COMMUNITY OF LEBANON ASSOCIATION
Strengthening Our Community, Together.

Communique

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Community of Lebanon Association Newsletter
www.lebanoncla.com

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Future Events:

Presidents' Day Cherry Pie
February 14 and 15

State of the City Luncheon
March 18

Spring Clean Up
April 18

2020 Officers

Standing L to R
Craig Gates - Treasurer
John Bower - President
Seated L to R
Emmily Longenecker - Vice President
Pam Shirk - Secretary

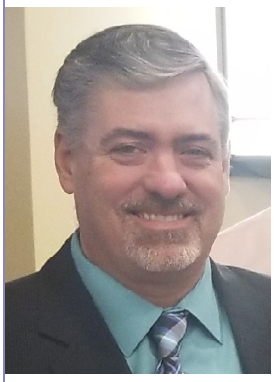
2020 Board of Directors

Cheryl Batdorf	Edward Jones
John Bower	Domino's
Greg Bracale	Bouquet Mulligan
	DeMaio Eye Professionals
Lori Brandt	Albright LIFE
Paul Copenhaver	WLBR/WQIC
Chris Firestine	TempForce
Laurie Funk	The Important Thing Cafe (Lebanon Farmers Market)
Craig Gates	Fulton Bank
Robin Getz	City of Lebanon
Karen Groh	Lebanon Valley Chamber of Commerce
Robert Hoffman	Beers + Hoffman Architecture
Emmily Longenecker	Team Longenecker - Iron Valley Real Estate
Ed Lynch	RLD Associates
Rodney Royer	LYLAB Technology Solutions, Inc.
Pam Shirk	Wrinkle & Boon
Kim Kreider Umble	Lebanon Family Health Services
Cornell Wilson	Making a Difference Lebanon, PA
Becky Woodhouse	Level Eleven Art Department
Jonathan Zinn	Zinn Insurance

Committee Chairpersons

Car and Motorcycle Show	John Bower
CBD Coordinating	Kim Kreider Umble
Government Relations	Jonathan Zinn
Holiday Events - Parade, Tree Lighting & Carriage Rides	Pam Shirk and Emmily Longenecker
Image & Beautification	Craig Gates
Membership & Visitation	Lori Brandt and Paul Copenhaver
Public Relations	Becky Woodhouse
The CLA 8th Street Music, Arts & Brew Fest	Cornell Wilson
Ways and Means	Emmily Longenecker

A Message From Our Community of Lebanon Association President



John Bower

This is a very exciting time in the Lebanon Valley. We have many great things heading our way. With many new businesses deciding that Lebanon is the place to be, the Community of Lebanon Association will be here to help them succeed. We are working on a member rewards program to help promote our members businesses. We have many volunteer opportunities available to the community.

This year we will be bringing you lots of opportunities to get out and get involved. We have many committees that work throughout the Lebanon community. We offer something for everyone, whether its helping with our Image and Beautification planting our flowers and planters downtown or helping with our Holiday events such as our Parade and Tree Lighting. In 2020 we will bring back some of our community favorites such as the Carriage Rides in Downtown and the Lebanon Car and Motorcycle Show.

We will also bring some new events to you this year. Our organization will be holding several fundraisers including the popular Purse Bingo we did last year.

We will be working very hard to strengthen our community partnerships this year to make Lebanon a thriving place to live, work, shop, learn and do business. ❖

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.

*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 thriving place to live, work, shop, learn, and do business.*

2020 OFFICERS

President	***John Bower***
Vice-President	***Emmily Longenecker***
Secretary	***Pam Shirk***
Treasurer	***Craig Gates***

2020 BOARD OF DIRECTORS

Cheryl Batdorf	*Paul Copenhaver*	*Craig Gates*	*Emmily Longenecker*	*Kim Kreider Umble*
John Bower	*Laurie Crawford*	*Robin Getz*	*Ed Lynch*	*Cornell Wilson*
Greg Bracale	*Chris Firestine*	*Karen Groh*	*Rodney Royer*	*Jonathan Zinn*
Lori Brandt	*Laurie Funk*	*Robert Hoffman*	*Pam Shirk*	

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

Cherry Pie Festival - February 14 and 15

Submitted by Cheryl Batdorf

Did you know? Presidents' Day never falls on the actual birthday of any American president. Four chief executives - George Washington, William Henry Harrison, Abraham Lincoln and Ronald Reagan - were born in February, but their birthdays all come either too early or late to coincide with Presidents' Day, which is always celebrated on the third Monday of February.

Presidents' Day is an American holiday and occurs Monday, February 17 this year. Originally established in 1885 in recognition of President George Washington, the holiday became popularly known as Presidents' Day after it was moved in 1971.[1]

We recognize our first President in many ways - on currency, Washington

Monument, statues, portraits, and this holiday. Also, in one of the more memorable memorials, Washington is carved into South Dakota's Mount Rushmore along with Presidents Lincoln, T. Roosevelt, and Jefferson. We still celebrate the holiday as Washington's birthday, but, widely, it has evolved into a day to celebrate all our past Presidents and the ways in which they shaped our country with vision and dignity.

Washington, one of our most beloved Founding Fathers, left us many lessons that still ring true 220 years after he left office, among them: "Observe good faith and justice towards all nations; cultivate peace and harmony with all." [2]

Of course, legend has it, Washington's favorite pie was cherry pie. Stop by the Lebanon Farmers Market on Friday, February 14 and Saturday February 15 to share a slice of history! Many of the vendors will also be celebrating with Cherry Specials throughout the Market.

Friday, February 14
9 am to 1 pm

Saturday, February 15
9 am to ? (usually around 12:30 pm)

$3.00/slice

New elected Senator Dave Arnold will serve pie from 9 to 11 am on Saturday. Come out and meet him! ❖

1 https://www.history.com/topics/holidays/presidents-day
2 https://www.southernliving.com/culture/what-is-presidents-day-george-washington

"State of the City" Luncheon

Presented by Lebanon City Mayor Sherry L. Capello
Wednesday, March 18, 2020
Hebron Catering and Events,
701 E.Walnut Street, Lebanon
12 Noon to 1 PM
(Buffet available at 11:30AM)

CLA Member - $25.00 per person
Non CLA Member - $35.00 per person

This Annual Luncheon for CLA members and the Community is your opportunity to hear directly from Mayor Capello about the opportunities and challenges facing our City of Lebanon. ❖

New Member Welcome Gifts

Each new CLA member receives a Welcome Bag. We would like your business represented in the Welcome Bag. If you have a promotional item or a discount for a service/product you would like to pass on to other CLA Members, please let us know. Email Lori Brandt at Lori.Brandt@AlbrightCare.org to coordinate pick up of 35 items. Also, if you would like your discount/value/promotion to be shared with all CLA Members, we can add it to our CLA Member Benefits Page. Looking forward to hearing from you! Thank you in advance for contributing to this great "Welcome" to our new members. ❖

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Flowers Are Growing

Submitted by Craig Gates

The Image and Beautification Committee is preparing for Spring! And this year being a leap year, Spring arrives a day early - March 19.

Stony Bridge Landscaping has already planted the hanging baskets so they will be ready for hanging outdoors in mid-May. Planning is under way for planting the barrels along Cumberland Street, 8th Street and 9th Street. This year Stoney Bridge will again be taking care of the watering and upkeep of the flowers.

A HUGE THANK YOU to the County of Lebanon for the $10,000 contribution to the purchase and maintenance of the downtown flowers this year! This is an annual budget item of $17,000 to the Community of Lebanon Association. This financial help ensures the continuation of this very visible program also supported by our member dollars. We thank the County Commissioners and appreciate their support to make Lebanon, our County seat, beautiful!

The Image and Beautification Committee will again be participating in the 2020 United Way Day of Caring on Saturday, April 18. We will be working with the Downtown Lebanon Main Street program in projects to improve our Downtown.

And believe it or not, we are already discussing Holiday decorations for the upcoming Holiday Season! ❖

Do we have your e-mail address?

The Community of Lebanon Association (CLA) is making changes to keep our members better informed through e-mail. But, if we do not have your e-mail address, we cannot communicate all the exciting information we have to share.

Sometime in the future, the quarterly printed newsletters will be replaced with monthly e-mailed updates; keeping you informed of the various committee's work, new members, important dates, important deadlines, etc.

If you have not been receiving e-mails from the CLA or you would like some or all of your employees with e-mail addresses to receive this information, please send the name and e-mail address to cla.jeannie@verizon.net and we will add them to the e-mail data base. We would like to share this information with as many people as possible. ❖

Advertising Opportunities

The Community of Lebanon Association (CLA) provides a number of benefits to our members. Included with these benefits are numerous advertising opportunities.

1. The Membership Directory which Kapp Advertising produces for the CLA. The 2020 directory will be mailed and placed on our website, lebanoncla.com, within the next two weeks. The CLA incurs no costs and receives no income from this publication, but CLA members do receive a FREE listing containing member business information.

2. Full page event advertising in the Lebanon Merchandiser - Cherry Pie, Car & Motorcycle Show, The CLA 8th Street Music, Arts and Brew Fest, and the Holiday Events. If all the small ads surrounding the full page event information are sold, the CLA will not need to purchase a much smaller ad to promote the event. Contact your Merchandiser ad representative for details.

3. Advertising opportunities in the quarterly newsletter (February, May, August and November). An ad can be placed on the back page (see page 8 for rates) or an 8.5" x 11" insert can be mailed with the newsletter for $125. You will need to supply 350 copies. Contact Jeannie Mason at cla.jeannie@verizon.net for details.

4. Opportunities for members to advertise on our website and Facebook page are being planned. ❖

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2019 Holiday Events

Submitted by Pam Shirk

This year's holiday events were as exciting as ever. We kicked things off Friday night November 22 with our annual **Tree Lighting** in the parking lot of 9th and Cumberland Streets. This year we had a DJ, face painting, coffee and other fun activities for the families! Of course, Santa came and lit the lights on the tree and saw kiddos at the Market afterwards! Special thank you to Laurie Crawford for her hard work planning and executing all the family fun. Thank you also to all the other many volunteers.

Face painting at the Tree Lighting

The **Holdiay Parade** followed this event Saturday afternoon. We were ecstatic this year as we were able to obtain some helium which gave us the ability to bring more balloons this year. Major Kathleen Fabrizi was our Parade Marshal! This was the last year for the Hershey Kissmobile as it is retiring. I think a great time was had by all.

Holiday Parade Winners:
Best in Walking - Hoof N Horns 4H Horse & Pony Club

Best in Fire Apparatus - Neversink Fire Company

Best in Dance - Jonestown Dance

First Place Float - School Nutrition Group

Second Place Float - Saddle-up 4H Club

Third Place Float - Heart of Christ Church

We ended the events with our First Friday **carriage rides**. It is always a cool and fun event for people to check out the lights and decorations in downtown Lebanon in a very unique way. We had two carriages scheduled for the two weekends. Unfortunately, this year the weather did not cooperate with our second carriage ride date.

As always, we could not do this without you, our dedicated sponsors and volunteers. It takes a village and you all are that village; so THANK YOU for this year! ❖

One of the wagons used for Carriage Rides

Save the Date!

The CLA is excited to announce that we will be bringing The CLA 8th Street Music, Art and Brew Fest to Downtown Lebanon on September 19. We will have great music, art, dancing, food and Brew.

For more information, sponsorships or volunteering opportunities, contact The CLA 8th Street Music, Art and Brew Fest Committee at 717-679-1509 or Cornellwilson01@gmail.com. ❖

New Members Joining in 2019

Assurance Screening and Solutions LLC
BenefitWorks, Inc.
Bering Real Estate Co.
Dan Bost
Brick Property Services
Cedar Haven Healthcare Center
DiNunzio's Authentic Italian Hoagie
Edward Jones - Willie Sawyers III
Tony Fields
Grade A Haul-Away
Herbology
Lebanon Valley Community Tennis Assoc.
Luchabaugh of Lebanon Valley Ltd.
Marco Technologies
Rita Myer
M. Nazeeri MD PC
RE/MAX of Lebanon County - Jerry Gostomski
Seniors Helping Seniors
Stachowicz Dental Studio
TD Mills Promotional Products
Time to Think LLC
Tri-Valley Contractors
Wrinkle & Boon
Yocum & Company
Zen Cat Creatives

Thank You to All Our 2019 Sponsors

We wouldn't be able to do all that we do without you. For 2020 we are offering yearlong sponsorships for recognition at all our Community of Lebanon Association events. If you would like to talk more about the sponsorship opportunities available contact Emmily Longenecker at emmily@teamlongenecker.com.

AAA
Albright Life
Arthur Funk & Sons
Bouquet Mulligan DeMaio
Buzgon Davis Law Offices
Wayne Carey
Carolyn Pete
County Commissioners
Destination Lebanon Valley`
Domino's
Ebersole Honda Buick GMC Hyundai
Edward Jones - Cheryl Batdorf
Edward Jones - Rob Lowrie
First Citizens Community Bank
Fulton Bank
Garcia Garman & Shea, PC
Godshall's Quality Meats
Harry Fenton, Attorney
Herbology
Hershey Palmyra Sertoma
Jonestown Bank & Trust Co.
Ladd Hanford
Laurie Funk
Lebanon Federal Credit Union
Lebanon Picture Frame & Fine Art
Lebanon Transit
Living Waters Chapel
Melnick, Moffitt & Mesaros ENT
Members 1st Federal Credit Union
Met-Ed, A First Energy Company
Porterfield-Scheid Funeral Directors & Creamation Services
Reilly Wolfson
Robert Phillips State Farm
Spang Crest/Luthercare
Steckbeck Engineering
TempForce
WellSpan Good Samaritan Hospital
Wertz Orthodontics
White's Harley-Davidson
Woodland Contractors
Wrinkle & Boon
Zinn Insurance

2020 CLA Events Calendar

February 14 and 15	Presidents' Day Cherry Pie
March 18	"State of the City" Luncheon - Hebron Banquet Hall
April 18	Spring Clean up (United Way Day of Caring)
July 4	Fireworks at Coleman Park (sponsored by the City of Lebanon)
August 16	Car and Motorcycle Show
(Rain date Aug. 23)	
September 19	The CLA 8th Street Music, Arts & Brew Fest
October 26	Awards Celebration
November 20	Holiday Tree Lighting
November 21	Holiday Parade
(Rain date Nov. 28)	
December 4 and 11	Holiday Carriage Rides

2020 PARKING METER HOLIDAYS

New Year's Day	Wednesday, January 1
Martin Luther King Jr.'s Birthday	Monday, January 20
Presidents' Day	Monday, February 17
Memorial Day	Monday, May 25
Independence Day	Saturday, July 4
Labor Day	Monday, September 7
Columbus Day	Monday, October 12
Veterans' Day	Wednesday, November 11
Thanksgiving Day	Thursday, November 26
Christmas Day	Friday, December 25

Except for the above holidays,
parking meters require payment Monday through Saturday 9 am to 5 pm.

The Chamber Announces Professional Development Program

Regional companies have often stated that training to get new managers upskilled would be beneficial as they don't always have the time and resources to do it in-house. In response to these requests, The Lebanon Valley Chamber of Commerce is offering its highly regarded Professional Development Series beginning March 6. This program is for employees ready to move or already in management positions, and individuals looking to develop skills that can advance their careers.

The Professional Development Series is a 10-hour course. Each session is 2 1/2 hours and participants meet once a week for workshops presented by business professionals. Topics include: Understanding Temperaments, Workplace Ethics, Managing Staff, and Becoming Part of the Company Team.

Feedback has been great from companies investing in their staff and employees feel empowered with the skills to perform better. "The Chamber's Professional Development Series is a necessary investment to our employees and company. Our supervisors came back from each class with a renewed sense of enthusiasm and a greater perspective on the business world. The presenters really impressed my team and I look forward to sending another group for the next class!" Jenn Thompson, VFC.

For more information, please contact the Chamber at 717-273-3727. ❖

News Brewing

Christman's Funeral Home was recently recognized by Google as a Veteran-Led Organization and also received a Certificate of Achievement plaque from Indiantown Gap National Cemetery, recognizing the business.

Gregory Vaitl, Christman's owner and director, commented, "We've taken pride in our expertise in serving military families in Lebanon County for many years. It was a nice surprise that a company like Google would be aware of our efforts."

"We have a strong working relationship with the staff at Indiantown Gap National Cemetery. It eases the burden on families when we can handle all the arrangements for them, including military honors and a flag. Our heroes deserve the Perfect Farewell." ❖

The Myerstown Vitality Partnership (MVP), recently received official IRS status as a non-profit, 501(c)3 organization, retroactive to December 2, 2019. With IRS recognition, MVP can now move forward with soliciting contributions to implement its plans for revitalization of Myerstown.

MVP Board Chair Steven Goodhue stated "We have a common goal of seeing Myerstown leverage its great heritage and history and become a community that continues to make us all proud. We have some exciting plans in the works that we hope to announce in the very near future." ❖

Harry W. Fenton

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4 issues $37.50/space

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