



# CENTER *Piece*

PENNSYLVANIA DOWNTOWN CENTER'S QUARTERLY NEWSLETTER

Winter 2018/19

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## Non-Profits and Entrepreneurship

by Bill Fontana

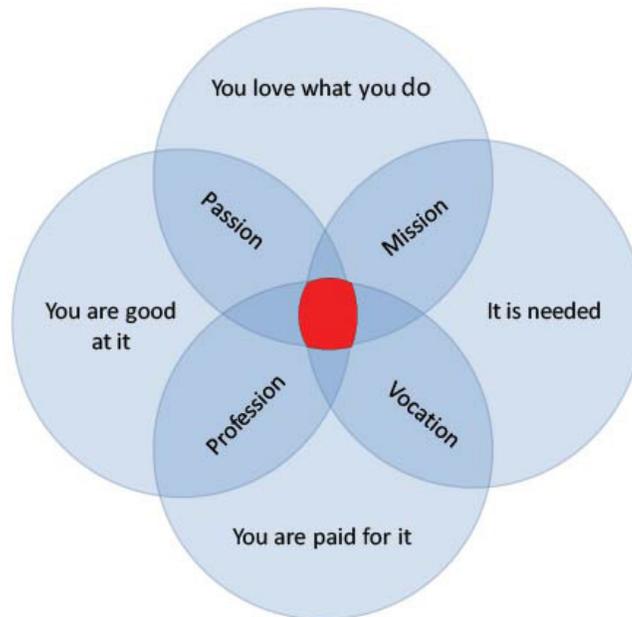
**A**s we continue our exploration of #entrepreneurship in this 2018-2019 fiscal year, I would like to turn my attention to the issue of non-profit entrepreneurship. In particular, I would like to pose these two questions to you: 1) How entrepreneurial are you?... and 2) how entrepreneurial is your organization?

While we as community revitalization organizations are often attempting to foster entrepreneurship in our business districts, are we also taking the steps necessary to foster our own entrepreneurial spirit? In a time of scarce resources, these are important questions to ask ourselves and to discuss with our boards.

I recently read an interesting article on non-profit entrepreneurship by Christoph Badelt entitled “Entrepreneurship in Non-Profit Organizations.” In this article, Mr. Badelt indicates that an “entrepreneur is an individual with a specific attitude toward change” and that “entrepreneurship is a question of a type of conduct and a type of person.” He states that it is the degree of initiative that characterizes an entrepreneur’s behavior. “It is more by will than by intellect that the entrepreneur fulfills his function.” This resonates with a graphic that I recently came across, shown centered here.

Where do you fit in this diagram? I would suggest to you that to ultimately be successful in this field, you need to exist in that sweet spot in the middle of the diagram. Where

this work becomes part of who you are and what you do – a place where you have found your PURPOSE. I would suggest that it is only when you find yourself in that middle spot that you can truly become entrepreneurial, both as an individual and as an organization. It is in that middle spot where innovation will be born and change will be initiated. It is only when we become entrepreneurial as a professional and as an organization that we will seek out and implement new organizational structures—that we will be willing to take the risks that will change the image of our organizations and the conditions of the communities that we serve.



promises.”

It is only when we release our own entrepreneurial energy and ignite the entrepreneurial flame in others that we have any real chance of obtaining our vision for our community. So go out and light that entrepreneurial fire – both in yourself and in your organization.

Entrepreneurs, both private and non-profit, exist in a world of risk and uncertainty. In an article published in the summer of 2017 edition of Non-Profit Quarterly, there is a quote from the authors Wim Wiewel and Albert Hunter who more than 30 years ago stated that: “Just as it is hard for a new business to convince a bank that it will prove to be a good investment, new not-for-profit organizations have a hard time convincing foundations, corporations and (government) of their worthiness. The problem is that it has nothing to offer but



**Reporting Due TUESDAY, JANUARY 15<sup>TH</sup> BY 11:59 P.M.**

## 2019 FIRST QUARTER EVENTS *Calendar*

*For more information or to register for an event or training, please  
[visit our online events calendar.](#)*

EVENT	DATE	TIME	LOCATION
Quarterly Reporting Webinar	Tuesday, January 8	3:00 p.m. – 4:00 p.m.	Webinar
Statewide Managers Meeting Regional Leadership Forum	Wednesday, February 13	9:00 a.m. - 4:00 p.m. 9:00 a.m. - 12:00 p.m.	Harrisburg, PA
New Manager Training	Monday, February 25 & Tuesday, February 26	8:30 a.m. - 4:00 p.m.	Harrisburg, PA PDC Offices
Community Revitalization Academy: Asset Enhancement	Wednesday, February 27 & Thursday, February 28	8:30 a.m. - 4:00 p.m.	Harrisburg, PA PDC Offices
National Main Street Conference	March 25-27	Ongoing Events	Seattle, WA
New Manager Training	Monday, April 22 & Tuesday, April 23	8:30 a.m. – 4:00 p.m.	Harrisburg, PA PDC Offices
Community Revitalization Academy: Safe, Clean, & Green	Wednesday, April 24 - Thursday, April 25	8:30 a.m. – 4:00 p.m.	Harrisburg, PA PDC Offices
PDC Annual Conference	June 2 – June 5	Ongoing Events	Erie, PA

# THE NEWEST FACES

## on Main Street & Elm Street



### Sam Thrush

#### *Downtown Chambersburg, Inc. (DCI)*

Sam joined the Chamber staff in mid-July as president of Downtown Chambersburg, Inc. (DCI) and has spent the past five years serving on DCI's Board of Directors as well as volunteering at events and participating on committees. He formerly served Franklin County as a Planner III and has over seven years of experience in land use planning and community development. Sam recently graduated from Leadership Franklin County Community and in 2018 achieved the premier planning certification from the American Institute of Certified Planning.

Prior to serving Franklin County, Sam worked for Bradford County, Pa. He is a graduate of Shippensburg University with a degree in Geography-Land Use and a certificate in Geographic Information Systems. Originally a native of the Chambersburg area, he was happy to return to the area in October 2012. Prior to graduating from Chambersburg Area Senior High School, Sam earned the rank of Eagle Scout in the Boy Scouts of America.

In addition to serving with DCI, Sam has spent time volunteering with the Borough of Chambersburg, Franklin County Cyclists, North Square Farmers Market, United Way's Stream Cleanups and Healthy Franklin County. In 2016, Sam received the Greater Chambersburg Chamber of Commerce Volunteer of the Year Award for his outstanding service in the community.



### Ellen Ruby

#### *Lewisburg Downtown Partnership*

Ellen Ruby started with the Lewisburg Downtown Partnership in 2012 handling the bookkeeping. In 2014 she accepted the position of Special Projects Manager under the original director of the organization. In August, 2018 Ellen became the Executive Director of the LDP. In this new role with the LDP, she is leading the charge to develop Lewisburg as a cultural and economic magnet for the region.

Ellen brings deep experience in logistics, transportation, accounting and business operations to the organization. She holds a Bachelor of Arts in Economics and Business Administration with an emphasis in accounting from Ursinus College, Collegeville, PA. Ellen grew up in Selinsgrove, worked in the Philadelphia area, and after several years of corporate experience returned to the Susquehanna River Valley where she and her husband have raised three sons.



### Will Prince

#### *Washington Business District Authority*

William (Will) Prince is the new Main Street Manager with the Washington Business District Authority as of late June 2018. He leads initiatives for business development, event management, collaborative promotions, and overall revitalization efforts in Downtown Washington, PA. William also plans to complete his Master of Preservation Studies at Tulane University (New Orleans) in December 2018. He is a graduate of the University of Pittsburgh where he received a Bachelors of Arts in Humanities and a Certificate in Historic Preservation. He has completed two years of national service with the Student Conservation Association and AmeriCorps VISTA. During his career, William managed and expanded the country's first Trail Town Program connecting outdoor recreation and regional community revitalization. He also served on the board of the Young Preservationists Association of Pittsburgh, including as Chair, and continues to volunteer in his hometown with the Elizabeth Area Development Corporation as President. William also enjoys kayaking, traveling, and of course Zumba.

## PDC Board Report

The PDC Board of Directors met for the Fall 2018 quarterly meeting on Thursday, November 8 at the PDC offices in Harrisburg. PDC Board Chairperson Naomi Naylor (Quakertown Alive! – Bucks County) presided over the meeting. The following actions were ratified by the Board of Directors:

### 1. 2017-2018 Audit Report:

The Board reviewed and accepted the audit report of the independent auditing firm of Smith Elliott Kearns & Company (SEK). The audit included consolidated financial statements for both the Pennsylvania Downtown Center (PDC) and Keystone CORE Services (KCS). SEK issued an “unqualified,” or clean audit report for the fiscal year ending June 30, 2018. PDC registered a loss of \$3,935 for the fiscal year on \$711,341 in expenses against \$707,406 in revenue. KCS ended the year with a \$1,660 surplus. A complete copy of the audit report is available on the PDC website.

### 2. 2019-2020 Membership Dues:

The Board of Directors reviewed PDC’s membership rates for the upcoming 2019-2020 fiscal year. Staff indicated that PDC membership rates have not increased since the 2012-2013 membership year. After review and consideration, the Board approved increasing membership fees for 2019-2020 as follows:

- \$25 Individual Membership replaced by a \$50 Friend of PDC category
- Standard Membership increased from \$275 to \$325
- Recognized Membership increased from \$350 to \$400
- Enhanced Membership increased from \$625 to \$675
- Enhanced & Recognized Membership increased from \$700 to \$750

### 3. KCS Funds Transfer:

The Board of Directors authorized the transfer of \$7,500 from PDC’s Elm Street Demonstration Program repayment account to KCS for activities in support of the development of an innovation and event center and entrepreneurial ecosystem network in Shenandoah, Schuylkill County. The funds transferred will be matched by \$13,500 in local financial resources.

### 4. New Computer System Expenditures

The Board of Directors authorized the expenditure of an amount not to exceed \$10,000 for the acquisition of ten (10) new, desk-top computers for PDC staff. The acquisition will standardize the entire staff’s computer hardware. The acquisition will move PDC into the final phase of a major, year-long computer system overall including new servers, new server software and updated program software including Office 365, Act! V.21 (PDC’s contact management software) and QuickBooks 2019.

**The next regularly scheduled PDC Board meeting will be held on Wednesday, February 6th at 12:30 PM. PDC membership and the public in general are welcome to attend as observers.**

# DOWNTOWN HAZLETON

*is on the Rise!*



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*by Stefan Klosowski*

*Krista appreciates getting everyone to work together towards a shared vision, and building partnerships to leverage the resources and assets of the community. She is most proud of helping secure ownership of the former Security Savings Bank building and funding for its redevelopment as a new City Arts Center, and a former bingo hall, which will become the home of the new Penn State Hazleton LaunchBox.*

**K**rista Schneider is the Executive Director of the Downtown Hazleton Alliance for Progress, a position she has held for the past five years. During this time, she has led her organization to receive DCED Main Street Program designation and raised over \$4M dollars of public and private funding to implement key revitalization strategies in downtown. Last year, the Alliance received recognition for the 2nd best performing Main Street program in Pennsylvania.

Krista has over twenty years of experience in the planning, design, engineering, and historic preservation fields. As a founding board member of the organization Ms. Schneider worked closely with the other partners in establishing the Alliance, so she is intimately familiar with its vision and goals. Her past professional experience working in Hazleton in various capacities also gives her unique perspective into both the challenges and opportunities associated with the city's downtown revitalization. This includes her work as project manager with Barry Isett & Associates, a multidisciplinary planning and engineering firm.

Ms. Schneider's professional background also includes teaching planning and design studios as an Assistant Professor at the University of Kentucky, and as co-founder of Heritage Strategies, a regional planning and preservation firm.

Krista received her Master's Degree in Urban Design from Harvard University in 1998 and her Bachelor's from the Pennsylvania State University in 1992.

Krista's involvement originally stemmed from her work at Barry Isett & Associates in 2013 when she tried to encourage the City of Hazleton to obtain a grant to fund a Comprehensive Plan. Having worked downtown for eight years prior, she realized the redevelopment potential of some of the downtown buildings. When this didn't come to fruition Krista helped to organize a visioning meeting through her volunteer work with the CAN DO Community Foundation to identify interest in developing a strategic plan for the downtown. This then resulted in the formation of a broad partnership involving the City, Chamber of Commerce, CAN DO, and private developers, and eventually the formation of the Downtown Hazleton Alliance for Progress. Krista served as a founding board member of the organization prior to being asked to serve as executive director.

She appreciates getting everyone to work together towards a shared vision, and building partnerships to leverage the resources and assets of the community. She is most proud of helping secure ownership of the former Security Savings Bank building and funding for its redevelopment as a new City Arts Center, and a former bingo hall, which will become the home of the

*“You have to give them a reason to be here, and for that you need the cultural resources, physical design, and the programming that is going to welcome small businesses and creative professionals, and nurture their interaction and growth.”*

new Penn State Hazleton LaunchBox. Both properties are scheduled for completion in 2019, as is a new city park, for which Krista also helped secure funding for development.

The following is a brief compilation of awards that she or the organization has received:

- 2016 Hazleton YWCA Pearl Award (Krista)
- 2017 CAN DO Partner of the Year Award (organization)
- 2017 PDC Townie honorable mention for Public Safety Award (City of Hazleton)
- 2017 PDC 2nd Best Performing Main Street Program (organization)
- 2018 Athena Award (Krista)

Krista considers one of the major highlights of the last five years of her program to be the business and job growth: downtown has added 85 new net businesses and 150 net new full time equivalent jobs. The Hispanic community accounts for about half of these and they are working hard to help build bridges between the old and new communities through strategic initiatives.

One of their successful promotions includes their First Friday program. Their most successful event is the June Wine & Chocolate Walk, which pairs Victoria’s Candies, a local chocolatier, and other chocolate treats with wines from a local winery and others chosen by local merchants.

They also organize a Wassailfest & Holiday Night Market in December, which pairs local vendors with established businesses serving samples of holiday drinks to shoppers.

They have renovated five facades over the past five years. Two of these have involved substantial masonry repairs (13 E. Broad St. and 19 W. Broad St.), the latter of which helped return a vacant and blighted building to productive

use. In addition, a private development partner has undertaken several million dollars worth of renovations to their downtown’s historic bank buildings as part of larger rehabilitation projects that are resulting in the addition of over 80,000 SF of Class A commercial office space.

The City of Hazleton has undergone interesting demographic changes. Since 2000 Hazleton’s Hispanic population has grown from under 3% to over 50%. Language and cultural barriers present challenges to communication, business integration, and programming. They continue to work on breaking down these barriers and building strong relationships with leaders of the Hispanic community.

Krista is also proud to have served her country both in the US and abroad. She was a former Army officer and attained the rank of Captain. She served two years in Okinawa, Japan, and two years at Hunter Army Airfield in Savannah, GA; then another few in the US Army Reserves while she went to graduate school.



The Hazleton community is getting younger, between 2000-2010 the population of youth under the age of 18 grew by 30%, and by 2020 projections are that, half the city population will be under age 30. This is opposite of the county and PA as a whole, which is getting older. So they have the challenge to keep their youth in Hazleton, starting businesses, investing in their education, and

contributing to the community.

However, Krista feels that it is not enough to simply create space or facilities for business to grow.

“You have to give them a reason to be here, and for that you need the cultural resources, physical design, and the programming that is going to welcome small businesses and

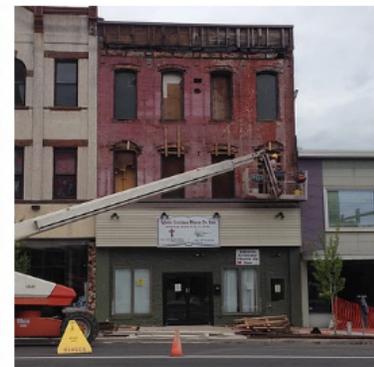


Art has been at the center of downtown Hazleton’s revitalization strategy, including the branding of an Arts & Innovation District and the renovation of a historic bank building for reuse as a new city arts center. This is based upon a partnership with the Hazleton Art League, who will occupy the building when renovations are complete. The Hazleton Art League has been working hard to organize events that involve and celebrate the contributions of young people and Hispanic artists in the community. Pictured here are winners of their annual Peace Love and Chalk Festival.

creative professionals, and nurture their interaction and growth.”

As a result, Hazleton established a new Arts & Innovation District, which will be seen as a multicultural destination for business, entrepreneurship, food, art, and cultural experiences.

On a more personal note, Krista grew up in the Hazleton area. She and her husband were childhood sweethearts. After moving around for many years they decided to move back after they had children. Hazleton is becoming a family-friendly place, with the economy on the rise!



**Krista L. Schneider**

Executive Director/ Main Street Manager  
 Downtown Hazleton Alliance for Progress  
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## Creating Communities for All Ages

*by Julie Fitzpatrick*

*“One in three Americans is age 50 or older. Is your community a great place for people of all ages? By 2030, one out of every five people in the US will be 65 or older. Will your community be ready?”*

*- AARP Livable Communities National Conference*

*As a passerby, you have no idea how densely populated this neighborhood was designed to be. Typically, the single family homes are at 5 dwelling units/acre, but some of the other units are able to accommodate 18-23 dwelling units/acre, fairly impressive for a quiet little neighborhood. This is a successful example of how a variety of housing options, meeting the needs of a variety of residents can co-exist for the last hundred years and hopefully at least another hundred.*

**D**uring mid November, I had the opportunity to attend the National AARP Livable Communities Conference in Charlotte. Many of the sessions that I attended were related to housing and transportation needs, but honestly, there were topics running the gamut of community revitalization themes and skill levels. If you ever have a chance to attend in the future, I would highly recommend it!

I attended with the intent and hope to develop insights into how both Elm Street and Main Street programs in PA can strategically position themselves now and in the future as our populations' needs are shifting. I think with any change, whether it's a demographic shift of age, race, ethnicity, or gender, or an economic shift of how and where we spend our money or the types of occupations we have, our communities need to be prepared to adapt in order to stay relevant. The AARP Livable Communities Conference provided a variety of sessions on exactly how we can be prepared and create communities for people of all ages.

AARP uses the framework from the World Health Organization's Eight Domains of an Age-friendly City: transportation, housing, social participation, respect and social inclusion, civic participation and employment, communications and information, community support and health services, and outdoor spaces and buildings.

The session on Lifelong Housing Options discussed the need for consistent building and construction standards, the certification of 'aging in place builders', consistent marketing on real estate listings, and the formation of a National Coalition to Promote Universal Design/Better Living Design. As a model, Oregon has a thorough program called Lifelong Housing which includes a certified standards checklist of over 75 modifications that one can make to an existing home or include in new construction requirements. The concept identifies accessibility options for visitors, everyday living and custom features. These kinds of modifications could be adopted by Elm Street programs or municipal governments to assist in making their homes more accessible and to encourage aging in place in their communities. Possible funding sources for these programs are: Keystone Communities – Accessible Housing Grant and USDA Rural Development's Single Family Housing Repair Loans and Grants (Sec. 504).

The Missing Middle Housing Mobile workshop lead us to the neighborhood around Hawthorne Lane. At first glance, it reminds you of a typical post-WWI neighborhood, lovely brick homes nestled among lots of tree-lined streets. But look a little further (you might have to search for the utility meters as a clue) and you'll see a variety of multi-family units tucked throughout the neighborhood of single family homes. Some of the units were duplexes, fourplexes, and even an eight-unit, all cleverly disguised and well integrated into the neighborhood.

Another insightful session was the Future of Transportation: Universal Mobility as a Service. With over a third of Americans not driving, transportation accessibility is becoming an increasing issue in urban, suburban, and especially rural communities. Communities that are thinking outside the box are Portland that has a non-profit program for transportation for human services that functions much like Uber for senior transport; Wickenburg, AZ has the “Freedom Express” that uses trained Salvation Army volunteers as transport providers; and Denmark’s FlexDenmark has over 500 providers who work on an on-demand platform. Any of these projects could provide a host of entrepreneurial opportunities for businesses at the hyper-local level that understand the specific needs of the communities they serve.

The conference provided an opportunity for volunteers and professionals from many different perspectives to reflect on common strategies that can be implemented throughout the country. PDC will continue to explore some of these concepts and look forward to hearing how Pennsylvania communities are responding to their changing needs and opportunities to provide communities for all ages.

## Watch Videos & Download Materials from the Conference



# All Eyes on Erie for 2019 Conference

*by Maria Wherley*



*Here's a question—do you remember when PA Downtown Center's annual conference was last in Erie? Whether you remember or not, whether you were there or not, the year was 2006 and, my oh my, what I've learned is that so much has changed.*

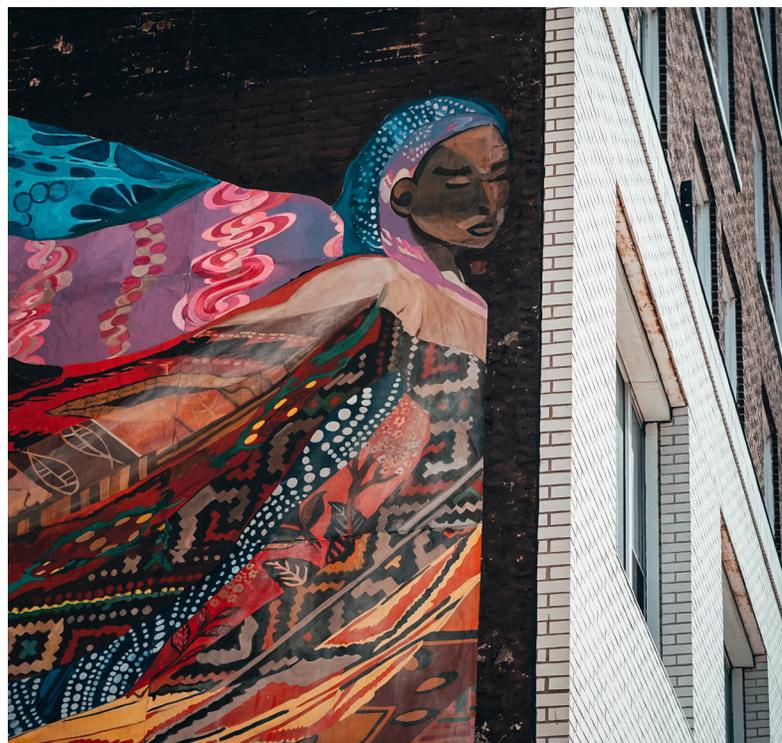
**S**ure, you're thinking—there's that catch-all phrase used far too often when describing 'every-town' USA/PA. But, for just a moment, consider these **Top 10 reasons to make this annual conference a must for 2019!**

**1) Location, location, location** – Yes, if for no other reason, Lake Erie, the only county in Pennsylvania to border one of The Great Lakes. One Canadian travel blogger reminded that on a clear beach day along Lake Erie you can see our northern neighbors.

**2) Walkable** – 15 minutes! From the heart of downtown to the waterfront with a bit of uphill and downhill, your physical activity tracker will love you when it's time for dinner and drinks.

**3) Next to Nature** – Presque Isle State Park is in full view from the Erie Convention Center and from the conference hotels. This 3,200 acre peninsula offers a number of recreational activities. While the conference planning committee continues to finalize tours and excursions, no matter the conference schedule, we highly suggest—no, we insist—that you make time before or after conference sessions to bike or boat or just relax on the sandy shore of the natural beauty of Presque Isle!

**4) Gorgeous Sunsets** – Though images of the sunsets and the lake itself are a mere click away, until you have a sensory-filled experience of Lake Erie, you'll not appreciate what so many claim has one of the best sunsets in the world. Take some time to enjoy the beautiful shoreline—join in with those who pause, pull up a chair, and are captivated by the colors from Liberty Park.



**5) Great Eateries** –There’s a restaurant sure to please every palette. While on conference site visits, the PDC staff dined at a handful of great spots and the committee is delighting in choosing a variety of them for attendees during the conference itself. Oh, let the suspense fill you with surprise!

**6) Center of Lake Erie’s Ale Trail** – What conference is complete without focusing on the impact of craft beer? Stretching from Westfield, NY to Meadville & Titusville, PA, Erie Pennsylvania just so happens to be in the heart of great craft beer. If you make your own small beer crawl, be sure to stop at Voodoo Brewery’s downtown Erie location as it’s full of character – and, of course, great beer!

**7) You Won’t Break the Bank** – Make the June Erie conference a #workation—your wallet will thank you. PDC is holding conference registration costs and the conference hotel room rate is affordable. Beyond that, there are many frugal excursions. If the family comes along, Waldameers Family Fun Park is free to enter—you only pay for the rides & entertainment you use. There’s also the Tom Ridge Environmental Center that’s free to enter and offers many great exhibits for all ages.

**8) History** – Known as the “Flagship City” Erie Maritime Museum and the U.S. Brig Niagara educate the public regarding the region’s maritime heritage, The War of 1812 in Lake Erie including the building of Oliver Hazard Perry’s fleet, and the experience of the U.S. Brig Niagara are administered by the Pennsylvania Historical and Museum Commission and are actively supported by the Flagship Niagara League which is a non-profit community based organization.

**9) Collaborative Community** – Erie Refocused is the comprehensive plan that includes the core downtown and the flanking neighborhoods. The action plan includes streetscape and other improvements over the next five years –leveraging investments made by the private sector.

**10) Good ole’ camaraderie** – Whether you’re an attendee, a speaker, a sponsor, or exhibitor, the conference serves us all by reminding us of the importance of core downtown and traditional neighborhood revitalization so that when you go home to your community you are reinvigorated to continue ‘making your town a better place’.



**TOWNIE APPLICATION IS OPEN**

**HOTEL ROOM BLOCK IS OPEN**

**REGISTRATION OPENS THE END OF JANUARY!**

# READING

*Shines Bright!*



This year, we asked our member communities to submit their holiday event that showcases community pride and/or community engagement. We're proud to announce our winner for this year's #PACheerisHere campaign is Downtown Reading, with their holiday parade!

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*adapted from submission by Carl Brown  
photo credits Reading Eagle*

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*“To say the Reading Holiday Parade is highly anticipated each year would be an understatement. It attracts people of all ages and backgrounds and from all corners of the community.”*

The Reading Holiday Parade is not just a parade – it’s a treasured tradition in the Berks County community. Each year, the parade is hosted by the Reading Downtown Improvement District in partnership with the City of Reading. Held for decades in downtown Reading, the annual parade draws thousands of spectators and participants. Being part of this holiday extravaganza is something that many local groups and organizations look forward to each year. Strutting their stuff along the two-mile parade route are high school bands; businesses that construct elaborate, colorful floats; Scouting troops and other youth groups; civic organizations; dance troupes; sports organizations; car enthusiasts; and more. Also participating are police and fire departments from throughout the county, as well as local and state dignitaries.

Partnering with the Reading Downtown Improvement District for this event is Berks Community Television (BCTV), a non-profit organization that is committed to providing live and videotaped programming on cable TV and on its website that is produced and hosted by people in the Berks County community. BCTV videotapes the entire

parade and shows it several times during the holiday season, attracting thousands of viewers.

Another significant partner is the Reading Eagle newspaper. This daily publication provides free full-page advertisements to help promote the parade, and always participates in the event with a float and dozens of employees.

This year’s parade showcased the theme, “Shine Bright, Reading,” as a nod to the strides the community has made, and continues to make, since it had been tagged as one of the poorest cities in the nation. And shine Reading certainly does during this festive day! Among the parade participants is the Reading Eagle Company, who was honored this year as one of the Grand Marshals, alongside the Reading Hospital, as both institutions celebrate their 150 year milestone in the community. The Reading Eagle’s float depicted a small museum, complete with old desks, typewriters and newspapers from long ago, showcasing the fundamental role they have played in the Berks County community for decades as a reliable media source.

Charles Broad, Executive Director of Downtown Reading, said more than 2,000 participants took part in the parade this year. Included in the lineup were several high school marching bands, numerous floats, large inflatable balloons, civic and community organizations, and several dignitaries.





*Bidding Farewell  
to a Visionary*

## Mourning the Loss of Dean Rohrbach

by Bill Fontana

**A**s many of you know, West Reading's Elm Street Manager, Dean Rohrbach passed away in October due to natural causes at the all too young age of 65. I did not, at that time, issue any sort of a personal statement, although we at PDC certainly mourns his loss along with the rest of West Reading, Reading and Berks County.

The trouble with issuing a personal statement about Dean was coming up with the right words to encompass a mind and talent as expansive as Dean's. Dean was brilliant, committed, dedicated and innovative when it came to community revitalization. My favorite "Dean-ism"? The statement he made when he won Manager of the Year in 2015. When Dean came up to accept his award, Dean remarked: "I would like to thank everyone who made this award possible...ME!" We all laughed. We knew Dean was joking, but only partially. The truth is, we all knew Dean was right.

So what do you say about Dean? It is kind of like the nun's singing "How do you solve a problem like Maria" from Sound of Music. Much like Maria in the movie (or play, if you prefer), Dean was a conundrum for his (and the larger revitalization) community. He was unconventional. But Dean was successful in his field. And he made us laugh.

But more importantly than being successful or making us laugh, Dean was inspirational. Consider this segment on his passing from the Reading Eagle concerning the highly successful mural program Dean shepherded.

"One the artists who was part of the mural project was Katie Trainer of Lebanon. 'He saw something in me that I hadn't developed yet,' Trainer said. 'He saw my passion and gave me the opportunity to do my first mural.' Trainer considers Rohrbach one of her most important mentors and because of him is now pursuing a career in community revitalization. 'He's my biggest inspiration,' she said. 'He'll always mean so much to me. He brought me into his world. He really did believe in me and I never had anyone do that before.'



Dean was a character. He could make you laugh, he could make you cry. He could fill you with joy as easily as he could leave you a bit perplexed. He could do great things and he could inspire you to do great things. And here's the thing:

**Our profession needs more characters – more Deans. It's the characters who make us want to be with each other, to be part of a professional community, to share the emotions, the highs and the lows, the good times and the bad. It's the characters who allow their imaginations to take flight and take risks. It's the characters who suffer the lowest lows but also the highest highs.**

I will miss Dean. I will miss his booming voice. I will miss his idiosyncrasies. I will miss his laugh. I will miss him being part of our professional community. I will miss him as a friend. But maybe it's selfish of me to want to keep him here just for us. After all, "how do you hold a moonbeam in your hand"?

God speed, Dean Rohrbach.

## PDC'S Road Warrior

*When work doesn't seem like work, you don't mind doing it.*

*by Mary Tate*

I am about three months in to the role of Field Services Coordinator and I am often asked, "How's the travel?" My answer is typically a nonchalant, "I don't mind it."

My husband does not understand this at all, but I truly enjoy driving the PA Turnpike back and forth between Pittsburgh and Harrisburg and sometimes taking a detour on back roads. The scenery is often breathtaking and something I frequently take for granted. I love experiencing new places and meeting the people that live there and call it home.

I did catch myself pondering this question of travel one evening while making dinner. There is no doubt about it, it can be a lot at times. But after reflecting upon this, I have a notion as to why I find it somewhat therapeutic. There are the obvious reasons, such as listening to what I like rather than what my children like or stopping to look at the cows that are so close I can see their drool. Yet, the real reason goes much deeper. I do it for the same reason that I drove my three kids,

summer after summer, the nineteen hours from Dallas to Pittsburgh to see our families. In retrospect, I must have been a little crazy packing an infant, toddler and school-aged child plus a dog into the car, but it was an adventure, and as they grew older, we all looked forward to that adventure. It is the same reason my parents drove straight through the night to Vero Beach, Florida each February to visit my grandparents.

It was because we were afforded the chance to spend time with those whom we cherished so the getting there part was insignificant.

When work doesn't seem like work, you don't mind doing it.

That is the simple reason I do not mind the travel. I value what I do and get excited about the potential impact of what can be accomplished. The opportunity to share that with those who care about where they live is a privilege and always a bit of an adventure.



PHOTOS FEATURED OF LANDSDOWNE, PA  
*taken by fellow PDC staffer Emily Zebel during a recent site visit with Mary and Stefan.*









## The State of the Commonwealth

*by Bill Fontana*

**T**he General Election was held on November 6, 2018. As you all should know by now, Democratic incumbent Tom Wolf defeated Republican challenger Scott Wagner and will remain in the Governor's seat through the end of 2022, at which time he will be ineligible to run again due to term limitations.

In addition, John Fetterman, the Mayor of Braddock (Allegheny County) was elected as Lt. Governor. Early indications are that the incoming Lt. Governor will play a major role in the Wolf Administration's economic and community development initiatives. The Lt. Governor-Elect has been invited to be the keynote speaker at PDC's annual conference in Erie in June.

Subsequent to the election, the Democratic and Republican members in both the Senate and the House chose the individuals to fill their leadership positions for the 2019-2020 legislative session.

### **In the Senate:**

*Senate President Pro-Tempore:*  
Senator Joe Scarnati (Jefferson County) will retain this position

*Senate Majority Leader:*  
Senator Jake Corman (Centre County) was re-elected to this position.

### *Senate Minority Leader:*

Senator Jay Costa (Allegheny County) was also re-elected to this position.

The remainder of the Senate leadership can be found here.

### **On the House side of the General Assembly:**

#### *Speaker of the House:*

Republican Representative Mike Turzai (Allegheny County) will retain this position.

#### *House Majority Leader:*

Republican Representative (and former Blairsville Main Street Manager) Dave Reed chose not to run for re-election. He will be replaced by Rep Bryan Cutler (Lancaster County)

#### *House Minority Leader:*

Democrat Frank Dermody (Allegheny County) will retain this position.

The remainder of the House Leadership can be found here.



Happy Holidays

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from the staff at Pennsylvania Downtown Center