

2020 ECONOMIC OUTLOOK SUMMIT

December 15, 2020



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2020 ECONOMIC OUTLOOK SUMMIT

Welcome from Kenneth Long, Interim President



On behalf of East Stroudsburg University, welcome to the eighth annual Economic Outlook Summit focusing on Pocono Pride, Promise and Progress. This year, we are proud to bring the Summit to you virtually as together we do our part to mitigate exposure to the coronavirus during this COVID-19 pandemic.

For those of you who have attended the Economic Outlook Summits in the past, you know that this annual event provides a venue for us to come together to engage in discussions on the economic vitality of our region. While we cannot physically be together in the same room, we did not want to miss the opportunity to bring the 2020 Summit to you virtually in order to continue these important conversations which are intended to expand our influence and engagement to a broader audience including Carbon, Monroe, Pike and Wayne Counties — the Poconos — a great place to Live, Learn, Work and Play.

The ESU Economic Outlook Summit was started by ESU President Marcia G. Welsh, Ph.D. in 2013 to affirm ESU's role as a driver of economic development, student success and entrepreneurial thinking. Under her leadership, the Economic Scorecard was launched in 2014 to serve as a valuable, unbiased assessment tool to measure our region's economic health and to indicate "how we are doing" within key areas of economic performance.

This year's 2020 Economic Scorecard is unique in that it features economic data on the four Pocono counties: Carbon, Monroe, Pike and Wayne, the Commonwealth of Pennsylvania, and the United States, in addition to data on the impact of the COVID-19 pandemic on the Poconos. As the Pocono region continues to compete for jobs, innovative businesses, a talented workforce and resources to strengthen and expand its infrastructure — the Scorecard results are meant to initiate dialogue and questions that will shape the future of our region.

The Summit is also designed to provide a historical account of the impact and recovery of COVID-19 in the Poconos and to empower us to make the difficult decisions necessary to navigate through the pandemic and to prepare for what lies ahead. Clearly, our strategy in overcoming the COVID-19 pandemic lies in our strength as a four county Pocono region. Together, our voice is louder, our investments stronger and our desire to restore our economy unstoppable.

Sincerely

Kenneth Long
Interim President
East Stroudsburg University

Empowering
Innovation



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AGENDA

- 12:00 p.m.** **Carbon, Monroe, Pike and Wayne Counties Year in Review Video**
- 12:05 p.m.** **Opening Remarks**
Kenneth Long, Interim President, East Stroudsburg University
- 12:10 p.m.** **Keynote Speaker**
Dr. Wendy Braund
COVID-19 Response Director for the Pennsylvania Department of Health
- 12:30 p.m.** **Pocono Promise Video**
- 12:35 p.m.** **Keynote Speaker**
Frank Robinson, MBA
Director of Econsult Solutions, Inc.
From Reality to Resiliency: Utilizing Data to Navigate Through Challenging Economic Times
- 12:55 p.m.** **Pocono Progress Video**
- 1:00 p.m.** **County Commissioner Chairs – Carbon, Monroe, Pike, and Wayne**
Topic: "COVID-19: Challenges Faced, Lessons Learned. What's Next?"
- **Carbon County:** *Wayne E. Nothstein*
 - **Monroe County:** *Sharon S. Laverdure*
 - **Pike County:** *Matthew M. Osterberg*
 - **Wayne County:** *Brian W. Smith*
- 1:20 p.m.** **Closing Remarks**
ESU President Long
- 1:25 p.m.** **Pocono Pride Video**



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COVID-19 Update from the Pennsylvania Department of Health



Dr. Wendy Braund, MD, MPH, MEd, FACPM
COVID-19 Response Director
PA Department of Health

Wendy E. Braund, MD, MPH, MEd, FACPM serves as the COVID-19 response director for the Pennsylvania Department of Health. Previously, she was the director of the Center for Public Health Practice, associate dean for Practice, and a professor of health policy and management at the University of Pittsburgh Graduate School of Public Health.

Prior to her time in academia, she served as the Wyoming state health officer and Public Health Division administrator for the Wyoming Department of Health. Before working at the state level, Dr. Braund was employed by the U.S. Department of Health and Human Services, first in the Office of the Assistant Secretary, Office of Disease Prevention and Health Promotion, and then at the Health Resources and Services Administration, Bureau of Health Professions.

Dr. Braund's degrees include a BA from Duke University, MEd from the University of Pennsylvania Graduate School of Education, MPH from the Johns Hopkins Bloomberg School of Public Health, and MD from the Penn State College of Medicine. She is a 2007 graduate of the Johns Hopkins Bloomberg School of Public Health Preventive Medicine Residency Program and is board certified in Public Health and General Preventive Medicine. She is a fellow of the American College of Preventive Medicine.



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From Reality to Resiliency: Utilizing Data to Navigate Through Challenging Economic Times



Frank Robinson

Director

Econsult Solutions, Inc.

Frank Robinson is a director with Econsult Solutions. Mr. Robinson has been a leader in the economic development and sustainable development industries for over 18 years, working with corporate, government and nonprofit clients, banks and credit unions, as well as community development financial institutions (CDFI) and small businesses. With a knack for creatively engaging clients and re-envisioning possibilities, he enjoys hammering out logistics and bringing forth new realities.

Mr. Robinson has extensive experience articulating primary objectives for strategic plans, pursuing federal grant opportunities, construction management, business expansion and sustainability planning, and launching new programs. He has also written and managed over \$40 million in federal grants/programs; assessing, planning, improving, reporting and presenting to high level boards and governing bodies along the way.

Prior to joining ESI, Mr. Robinson worked at Kairos Development Group as a managing partner. His responsibilities focused on executing diverse projects that benefit disadvantaged populations and assisting government & private entities pursuing social good. Before that, he was the director of entrepreneurship and resource development at People for People. He has managed and streamlined several construction projects and real estate portfolios. He is currently an adjunct professor at Cairn University in Langhorne Manor, Pa. He is also a licensed realtor in New Jersey (PA pending).

Mr. Robinson is a graduate of North Carolina A&T State University with a degree in political science. He also has an MBA with a focus on economic development from Eastern University and a Master of Divinity from Westminster Theological Seminary. He holds several certifications including one in low-income housing tax credit management and development, and another on faith-based initiatives.



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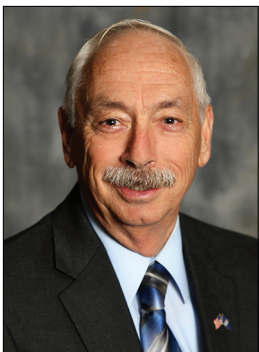
Kenneth Long, Interim President, East Stroudsburg University

Kenneth Long, M.B.A., was appointed to serve as the 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. Mr. Long will continue to work with the senior leadership team at ESU while a search is underway for a new president.

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 courses in business administration, financial accounting and managerial accounting and has made presentations at a number of regional and national meetings and conferences. Long is currently the co-chair of Pennsylvania's State System of Higher Education's Budget Team and an Executive Board Member and Treasurer of the Eastern Association of College and University Business Officers (EACUBO).

Long brings more than 30 years of experience in higher education to this interim post. Among his many accomplishments at ESU, Long has been responsible for: improving the University's annual operating margin; increasing unrestricted net assets threefold in five years; improving student healthcare access and lowering costs by partnering with a regional medical center to provide student healthcare services; has exceeded budget projections at three different universities over the past 13 years (consecutively); initiating the first academic space utilization study and athletic space master plan; collaborating with ESU's chief academic officer to improve tenure-track faculty hiring through strategic financial planning; creating a top-tier community baseball/softball complex in partnership with the local municipality and Little League; and managing construction of new student suite-style housing and a new student counseling and testing center.

Previous to his employment at ESU, he 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 (associate vice president for budget and planning) and DeVry University (dean of finance and administration). Long is married to Evelyn and has three daughters, Alysha, Peyton and Taylor.



Wayne E. Nothstein Chair, Carbon County Commissioners

Wayne E. Nothstein is in his sixth term as a member of the Carbon County Board of Commissioners, and is currently a member of the County Commissioners Association of Pennsylvania Board of Directors, chair of the Military and Veterans Affairs Committee, and CCAP representative for the PA Deputy Sheriffs' Education and Training Board.

A graduate of Lehigh Area High School, Nothstein is a U.S. Air Force veteran, serving from 1968 to 1972. He holds his associate degree from Northampton County Community College in fire technology, has been an active member of the Lehigh Fire Department since 1969 and is a former fire chief.

His memberships include the Carbon Chamber and Economic Development Corp. Board, the county's Local Emergency Planning Committee, Railroad Commission, Prison Board, Salary Board, Retirement Board, Election Board, and Soil and Conservation District Board, along with the Carbon, Monroe and Pike Counties MH/MR Jointer Board.



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Sharon S. Laverdure **Chair, Monroe County Commissioners**

Sharon S. Laverdure is the former superintendent of the East Stroudsburg Area School District. After a 43-year career in education, she retired in 2016. She began her career as an elementary school teacher and coach before becoming principal. She then moved to the central office in the 1990s, and became superintendent in 2009. She holds her master's degree in educational administration from East Stroudsburg University, and also has advanced credentials as an education specialist from The College of William & Mary, and superintendent letter of eligibility from Marywood University.

Laverdure has always been involved in community activism. Recently she has served as honorary chairwoman for The United Way, serves on the board of directors for the East Stroudsburg Community Alliance, is a rain garden guardian volunteer at the Historic Dansbury Depot with the Brodhead Watershed, and serves on the board of trustees for the Eastern Monroe Public Library.



Matthew M. Osterberg **Chair, Pike County Commissioners**

Matthew M. Osterberg is in his third term as a commissioner in Pike County and serves as both the chairman of the commissioners, and of the Pike County Economic Authority. He has worked to bring large-scale employers to the county and on expanding local infrastructure, and a new Pike County Court House has been constructed. He has also worked to protect the health and safety of the community by creating the Pike County Tick Borne Disease Task Force, and the Substance Abuse Task Force.

Osterberg worked at Luhrs Hardware for 35 years and served on the Milford Borough Council for 25 years, including 22 years as borough president, where he advocated for protection of Milford's historic, small-town charm. He spearheaded establishment of the Historical Architectural Review Board, and was instrumental in securing grants to rejuvenate sidewalks and street corners throughout the borough. Born in Staten Island, N.Y., Osterberg's family spent summers in Pike County before moving to the area and graduating from Delaware Valley High School. In addition to his many civic responsibilities, he has authored five local history books.



Brian W. Smith **Chair, Wayne County Commissioners**

Brian W. Smith is a graduate of Wayne Highlands School District and Penn State University, Worthington Scranton campus, where he obtained a degree in electrical engineering technology. He also served as president of the American Society of Certified Engineering Technicians. He worked in Newport News, Va. doing electrical design on nuclear submarines before moving back to Wayne County, working at Wayne Memorial Hospital for seven years as a bio-med technician.

Smith and his wife reside on a farm in Damascus Township. Smith has served as a director for Dairy Farmers of America, and currently serves on the Agriculture Committee for the County Commissioners Association of Pennsylvania, the Lake Wallenpaupack Watershed Management District Board, Wayne County Conservation District Board, and the Commission for Agricultural Education Excellence for Pennsylvania.



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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 all of the data and analytics for the 2020 Pocono Mountains Economic Scorecard. A regional community and economic development agency, the NEPA Alliance serves the seven counties of Northeastern Pennsylvania including Carbon, Lackawanna, Luzerne, Monroe, Pike, Schuylkill and Wayne. NEPA Alliance services include business financing, government contracting assistance, international trade assistance, non-profit assistance, transportation planning, research and information, and local government services. 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."



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Carbon County Commissioners



Chris Lukasevich, Wayne E. Nothstein, Rocky Ahner

Carbon County is under the administration of Commissioners Wayne E. Nothstein, chairman, 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, 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, county retirement board and of the prison board of inspectors of the county. 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, Steve Guccini

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



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

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.



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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.

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- Pocono Mountains Visitors Bureau
- Wayne Economic Development Corporation



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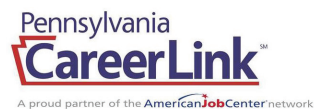


SILVER



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BRONZE



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