



EAST STROUDSBURG UNIVERSITY

**2022
ECONOMIC
OUTLOOK
SUMMIT**

May 13, 2022



POCONO

INNOVATION & OPPORTUNITY



2022 ECONOMIC OUTLOOK SUMMIT

AGENDA

- 8:30 a.m.** **Breakfast and Networking**
- 9:00 a.m.** **Pocono: Year in Review Video**
- 9:05 a.m.** **Welcome and Opening Remarks**
Kenneth Long, Interim President, East Stroudsburg University
- 9:10 a.m.** **Keynote Address: Amtrak's Vision for Rail Service to the Poconos**
Dennis Newman, Executive Vice President, Strategy, Planning, and Accessibility, Amtrak
- 9:45 a.m.** **Rail Service: Transforming Transportation Through the Poconos**
- *Dennis Newman*
 - *John Blake, District Director and Economic Development Specialist, Office of U.S. Congressman Matt Cartwright*
 - *Lawrence Malski, President, Pennsylvania Northeast Regional Rail Authority*
 - *Chris Barrett, President/CEO, Pocono Mountains Visitors Bureau*
 - *Moderator: Robert Hay, Chair, Pennsylvania Northeast Regional Rail Authority*
- 10:45 a.m.** **Networking Break**
- 11:00 a.m.** **Pocono Innovation and Opportunity**
What actions are you taking to drive innovation and create opportunities in your county?
- *Carbon County: Wayne E. Nothstein (chair), Chris Lukasevich, Rocky Ahner*
 - *Monroe County: Sharon S. Laverdure (chair), John D. Christy, John R. Moyer*
 - *Pike County: Matthew M. Osterberg (chair), Ronald R. Schmalzle, Anthony Waldron*
 - *Wayne County: Brian W. Smith (chair), Joseph W. Adams, Jocelyn Cramer*
 - *Moderator: Mary Frances Postupack, Vice President, Economic Development and Entrepreneurship, ESU*
- 11:50 a.m.** **The Pandemic's Impact on Real Estate and Current Real Estate Trends**
Pennsylvania Association of Realtors
- 12:10 p.m.** **Pocono Economic Scorecard**
How does the Scorecard data for your county influence your economic development strategies?
- *Carbon County: Kathy Henderson, Director of Economic Development, Carbon Chamber and Economic Development Corporation*
 - *Monroe County: Chuck Leonard, Executive Director, Pocono Mountains Economic Development Corporation*
 - *Pike County: Michael Sullivan, Executive Director, Pike County Economic Development Authority*
 - *Wayne County: Mary Beth Wood, Executive Director, Wayne Economic Development Corporation*
 - *Moderator: Jeffrey Box, President and CEO, Northeastern Pennsylvania Alliance*
- 12:30 p.m.** **Closing Remarks**
Kenneth Long



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Kenneth Long
Interim President
East Stroudsburg University

Kenneth Long, M.B.A., was appointed interim president of East Stroudsburg University of Pennsylvania by the Board of Governors for Pennsylvania's State System of Higher Education, effective July 31, 2020. Long brings more than 30 years of experience in higher education to this interim post. Prior to his appointment, Long served as the university's chief administrative, financial, and operations officer. Among his many accomplishments at ESU, he has been responsible for: stabilizing the University's financial condition; lowering cost and increasing access to healthcare by partnering with a regional medical center to provide student healthcare services; conducting the university's first academic space utilization study; upgrading athletic facilities, including adding air conditioning and a generator in Koehler Fieldhouse, painting Eiler-Martin Stadium, replacing the turf for all outdoor sports, and partnering with the local municipality and little league for baseball and softball; and coordinating the construction of a new student housing, counseling center, and testing center.

Prior to his employment at ESU, Long held positions at Kutztown and Cheyney universities. He served five years as assistant vice president of administration and finance at Kutztown University and worked six months in 2012 as interim vice president for finance and administration at Cheyney University, in a loaned executive capacity. Prior to joining the State System, Long held positions at the University of Toledo, including associate vice president for budget and planning and chief financial officer for the University of Toledo Physician Practice Group, and at DeVry University as the dean of finance and administration and director of finance of the New Jersey campus.

Long earned his bachelor's degree in math and political science from Drew University in Madison, N.J. and an M.B.A. from Monmouth University in West Long Branch, N.J. He has experience teaching college courses in business administration, financial accounting, and managerial accounting and has made presentations at numerous regional and national meetings and conferences. Long is Treasurer and Executive Board member of the Eastern Association of College and University Business Officers (EACUBO), Board member of the Pocono Mountain Music Festival, President Liaison for Pennsylvania's State System of Higher Education (PASSHE) Board of Governor's Governance Committee, and chairs PASSHE's Freedom of Speech and Title VI Task Group.

Long is married to Evelyn and has three daughters, Alysha, Peyton, and Taylor.



Amtrak's Vision for Rail Service to the Poconos



Dennis Newman

*Executive Vice President for
Strategy, Planning, and Accessibility*
Amtrak

Dennis Newman is Executive Vice President, Strategy, Planning & Accessibility, serving in this role since January 2022. He leads the Planning and Sustainability, Infrastructure Access and Investment, Network Development, Host Railroads, and Stations, Facilities, Properties & Accessibility functions.

Dennis joined Amtrak in December 2017 as Vice President (VP), Schedule & Consist Planning, refining train schedules and capacity deployment to improve ridership, revenue and the financial and operating performance of Amtrak's routes.

His experience includes 17 years in the airline industry, at Northwest Airlines and Delta Airlines. At Northwest, Dennis held roles of increasing responsibility in network planning and scheduling, marketing coordination, and financial planning and analysis, ultimately serving as VP, North America Network Planning. After Northwest merged with Delta, he served as VP, International Network Planning for Delta. Areas of expertise include strategic planning, network development, demand forecasting and profitability analysis.

Immediately prior to joining Amtrak, Dennis worked in the telecommunications industry at DISH Network, serving as VP, In-Home Services and then as VP, Sales. He began his career as an information systems development consultant.

Dennis graduated from Princeton University with a Bachelor of Science in Engineering, majoring in Electrical Engineering and Computer Science. He also holds a Master of Business Administration from the Tuck School at Dartmouth College.



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Carbon County Commissioners



Chris Lukasevich; Wayne E. Nothstein, Chair; Rocky Ahner

Carbon County is under the administration of Commissioners Wayne E. Nothstein, chair; Rocky Ahner; and Chris Lukasevich. The three-member Board of Commissioners constitutes the chief governing body of the county. Statutory authority of the commissioners is both administrative and policy-making powers. The commissioners are vested with selective policy-making authority to provide certain local services and facilities on a county-wide basis. Administrative powers and duties of the commissioners encompass registration and elections, assessment of persons and properties, human services, emergency management, veterans' affairs, appointment of county personnel and fiscal management. In addition to their roles of serving on the county board, the three commissioners are joined by the county controller in comprising the Carbon County Salary Board. In matters pertaining to another elected office, that row officeholder becomes the fifth voting member of the Salary Board. The commissioners are joined by the controller and county treasurer as members of the Carbon County Retirement Board. In addition, the commissioners comprise the Carbon County Election Board, sit on the Carbon County Railroad Commission, are joined by commissioners in Monroe and Pike counties in making up the Carbon-Monroe-Pike Mental Health-Developmental Services Board, and are members of the Carbon County Prison Board, along with the controller, sheriff and district attorney. The commissioners, according to judicial code, provide accommodations, supporting facilities and services for the Courts. All funding for the courts, except the salaries of the judges, the court administrator and two deputy court administrators, is provided by the county.

Monroe County Commissioners



John D. Christy; Sharon S. Laverdure, Chair; John R. Moyer

Monroe County is under the administration of Commissioners Sharon S. Laverdure, chair; John R. Moyer, vice chair; and John D. Christy. The commissioners are the chief governing body of the county of Monroe. Their duties are mainly administrative in nature, with certain policy making and limited legislative authority. Duties of commissioners include responsibility for voter registration, elections, veterans' services, assessment of property, children and youth services, area agency on aging services, county fiscal management, county budget, contracts and agreements for county government, maintenance of county property and the appointment of individuals to numerous county boards, commissions and authorities. The commissioners are also statutory members of the county Salary Board, Retirement Board and the Prison Board of Inspectors. They also are required to serve on the MH/MR Board of Directors and on the Pleasant Valley Manor Board of Directors. The commissioners are elected to serve four-year terms.



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Pike County Commissioners



Ronald R. Schmalzle; Matthew M. Osterberg, Chair; Anthony Waldron

The Pike County Board of Commissioners are responsible for implementing the county's budget as well as overseeing contracts and expenditures. The commissioners are the executive governing body for administration of county programs, personnel, property and facilities in order to provide the highest level of service to the citizens of the county, while also maintaining vigilance with taxpayer dollars. The three commissioners constitute the chief governing body of the county. They are vested with policy-making authority to provide certain local services and facilities on a county-wide basis. Administrative powers and duties encompass registration and elections, assessment of property, human services, veterans' affairs, 911, emergency services, operation of a county prison, personnel management, operation and maintenance of county bridges, appointment of county personnel, and budget and finance management. The commissioners are the sole contractors for the county; as such, they make contracts and purchases for all purposes expressly or implicitly authorized by law. The position of commissioner is a county-wide elected office with a term of four years. The county commissioners sit jointly as members of the Retirement Board, Salary Board, Board of Assessment and Revision of Taxes, Election Board and the Prison Board.

Wayne County Commissioners



Jocelyn Cramer; Joseph W. Adams; Brian W. Smith, Chair

Wayne County is a sixth-class county that is governed by a board of three county commissioners elected every four years. The Board of Commissioners oversees the entire fiscal operation of the county and represent the best interests of the citizens. Counties are required by law to provide certain services to their citizens. Each county performs a wide range of different functions, including community development, environmental planning, overseeing elections, and providing a wide array of human services. The commissioners are also responsible for administering the budget for the Court of Common Pleas and the magisterial district courts, and protecting public health and safety. Commissioners serve on various boards, including the Prison Board, Salary Board, Retirement Board, Human Services Governing Boards, Election Board, and Board for the Assessment and Revision of Taxes. The Board of Commissioners serve as both the executive and legislative branches of government. They approve budgets, oversee spending and hire employees. The Commissioners' Office also serves as the county's Business Office.



2022 ECONOMIC OUTLOOK SUMMIT

Northeastern Pennsylvania Alliance (NEPA)



*Jeffrey K. Box
President & CEO*



*Kurt R. Bauman, MBA
Vice President, Community & Economic Development Services
Executive Director, Nonprofit & Community Assistance Center (NCAC)*



*Steven N. Zaricki
Research & Information Manager*

The NEPA Alliance provided the data and analytics for the 2022 Pocono Mountains Economic Scorecard. The NEPA Alliance, a regional community and economic development agency, serves the seven counties of Northeastern Pennsylvania including Carbon, Lackawanna, Luzerne, Monroe, Pike, Schuylkill and Wayne. NEPA Alliance services include federal and state grant assistance, business financing, government contracting assistance, international trade assistance, nonprofit assistance, transportation planning and research and information. For more information about NEPA Alliance, visit www.nepa-alliance.org or call 866-758-1929. "This institution is an equal opportunity provider and employer."



2022 ECONOMIC OUTLOOK SUMMIT

Thank You and Recognition

East Stroudsburg University extends its sincere appreciation to the Economic Outlook Summit Committee, to the event sponsors and to the supporting partners who assisted in marketing and planning the event.

ESU Economic Outlook Summit Committee

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Kurt Bauman

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Jeffrey Box

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Patrice Dume

Jim Hamill

Deborah Harrison

Kathy Henderson

Marlyn Kissner

Chuck Leonard

Christine Meinhart-Fritz

Mary Frances Postupack

George Roberts

Michael Sullivan

Janet Weidensaul

Mary Beth Wood

Alan Young

Steve Zaricki

Supporting Partners

- Blue Ridge Communications 13
- Carbon Chamber and Economic Development
- George Roberts Productions
- Northeastern Pennsylvania Alliance
- Pennsylvania CareerLink
- Pike County Economic Development Authority
- Pocono Chamber of Commerce
- Pocono Mountains Economic Development Corporation
- Pocono Mountains Visitors Bureau
- Wayne Economic Development Corporation



The NEPA Alliance, a regional community and economic development agency, serves the seven counties of Northeastern Pennsylvania including Carbon, Lackawanna, Luzerne, Monroe, Pike, Schuylkill and Wayne. NEPA Alliance services include Federal and State grant assistance, Business Financing, Government Contracting Assistance, International Trade Assistance, Nonprofit Assistance, Transportation Planning and Research and Information.

Programs & Services

- **Business Development Services**

- ~ Business Financing
- ~ International Business Development
- ~ Government Contracting Assistance

- **Community & Economic Development Services**

- ~ Regional Grants & Tax Credits
- ~ Economic Impact Modeling
- ~ Regional Data

- **Transportation Planning Services**

- ~ NEPA MPO
- ~ Transportation Improvement Plan
- ~ 2045 Long Range Transportation Improvement Plan

- **Nonprofit & Community Assistance Center**

- ~ Grant/Funding Strategy Sessions
- ~ Customized Funding Searches
- ~ RACP Application Assistance

Impact Report

\$4,393,125

IN FEDERAL GRANT ASSISTANCE

408

BUSINESS FINANCING JOBS SUPPORTED

400

GOVERNMENT CONTRACTING JOBS SUPPORTED

505

NONPROFITS TRAINED/ASSISTED

\$3,198,474

FEDERAL GRANT ASSISTANCE FUNDS LEVERAGED

\$6,744,000

FUNDS LOANED

500

INTL. BUSINESS DEV. JOBS SUPPORTED

\$610,314,978

TRANS. IMPROVEMENT PROGRAM 2021-2024

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Get ready for the ultimate Pocono Mountains experience when you plan a midweek escape. With lighter crowds, special discounts and more ways to sit back, relax, and drink in the natural beauty of our area, you'll have more time and opportunities to enjoy all that the region has to offer. From tree top mountain adventures to romantic retreats for two, you'll find just what you're looking for in the Poconos.



SCAN ME



WORK WHERE YOU PLAY

The Pocono Mountains region is where you can not only enjoy a midweek vacation, but where you can live your best life and have a career you love. From beautiful resorts and charming small shops to adventurous outdoor activities, those of us who work in the Poconos are passionate about what we do. Learn why a job in the Poconos can lead to a fulfilling career at PoconoMountains.com/Jobs.



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5 & 6 PM

VALLEY REPORT
5:30 & 6:30 PM

NIGHT REPORT
10 & 11 PM

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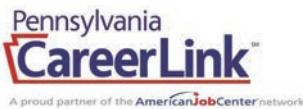
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