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Future Events:

**"State of the City"
Luncheon**
March 11

Easter Egg Scramble
March 28
(Rain Date April 4)

Spring Clean-Up
April 18

**Spring Juried
Craft Show**
May 2

CLA Board of Directors Elects 2015 Officers



Left to right:
Kim Kreider Umble - Secretary
Vincent Garcia - Treasurer
Cheryl Batdorf - President
Greg Bracale - Vice President

2015 Board of Directors

Cheryl Batdorf - HACC - Lebanon	Diana Hartman - COMP Assist
Greg Bracale - Blue Heron Flowers and Gifts	Robert Hoffman - Beers & Hoffman LTD.
Lori Brandt - Albright Life	Melissa Kulbitsky
Jack Cantwell - SkyLimit Marketing	Norma O'Toole - WLBR/WQIC
Darryl Cox - Lamar Outdoor Advertising	Brenda Phillips - Robert Phillips State Farm
Jack Derfler - Comprehensive Financials	Valerie Stokes - Kapp Advertising
Jody DeWald - Brownstone Real Estate	Kim Kreider Umble - Lebanon Family Health Services
Vincent Garcia - Garcia Garman & Shea, PC	Christian Zellers - Members 1st Federal Credit Union
Craig Gates - Fulton Bank	Jonathan Zinn - Zinn Insurance
Robin Getz - City of Lebanon	
Karen Groh - I. A. Design	
Emily Guilliams - Lebanon Valley Family YMCA	

2015 Committee Chairs

The following is a list of committee chairs and contact information. The CLA committees are always looking for "new blood" for new ideas and volunteer assistance. If you are interested in volunteering on any of these committees, please contact the chairperson.

Bologna Drop	Diana Hartman 274-0698 diklopp@comcast.net
Car Show	Jeannie Mason 273-7215 cla.jeannie@verizon.net
CBD Coordinating Committee	Kim Kreider Umble 273-6741 kim@lebanonfamilyhealth.org
Government Relations	Jonathan Zinn 272-6693 jon@zinn.com
Holiday Parade	Jody DeWald 279-6222 jodyk@brwnstone.com
Image and Beautification	Craig Gates 274-6520 cgates@fultonmortgagecompany.com
Membership and Visitation	Valerie Stokes 273-8127 vals@themerchandiser.com
Motorcycle Show	Melissa Kulbitsky 228-1457 melissa1967_7@hotmail.com
Music Festival	Greg Bracale 926-3770 gmbracale@bmdeye.com
Promotions and Events Committee	Darryl Cox 269-8729 dcox@lamar.com
Public Relations and Social	Jack Cantwell 269-0288 jack@skylimitmarketing.com Diana Hartman 274-0698 diklopp@comcast.net

A Message From Our Community of Lebanon Association President

Greetings CLA Members, Alpha and Omega marks the beginning of 2015 and the end of 2014. This is an exciting time for the CLA! For this edition of the newsletter, we have the unique opportunity to shift our focus ahead to new goals, the bright future and the possibility of opportunities for change. My comments to you in the November newsletter focused on what we did, where we were and what we accomplished in 2014.

The strategic planning process we undertook last year redefined our mission and vision, which really set the stage for our initiatives and program of work for 2015. As a result of working with our consultant, Kate Gallagher of coLab, we streamlined the number of board members, rewrote the bylaws to allow us to be responsive to the members we serve and proposed events that will provide value to attendees, serving both the membership and the public who attend our events.

• A speakers' circuit with community organizations telling the CLA story

MEMBERSHIP

- Identify reasons members do not renew their investment
- Focus more effort on the business community

DOWNTOWN IMPROVEMENT & PR INITIATIVES

- Help change perceptions of downtown through beautification efforts
- Hold events that attract other folks from different communities

STRATEGIC FUNDRAISING

- Apply for grants
- Get support from the tourism bureau to promote the downtown

Again this year, the CLA Board is comprised of awesome, talented and dedicated members who will help lead, empower change and support growth for the communities and members we serve. I am proud of the work they do and invite you to get more involved in this wonderful organization. ❖

Vision - For the Community of Lebanon to be a thriving place to live, work, shop, learn and do business.

Mission - To serve as the leader in bringing together the collaborative strengths of our members and community to positively impact the business climate and enhance the quality of life for the Community of Lebanon.

The Strategic Priorities we identified during the strategic planning process that have been initiated or completed are:

COMMUNITY OUTREACH

- New website
- Sharing our mission

I am pleased to have the opportunity to serve again as your President for 2015. My time with the CLA started in 2007, when I first joined the Board. Soon after becoming involved in the CLA, I started serving on the government relations committee, attended other meetings and events, and then accepted the nomination to serve as the vice president for three years.

As I think back to my initial introduction to the CLA, I remember thinking about all the wonderful things the CLA and its members do for the community.




Cheryl Batdorf

The CLA Communique is a newsletter published quarterly by the Community of Lebanon Association for the purpose of informing members and others about the events, projects and areas of concern in the Lebanon Community. The Community of Lebanon Association is a volunteer organization whose mission is to make our community a more enjoyable place to live, work, shop, learn, and do business.

OFFICERS

President Cheryl Batdorf
Vice-President Greg Bracale
Secretary Kim Kreider Umble
Treasurer Vincent Garcia

BOARD OF DIRECTORS

Cheryl Batdorf	Jack Derfler	Karen Groh	Norma O'Toole
Greg Bracale	Jody DeWald	Emily Guilliams	Brenda Phillips
Lori Brandt	Vincent Garcia	Diana Hartman	Valerie Stokes
Jack Cantwell	Craig Gates	Robert Hoffman	Kim Kreider Umble
Darryl Cox	Robin Getz	Melissa Kulbitsky	Christian Zellers
			Jonathan Zinn

Editorial staff: Diana Hartman, COMP Assist; Jean Mason and photography, Jerry Kalinoski, Kalinoski Photography and Melissa Kulbitsky.

If you have any information to include in this publication or any comments, contact the CLA office at 273-7215.

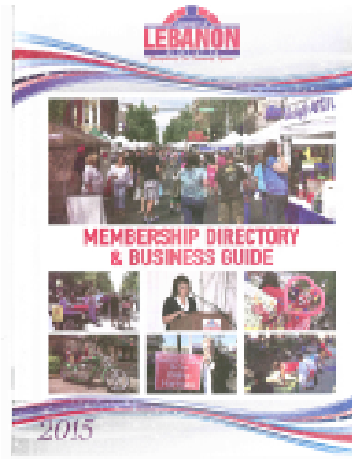


2015 Directories Have Arrived

Your 2015 Directory is included with this newsletter. Copies for the public have been placed at member bank locations. If you would like additional copies for your business, contact the CLA office at 273-7215 or e-mail cla.jeannie@verizon.net. Kapp Advertising publishes this Membership Directory for the CLA. Thank you Kapp Advertising! ❖

Corrections:

All About You Catering - page 12 phone number is 717-273-1986
 Sonrise PayMaster\$ LLC page 47 information is:
 419 Cumberland Street Suite #1, Lebanon PA 17042
 Phone - 717-820-4156 Fax - 717-277-5021
info@paymastersPA.com www.paymastersPA.com



CLA By-Laws Updated

The CLA Board of Directors along with the CLA membership approved some changes to the CLA By-Laws. This is the first revision to the By-Laws since 2009. A summary of the changes includes the following:

- Number of Board members changed from 20 to 18. Also, the President can appoint two additional Board members and two ex-officio members to the Board who are or are not CLA members.
- CLA President has the authority to cancel two of the three summer month Board meetings.
- Each Board member shall serve as chairman or be an active participant on a CLA Committee during his/her term on the Board.
- CLA President shall appoint Board members to serve as mentors to new Board members for a one year period. ❖

CLA Board Meetings - Open to Members

CLA members are welcome to attend 2015 Board Meetings which are held the second Monday of each month at 3:30 p.m. at the Willow Street office of Fulton Bank. Members should contact CLA President, Cheryl Batdorf, at cheryl.batdorf@millersville.edu for specific requests to address at a Board Meeting. ❖

You Gotta' Love the Downtown Plants

Special thanks to Committee Chairman, Craig Gates and former Committee Co-Chairman, Judy Plummer of the CLA Image and Beautification Committee for working so hard to maintain the beauty of the Downtown Business District.

“We received many compliments on the beautiful hanging baskets and planters on Cumberland Street,” said Committee Chairman, Craig Gates. They were on display from early Spring well into the Fall. Even though the care of the plants is contracted to Stony Bridge Landscaping, members of the I & B committee keep a watchful eye for weeds in the baskets and pots in front of businesses.

“We are asking our Downtown merchants to help us keep the Business District attractive by cleaning weeds, trash, etc. in front of their business,” said CLA President, Cheryl Batdorf. “Your help will keep our I & B costs controlled and will reduce our volunteer manpower,” added Cheryl. ❖



Tree Lighting Found A New Home

The 2014 CLA Holiday Tree found a new home this year at the corner of 9th and Cumberland Streets. CLA Board Members decorated the tree in early November, under the careful leadership of CLA Vice-President, Greg Bracale.

The Tree Lighting ceremony packed the Snitz Creek Brewery Parking lot on November 21 and the tree was lit to the sounds of the Northwest Elementary 5th Grade Chorus.

Sponsored by Garcia Garman

& Shea, PC, the popular tree lighting event welcomed Santa Claus who arrived in all his glamour and glory on a City Fire Truck. Children visited with Santa at the Farmers Market after the ceremony and received a free CLA gift.

“We cannot begin to thank all of our CLA member companies who stepped forward and sponsored one of our holiday events this year. Their generosity allowed us to produce the Tree Lighting Ceremony, the Holiday Parade, the Carriage Rides, and the Bologna Drop to help

make the holidays fun and exciting for our community,” said CLA President, Cheryl Batdorf. ❖



What Is Dropped On New Year's Eve and Where?

For the 18th year, CLA joined with the City of Lebanon, Weaver's/Kutztown Bologna/Godshall's Company and Rob and Craig Lowrie of Edward Jones to sponsor the Annual New Year's Eve Bologna Drop at 9th and Cumberland Streets. A record crowd was on hand to watch the 200 pound bologna drop from a very tall crane to the sounds of D.J. Rich's music.

CLA President, Cheryl Batdorf introduced Mayor Sherry Capello who thanked everyone for a safe 2014 and urged the crowd to show their pride in Lebanon in 2015.

After the famous drop, the bologna is donated by Godshall's to the Lebanon Rescue Mission and Agape Shelter. Godshall's also handed out bologna sticks to the audience to munch on after the stroke of midnight.

But what else is dropped on New Year's Eve and where? Smithsonian.com published the ten most unusual, most eye-catching items dropped to celebrate the arrival of 2015 (notice what/who made the list at the bottom):

- A Possum - Brasstown, North Carolina
- A Big Orange - Miami, Florida
- A Peach - Atlanta, Georgia
- A Watermelon - Vincennes, Indiana
- A Sardine/Maple Leaf - Eastport, Maine
- A Potato - Boise, Idaho
- A Shoe - Key West, Florida
- A Pinecone - Flagstaff, Arizona
- A Peep - Bethlehem, PA
- A Bologna - Lebanon, PA ❖



Holiday Parade - Big Hit, Again!



“The Woodland String Band loves coming to Lebanon for our parade and our famous Santa Climb,” said CLA President, Cheryl Batdorf who, along with Mayor Sherry Capello escorted Santa to the bottom step of the ladder for the long climb into the Market.



It was a cold, sunny day on November 22, 2014 for the Annual Lebanon County Holiday Parade. Cumberland Street from Lincoln Avenue to 9th Street was packed full of folks of all ages wrapped in big fluffy blankets and dogs wearing colorful sweaters to watch the hour and half parade.

Parade Committee Chairman, Jody DeWald thanked all the many volunteers who make this parade run so smoothly. “We love this CLA event,” said Jody. “We are already working on our 2015 parade,” Jody added.

After the parade, Santa Claus climbed a fire truck ladder into the top floor of the Lebanon Farmers Market to the sounds of the Woodland String Band and to the cheering crowd who crowded onto South 8th Street.



Parade Marshals - A Salute to First Responders:
 Drew Bixler - Fire Police Captain
 Bryan Smith - First Aid and Safety Patrol Chief
 Duane Trautman - City Fire Commissioner
 John Wilson - EMA Director
 Dan Wright - Chief of Police



Editor’s note from Diana Hartman: Riding in the Parade this year which is a tradition for the CLA Business Person of the Year, was by far, a highlight of my professional career and I cannot thank CLA enough for selecting me as 2014 CLA Business Person of the Year. My friend, Joe Wentzel drove me up Cumberland Street and it was such a thrill, I will surely never forget it. ❖



5,000 Colorful Eggs

The 2015 Easter Egg Scramble will be held on Saturday, March 28 (rain date April 4) at 10 a.m. on the playing field next to the YMCA on North Seventh Street.

The children will be divided into four age groups;
three and under,
four to five, six to seven,
and eight to ten.

Don't be late; by 10:20 the eggs will be gone. ❖



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We Are The Community of Lebanon Association

Our Vision Statement

For the Community of Lebanon to be a thriving place to live, work, shop, learn and do business.

Our Mission Statement

To serve as the leader in bringing together the collaborative strengths of our members and community to positively impact the business climate and enhance the quality of life for the Community of Lebanon.



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Meet Our Newest Members

Welcome 2014 New Members

Big Bold Ideas Coaching & Consulting LLC	Lebanon County Career & Technology Center
Bruno's Hoagies	Linden Village
Chef On The Go!	The Mansion at 5th
Diamond Toyota	The Medicine Shoppe
EARS, Inc.	North 5th Street Neighborhood Watch
Edward Jones, Myerstown - Steven Goodhue	Pennsylvania Precision Cast Parts, Inc.
Fox's Automotive	Reilly Wolfson Sheffey Schrum & Lundberg
Friends of Coleman Memorial Park	RSVP of the Capital Region, Inc.
Gage Personnel	Sava The Flava BBQ
Humane Society of Lebanon County	Sonrise PayMaster\$ LLC
Just Like Family Home Health Care	Jay Umble
Lebanon Community Theatre	VFW Post 23

2015 Promotions and Events

March 11	"State of the City" Luncheon
March 28	Easter Egg Scramble
(Rain date April 4)	
April 18	Spring Clean up (United Way Day of Caring)
May 2	Spring Crafts Festival
June 14	Flag Day Event (sponsored by Elks, LV Sertoma, Lincoln Republican Club and CLA)
JULY IS LEBANON PRIDE MONTH	
July 4	Fireworks at Coleman's Park (sponsored by the City of Lebanon)
July 18	Motorcycle Show
July 25-August 1	Lebanon Area Fair (coordinated by Lebanon Area Fair Board)
August 23	Classic Car Show
(Rain date August 30)	
September	Annual Awards Gala
September 26	8th Street Music Festival
November 20	Holiday Tree Lighting
November 21	Holiday Parade
(Rain date Nov. 28)	
December 4 and 11	Holiday Carriage Rides
December 31-Jan. 1	Edward Jones New Year's Eve Bologna Drop
(partnership with Godshall's Kutztown/Weaver's Bologna)	





Special Olympics Annual Dinner and Auction Benefit has been set for March 14 at 5:30 p.m. at St. Cecilia's Social Hall in Lebanon. The event features hors d'ouerves, a buffet dinner and beverages provided by **E&E Discount Beer Warehouse**. For reservations (\$25 per person, \$45 per couple or \$160 per table), contact Joan Sechrist or Jackie Gostomski at 272-1332 ext. 7 or lebcoso@comcast.net. ❖

Freeburn and Hamilton, the Personal Injury and Workers' Compensation Law Firm, recently moved its Lebanon office to 322 S. Eighth Street. The office was previously located at 242 S. Eighth Street. ❖

Dennis Shalters, **Shalters Insurance**, received Lebanon School District's Distinguished Alumni Award. ❖

Elmcroft of Lebanon, 800 Norman Drive, has been awarded a deficiency-free rating by the state Department of Public Welfare. This distinction is awarded to select communities that meet or exceed all state requirements during its annual state survey. ❖

Patrick Kerwin was appointed executive director of **The Lebanon Valley Expo Center and Fairgrounds** on November 1 after spending nine years as the executive director of the Pennsylvania Farm Show Complex and Expo Center. ❖

RE/MAX Cornerstone recently broke ground for a new office at 931 Russell Drive just off Quentin Road. The two-story, 6500-square-foot building will house several other offices. ❖

The **Philadelphia Woodland String Band** who marched and performed in our Holiday Parade and who already agreed to participate in our 2015 parade, tied for Third Place in this year's Mummer's Parade, String Band Division. Congratulations! ❖

APR Supply Co., a HVAC and plumbing wholesale distributor, recently won one of the industry's most prestigious awards. APR was named Affiliate of the Year by Affiliated Distributors, a buying cooperative group of which APR is a member. It annually recognizes and honors the distributors and suppliers that have excelled in several categories, including marketing, performance and leadership. ❖



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