schools. It received \$7,500 from the ExtraGive and would like to recruit more volunteers, hire additional staff, as funding allows, and become a fully-funded organization.





Circle Legacy Center - Supports, honors, and empowers Native Americans both regionally and nationally through cultural events, community projects, and business assistance.

Founded in 2007, CLC works to preserve Native American history through education and outreach about enduring

tradition and the thriving and challenging contemporary indigenous culture. CLC works with the Lancaster Mennonite Historical Society to provide programs and helps families who need assistance with meals and gifts during the holidays.

It includes 15-25 volunteers from throughout Pennsylvania, Virginia, Maryland, Delaware and New Jersey. The CLC has an annual budget of \$30,000, and will use the \$1,600 it received during the ExtraGive to purchase recreated artifacts, furs, materials and climate-controlled cases to display actual artifacts.

The CLC is looking for assistance and funding to construct a replica Susquehannock Wigwam and Village at the Blue Rock Heritage Center in Washington Boro, an area of the Susquehanna River that was ecologically important for food and trading for both the Native Americans and European settlers.

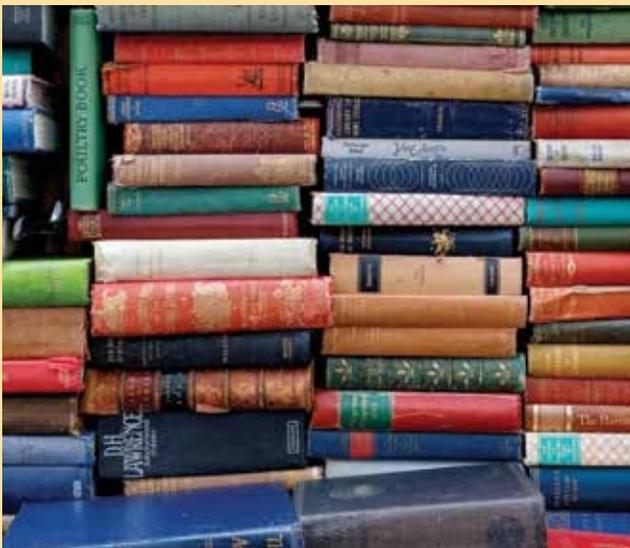


Lancaster County Project for the Needy

has a mission to ensure that individuals have a complete meal for the Christmas holiday, and is estimated to feed 6,000. It provides about 2,500 boxes of food to those in need that includes a turkey, roasting pan, potatoes, bread, milk, eggs, fruit, vegetables, stuffing, gravy, and other items. Each box costs about \$14, and the organization, which began in 1986, raises funds by sending out an appeal letter. It is the recipient of organizational fundraisers to support its mission.

The food boxes are handed out on the day before Christmas by about 300 volunteers. Prior to distribution day, local businesses collect food and help assemble the boxes. The main distribution point is Clipper Stadium in Lancaster and there are satellite locations in Ruoff Towers Senior Housing in Lancaster, Columbia, Elizabethtown, Conestoga Valley, Eastern Lancaster County, and Solanco. This year, hats, scarves, mittens and gloves were also collected and will be given to recipients of the food boxes.

The ExtraGive funding of \$6,400 will be used toward purchasing food for the boxes. Each year, volunteers are needed to help distribute the boxes so look at for 2020 help needs.



Lancaster County Reach Out and Read

is a national organization started here in Lancaster in 2001 at the Lancaster Health Center (formally Southeast Lancaster Health Center). Its mission is to incorporate books into pediatric care and encourage families to read together. ROR sites provide a new book to every child at their well-child check-up from birth to 5 years of age. Gently-used books are also available for all children up to teens that come to the offices. Volunteer readers in the waiting rooms model good out-loud reading.

The group has an annual budget of \$26,000, raised through grant writing, and other gifts. There are 19 volunteer readers, and others who conduct book drives, donate and label books. ROR will use the \$5,400 raised in the ExtraGive to support book purchases in English, Spanish and 14 different languages, and community outreach.

ROR is always looking for volunteer readers and used books.

Bridging People Together

A spotlight on Mustafa Nuur



“For 2020, I want to educate and train companies hiring refugee workforce into understanding their culture,” says Mustafa Nuur, owner of Bridge. “We are also hoping to do many county-wide experiences connecting unique communities.”

Mustafa is from Somalia and came to the US when civil war engulfed his country, sweeping up his community

in the process. Because his father was adamantly against the war, he was targeted by terrorists during the conflict. One day, the terrorists raided his family home and killed his father, forcing Mustafa and his family to immediately flee the country in order to stay alive, finding themselves in Kenya for a number of years before arriving in Lancaster in 2014.

Since then, Mustafa has channeled his passion for people and dedication to refugee assistance into all he does—like creating Bridge, a social enterprise where you can book cross-cultural experiences to hear and engage with local refugee families.

“Every Bridge experience is centered around sharing a meal with a local refugee family in their home and hearing their story,” says Mustafa. “This is so important to me because we

live in a time of misunderstandings and I believe sharing a meal and listening to each other is a great way to be neighbors.”

Mustafa also started a Xulbo food stand on the rooftop of Tellus360 to add to his mission.

“The stand is a way to introduce international flavors in the heart of the Lancaster social scene. We rotate new families to add or feature menu items that represent their culture every few weeks,” Mustafa adds. “We also try to use the food stand as an education with the art we painted on our walls, we highlight facts and information about local refugees while feeding people delicious food.”

Mustafa is about connection—and using his story, his skills, and his motivation to impact Lancaster County better for those needing to be welcomed into a community.

“I love that we live in a community that’s very welcoming and creative when it comes to resettling refugees,” says Mustafa. “Many stakeholders in the county are really working together and collaborate like no other place.”

For more information and to see how you can help impact and become involved with Mustafa’s mission, check out www.experiencebridge.com. **LT**



BY TONY GORICK,
Creative Services Manager,
Lancaster Chamber
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agorick@lancasterchamber.com

VARIOUS BRIDGE EXPERIENCES



Sharing Your

Why

Marketing Tips To Share Your Story

In 2009, Simon Sinek released *Start With Why*. This seminal work posited that organizations must fully embrace their reasons for existing beyond the simple need to create profit. In doing so, he argued, they would build better relationships with their customers and employees, eager for authentic connections.

Accepting this premise, this created new challenges for marketing departments everywhere. If your Why is so important, should it be part of your messaging and if so, how does one go about doing it?

My company, Web Talent Marketing, recently found ourselves answering these questions as we engaged with Muse Headquarters, a Cleveland-based branding agency, that helped us to blend our What, How and, of course, Why, into cohesive messaging that resonates with our target market. Here's what we learned along the way.



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

#1: First thing's first.

Your Why is often the part of your brand that can spur the most disagreement, so Muse first surveyed us about the basics—what we offer, how we offer it, and who we offer it to. At this point of the discussion, it's about building consensus and clarity.

Along the way, though, we did look at industry terms and buzzwords, and focused in on the language that truly was part of our core, while winnowing out offerings that weren't directly in our wheelhouse.

#2: It's not necessarily about you.

Sinek's work is grounded in helping founders and employees understand their why. No doubt there's value in that. But as marketers, we're tasked with ensuring that our why resonates within our ideal client profiles. So Muse had us examine the conversations we had with our clients that most elevated their understanding of our passion. These anecdotes were the critical piece to translating our own why into messaging that encouraged clients to work with us.

#3: Customers might buy your why, but they usually start by searching for your what.

When it came time to deploy what we'd learned with Muse, we divided our messaging into three distinct regions. Our why became the headline—the emotional, passionate promise we were making to our customers. But just below that became the what, ensuring the customer knew precisely what we do—and do not—offer.

And below that, we inserted copy about our how, using the close region of text to differentiate our process against our competitors in a crowded environment.

Over the next year, what we learned will be implemented on our website and across all forms of education we provide to prospects and customers. Along the way, it's our hope that all stakeholders will have a more crystallized view of our organization's position in the marketplace.

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What's On **My Phone**



BY JONATHAN YEAGER,
Marketing &
Events Manager at Decades
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jonathan@decadesbowl.com

Being in the creative field the majority of my professional career has taught me to get all my ideas out of my head and documented. Whether it's good or bad. There are so many apps out there that were created to help you get organized and set reminders and I've tried so many but the one that I keep coming back to is the Notes apps on my iPhone. I use it for daily tasks, ideas for marketing, song lyrics, reminders, and so many other things. It might be the most useful and helpful app that I have. I have notes on my phone with ideas going as far back as 2011. Can't wait to get started on those ideas!



Voice Memos

Music has been a big part of my upbringing and life and sometimes melodies pop in my head at the strangest of times where I don't have an instrument around. I use Voice Memos all the time to hum the things I hear in my head so I won't forget them. If someone ever listened to them I'm sure they would be quite amused with hearing me hum all of these tunes.



Instagram & Facebook

With my role in marketing and events for Decades, these two social media platforms have been crucial to our business. I do use them "socially" but I mainly use them for tools to market our business. Understanding how to use them for marketing purposes can be challenging at times as there are constant updates and backend complexities. Communicating with images is an art form in itself and understanding and utilizing these apps can do wonders for business.



Darkroom

Sometimes when I'm shooting pictures with my phone I don't always have the best lighting. It's night time and I'm outside. It's inside and I have either fluorescent or incandescent lights casting very cool or very warm tones. Darkroom allows me to quickly edit these photos with ease and many available options. It's like having Photoshop on my phone.



Google Primer

Having to manage all of our marketing at Decades and keeping up with booking corporate events can take a toll on my brain. I'm learning something new in my everyday work life but I also know that there are so many new things to learn. This is a great app to stay current with business and marketing skills that keep me aware of things I already know as well as teaching me new things to help myself and our business grow. I don't know what I don't know!



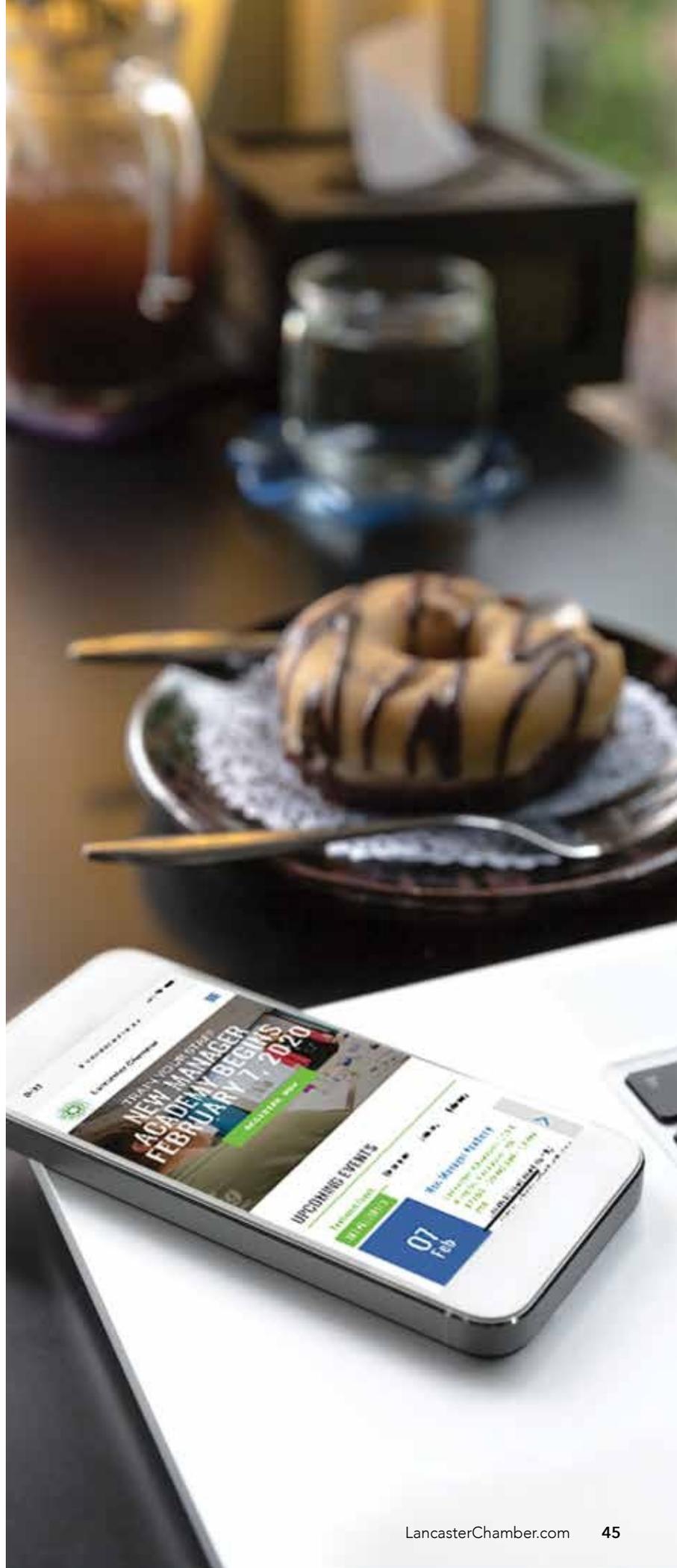
Spotify & Shazam

I love music (Spotify). I love learning about music (Shazam). Spotify is one of my most useful apps for getting focused. I'm using it right now as I type. When I need to stay focused for a long period of time, I'll pop in my earbuds and listen to the vast selection of music that Spotify offers. One of my favorite artists to listen to is Mulatu Astatke, father of Ethio-jazz. For some reason it keeps me content and focused on my tasks at hand. When I'm driving is when I normally need to use Shazam. F&M's college radio station plays some very unique music and at strange times but I love it! The majority of the time it knows what songs are playing but sometimes there are live shows playing and Shazam cannot pick up the artist.



Google Calendar

The easiest way to remember something is to put it in a calendar invite. Google Calendar has been a saving grace for me so many times! I will be super focused and busy on something and my calendar pops up reminding me I have a meeting in 10 min. It allows me to stop what I'm doing in my office, grab my pen and note book, walk from the back of the building to the front of the building, (roughly a 200 ft distance) and greet my guest at the front door as if I've been waiting for them the whole time! [LT](#)



Tom Baldrige, Chamber President
& CEO, speaks to the Young
Professional's Network group



THE IMPORTANCE OF CULTIVATING YOUNG PROFESSIONALS

What will be a key part to sustaining Lancaster County's future success? Our emerging leaders.

Founded in 2013, The Lancaster Chamber's Young Professional's Network seeks to equip young professionals with opportunities to build relationships with peers and colleagues, learn more about our thriving business community and develop skills for future success. YPN is driven by content and experiences that are relevant to a millennial audience. Alongside Chamber staff, a group of 10 - 12 young professionals creates a roster of events and programs that meet the needs of our growing millennial population. From networking mixers with coffee or cocktails, to professional development to hone skills in authentic communication or emotional intelligence—this group is the heartbeat of our business community.

In the broader advocacy work of the Lancaster Chamber, workforce has become (overwhelmingly so) one of the biggest challenges facing our County's economic growth and the success of our business community. The Young Professional's Network exists to foster relationships with transplant populations that have sought or been drafted for careers in Lancaster County, to create opportunities to grow our current network of local students and employees

working in our area and develop professional leadership to move our generation into more leadership roles!

In 2020, we have big things planned! In February, a re-brand will be launch for the Young Professionals Network—fresh, fierce and fun—YPN is excited to usher in a new era!

Getting involved is easy –

1. Email Ashley Garcia, agarcia@lancasterchamber.com to be placed on our YPN email list. Get communications that share resources, articles, and of course, events for you to attend!
2. Read the YPN FlashDrive—sent monthly, this communication is your one stop shop for learning about what is going on with YPN and the Chamber.
3. Attend an event or program! While our Kick Off at The Exchange is currently at capacity, get on our waitlist by emailing events@lancasterchamber.com. Plus, keep an eye out for more events as the year continues!

We'll see you in 2020! LT



The Chamber has played a huge role as I develop my career in the community. I have made numerous connections at the various YPN mixer and events. Not only have they assisted in creating business opportunities for the firm, but also increased my personal development in my professional career. Educational events held by YPN keep me motivated and updated on the latest in the business community. I also practice my networking skills and have seen a great improvement over the years as I attend mixers.

– **Abby Hall, Saxton & Stump**



2019 YPN Community Leaders Forum



YPN Pints and Perspectives Event



2019 YPN Education Event



I would say for me the most valuable part of the Lancaster Chamber and YPN has been the relationships that I have been able to develop. There are always people to meet and learn from. Just recently in fact, I started Oola Bowls with Brock Snider, whom I first met a few years ago at a YPN mixer. You never know the stories you will hear or what you can learn from a person and getting to meet such a wide variety of people has been invaluable for me both personally and professionally.

– **Joe Ferderbar, Signarama**



I grew up in Lancaster, but after high school moved away. When I returned about three years ago, I knew I needed to restore my connections to the Lancaster community. The Chamber and YPN events are amazing opportunities to meet peers and community leaders, to sharpen my skills professionally, and to learn about the different companies that make our county so special. With YPN specifically, I'm able to get to know the new generation that will continue to encourage Lancaster's growth and prosperity in the coming decades. I love the opportunity to be a part of that group.

– **Lindsey Cook, Barley Snyder**



BY ASHLEY GARCIA,
Business Connections Coordinator,
Lancaster Chamber
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agarcia@lancasterchamber.com

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flu shots
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health services