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Future Events:

- Virtual Holiday Parade**
November 21
10:00 am
- Virtual Tree Lighting**
December 4
6:00 pm
- Carriage Rides**
Canceled
- Presidents' Day
Cherry Pie at the
Market**
February 12 & 13

The Show Must Go On - - Virtually!



Holiday Parade

We invite you to the Community of Lebanon Association's 44th Holiday Parade to be presented virtually on November 21st at 10 am. The Lebanon Holiday Parade is one of our biggest and best attended events of the year with over 5,000 spectators who brave the winter weather to watch and enjoy one of the few community parades left in the region. This year, however, our audience will be ensconced in their warm family rooms watching from their TV or other electronic device!

Tree Lighting

The Community of Lebanon Association is excited for the upcoming Holiday Season! A sure sign of the holidays is the beautiful Christmas tree that is placed at the corner of 9th and Cumberland Streets in Downtown Lebanon. Look for the tree to be put up at the end of November and then plan to join us in lighting the tree on Friday, December 4th. This year's tree lighting will take place in conjunction with Downtown Lebanon's First Friday celebration which is held 5 to 8 pm every first Friday of the month.

To limit public gathering and encourage social distancing we will be hosting our Tree Lighting

Our nation might be in a state of social distancing, but that won't hold back our Lebanon Community from continuing many of our holiday traditions! We are looking forward to again bringing back some crowd favorites including local bands, helium balloons, fire trucks, candy for the kids and of course, Santa!



Thank you to our sponsors, Spang Crest, Fulton Bank, Lebanon Family Health Services, Garcia Garman & Shea, PC, Members 1st Federal Credit Union, Godshall's Quality Meats, Lebanon Federal Credit Union, First Citizens Community Bank and WellSpan Good Samaritan Hospital. ❖

festivities virtually 6 to 7 pm that evening. The virtual program will include holiday music, an interview with Santa, and Mayor Sherry Capello "flipping the switch" around 6:45 pm. Visit our website (lebanoncla.com) or follow us on Facebook (CommunityOfLebanonAssociation) for links to the virtual event.



A Message From Our Community of Lebanon Association President



John Bower

With the colder weather settling in, we start to brace for the winter season. The Holidays bring tremendous opportunities for all of us. Many cannot wait to gather with family and friends and celebrate together.

The CLA is working hard to help bring some activities to Lebanon to give us something to do for the Holidays. We are working on a virtual Parade with Master of Ceremonies Laura LeBeau from our very own "On Air with Laura LeBeau". We are also working on a virtual tree lighting brought to you by our own Emmily Longenecker. Our Image and Beatification committee is working on our downtown decorations. Greg Bracale has been able to secure lit holiday wreaths for us this year. Be on the lookout for those.

I would like to extend a huge THANK YOU to Board member John Tice, our "Virtual Streaming" expert. He has volunteered many hours live streaming events such as the Annual Awards

Celebration, the planter cleanup and hanging of the wreaths. He will spend many more hours live streaming the Holiday Parade and Tree Lighting.

If you missed the live stream, the events are available to view on facebook.com/CommunityOfLebanonAssociation.

Remember there are a lot of specialty shops downtown to help with those Christmas gifts. For example, have you checked out **Wrinkle and Boon**? They have a lot of specialty and handmade gifts for that hard to shop for person. While you are there, grab a cup of local coffee or one of their many specialty drinks. Remember to say hi to Cass.

Stop in at the **Lebanon Farmers Market** and grab some candy for the kids this season at **Candy-Rama**. It is always a treat to see what crazy outfit Wayne will be wearing. Go across the isle to **Keener Poultry** to pick out your Holiday bird. Grab a cup of "Joe" on your way out at

The Important Thing Cafe. Make sure to say hey to Laurie.

For the music lovers in you family we have **Loser's Music**. They have one of the largest selections of music in the area. Up the street we have **Lebanon Picture Frame & Fine Art Gallery**. Owner Melody Vincent won this year's Community of Lebanon Association's Business Person of the Year award. Tell Mel we sent you.

With all that shopping you will need a cold brew and/or a bite to eat. Visit **Snitz Creek Brewery** to enjoy a great craft beer and some wonderful pub food.

There are too many shops to list in this article; so get out your CLA Membership Directory and see everything Lebanon has to offer this Holiday Season.

Happy Holidays from the CLA! ❖

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	John Tice
John Bower	Laurie Crawford	Robin Getz	Ed Lynch	Kim Kreider Umble
Greg Bracale	Chris Firestine	Karen Groh	Rodney Royer	Cornell Wilson
Lori Brandt	Laurie Funk	Robert Hoffman	Pam Shirk	Jonathan Zinn

If you have any information to include in this publication or any comments, contact the CLA office at 717-273-7215 or cla@lebanoncla.com



Annual Awards Celebration

On October 20, the CLA rolled out the red carpet to present the Merritt Marks Business Person of the Year Award and the Lester Leffler Volunteer Award virtually.

Melody Vincent of Lebanon Picture Frame and Fine Art was the recipient of the 2020 Business Person of the Year Award.



Steven Goodhue, Edward Jones, 2019 Business Person of the Year, presented the award to Melody.

Mel has been part of the Lebanon landscape for almost 20 years. She started out struggling on the third floor of the Lebanon Farmers Market and found new life when she moved to a first-floor space on 8th Street. She started to build a nice clientele in that location, then came some bad luck with the building that forced her to move to her current location on Cumberland Street where she has been thriving for a couple of years.

Mel has always featured artists and crafts people from

the region in her gallery. She is a true supporter of the arts in Lebanon County. She has participated in the First Friday Art Walk program since its inception.

Mel has supported many Community of Lebanon Association projects. She has been instrumental in the Art Auction for Lebanon Family Health Services and Tom Gerhart's Sports Memorabilia Auction for many years. Mel also served on the Board of Visit Lebanon Valley.

She is one of the many unsung heroes who work hard every day to make our community a better and brighter place and is truly deserving of this award—Business Person of the Year 2020.

The Lester Leffler Volunteer Award winner, chosen by the CLA President, is Jeff Shirk.



Jeff selflessly contributes his time and resources to improve the Lebanon Community. He quietly appears at all CLA cleanup efforts and you will find him at many of the CLA

events in the background doing whatever needs to be done. From picking up trash to making the chicken for our Chicken BBQ fundraiser, Jeff is a ready volunteer.

Volunteerism cannot be overestimated as all efforts lead to support of the larger Lebanon community. We offer our heartfelt congratulations and recognition to Jeff Shirk.

The winners received congratulations virtually from State Representative Frank Ryan on behalf of himself and State Representative Russ Diamond, County Commissioner Jo Ellen Litz and Tom Gerhart. Remarks were also made by Mayor Sherry Capello, Karen Groh, Lebanon Valley Chamber of Commerce, Amy Kopecky, Main Street Manager, Kim Kreider Umble, Lebanon Family Health Services and Craig Gates, CLA Image & Beautification committee chair.

John Bower, CLA President, thanked our Annual Sponsors, Spang Crest, Fulton Bank and Lebanon Family Health Services and event sponsors Cheryl Batdorf, Edward Jones, Garcia Garman & Shea, PC and Domino's.

If you missed the first run of the event, it can be found on CLA's Facebook page, CommunityOfLebanon Association. ❖



Image & Beautification

Submitted by Craig Gates, I & B Committee Chair

The Image and Beautification Committee has been very busy the summer. After planting all the planters in May, we held three weed cleanups this summer. A crew of dedicated volunteers brought their weed wackers, blowers, gloves and trash bags and cleaned up along Cumberland Street. It is amazing how quickly the weeds grow amongst the bricks and pavement between cleanups!

The hanging baskets and flower planters looked spectacular this year, don't you agree?! The canna plants added a dramatic touch.



Many thanks to the Lebanon County Commissioners for their generous donation to help with the cost of the flowers and their maintenance AND to you our members. Through your membership dues and donations you helped make our downtown very colorful this year. A big shout out to Stony Bridge Landscaping who waters and cares for the flowers all season long.

Alas with the beginning of fall it was time to cut down the cannas and clean out the plants as they have lost their color. Again, a crew of energetic volunteers showed up bright and early on a recent Saturday morning and cleaned out all of the planters. Four pickup truck loads were taken to the green waste center for composting. If you missed the live stream of the event, it can be found on CLA's Facebook page - CommunityOfLebanonAssociation.

And the winner of our Image & Beautification Award is... Emmily and Brad Longenecker of Iron Valley Real Estate for the attractive improvements made to their building at 835 Cumberland Street in Downtown Lebanon. A substantial investment was made in new storefront windows and a new color scheme for the building . . . another example in pride of ownership. Congratulations to Emmily and Brad!

Another Award presented is the Golden Broom Award. This award is presented to an individual who goes above and beyond in doing their part beautifying Downtown. Chuck Wertz is the winner of the Golden Broom Award. On his own, in his spare time, he planted and mulched some parking lot plots into green spaces. We are looking forward to this spring to see his new plants come to life. Thank you Chuck! ❖

Membership

Submitted by Lori Brandt and Paul Copenhaver, Membership Committee Co-Chairs

Thank you for your commitment to the Community of Lebanon Association. As you may know, your 2021 dues have been sent out. We know 2020 was a very different year; we hope you can continue supporting the CLA with your membership dues. This is our main revenue stream for everything this volunteer Board accomplishes on an annual basis.

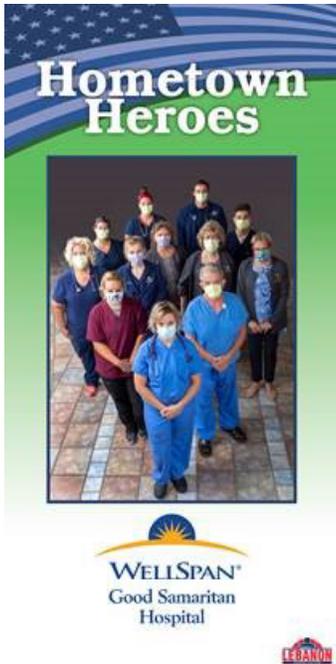
Our annual Membership Directory, printed in full color by Kapp Advertising, produces a great resource to contact your fellow

members and get your word out about what you do. The 2021 directory will be distributed in February. Making sure you pay your dues now will confirm a spot to include your business in the new directory.

So please help us prepare for 2021 so we can continue to carry on the same traditions and hopefully add some new ones. Our commitment to our members remains strong and we want you to continue being a vital part of the Community Of Lebanon Association. ❖



Hometown Hero Banners



In the next few weeks, we will be installing our new edition of the Hometown Heroes Banners. Each banner is 30" x 60".

We are paying tribute to all of our great heroes who continue to work hard on the front lines during this pandemic. The banner program is open to anyone who is working hard to keep us safe; from doctors and nurses to first responders to stock personnel and truck drivers.

We are continuing to take orders for this project. The cost is \$210 per banner. Contact the CLA office for more information at cla@lebanoncla.com or place an order on our website, lebanoncla.com. ❖

New Holiday Wreaths

The Downtown will soon come alive with the new holiday decorations.

The Community of Lebanon Association purchased 16 new 36" Holiday wreaths for the Victorian Lamp posts. The Mayor's office will be providing red lights to wrap all the lamps posts. It should be a festive look all season long.

Each wreath will have a sponsor greeting attached to the pole. We thank all of our great sponsors. This program sold out in less than two weeks! ❖



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.



Message From the Office of the Mayor

Submitted by Mayor Sherry Capello and Kim Kreider Umble

For the past five years, the City and its community partners have worked on achieving the goals prioritized in the City's economic development plan. The "Grow Lebanon 2020 Plan" is a plan of action. Throughout the creation process, stakeholders endeavored to identify specific areas to focus the attention and resources of the City, businesses and the residency at large for meaningful change. Some of the key priorities were identified as:

1. Leverage the Central Business District as a Catalyst for Citywide Economic Development.

Any city is only as strong as its core. The downtown represents the heartbeat of the city. One of the first steps was to establish a Business Improvement District in 2016. Positive movement was obtained through the establishment of the BID and the Main Street Designation (*Downtown Lebanon*). Unfortunately, the BID, which is the funding mechanism for *Downtown Lebanon* was challenged and declared invalid. This unfortunate decision stalled the momentum of the revitalization efforts. Add COVID into the mix and almost everything has come to a halt. The City will consider reestablishing the BID in the near future when businesses have had more time to recover. In the meantime, *Downtown Lebanon* continues to market, promote and support the downtown stakeholders.

Ensuring a safe, vibrant and well-maintained Central Business District is a priority. *Downtown Lebanon* has implemented a strategy for the various business sectors in the downtown and has primary responsibility for the marketing and promotion of the downtown. Lighting and security were improved through LED upgrades and the installation of eight security cameras. Numerous events and promotions like Burger Week, Beach Day, Ghost Tours, MakersFest and Eggstravaganza were held to engage residents and visitors. It is well known that people feel safe when others around are engaged in acceptable behaviors- attending festivals, shopping and dining.

2. Develop an Educational & Marketing Campaign to Address the Perception of Crime within the City.

Serious crime in Lebanon City is 42% lower than two decades ago. Lebanon City is safer. Clearance rates are an indicator of how departments measure their ability to solve crime. The department exceeded the national average in all Part 1 crime statistical reporting groups. That is admirable. The City will continue to build general confidence in the residency base at large.

3. Create a Real Estate Development Strategy to Expand Housing Options.

In partnership with the Housing Authority, the City

was able to establish a land bank to secure blighted properties, convert them into owner-occupied housing and improve neighborhoods. Also our appreciation rates are so strong that despite a nationwide downturn in the housing market, Lebanon real estate has continued to appreciate in value faster than most communities. Our rate continues to be some of the highest in America, at 8%, which is higher than 95% of the cities and towns in the nation.

4. Address the Talent Gap Through Workforce Development.

LVEDC has taken the lead on this priority and has held summits and met with different industry sectors to identify the challenges we need to address like better transportation, affordable child care and elder care, criminal history impacts, drug abuse, culture, skills gap and wages.

Continued on Page 7

The Show Must Go On (Continued from Page 1)

The Main Street program is collecting questions for Santa's interview. Download a copy of the Santa Letterhead at downtownlebanon.com/questionsforsanta. Write your question to Santa for a chance to have your question answered by Santa himself during his interview the night of the tree lighting. Submit your question to info@downtownlebanon.com.

We would also like to take this opportunity to **thank our 2020 Tree Lighting sponsors**, Spang Crest, Fulton Bank, Lebanon Family Health Services, Garcia Garman & Shea, PC and Met-Ed. As well as our Tree sponsors who made

purchasing our beautiful tree possible - main sponsors LYLAB Technology Solutions and Met-Ed, and Branch Sponsors, Godshall's Quality Meats, Sonrise TagsAndTax, Craig Gates, Domino's, Garcia Garman & Shea, PC, Harry Fenton Lawyer, Albright LIFE, Spang Crest, E&E Metal Fab, Ames Sales & Services, Barb Charles, Marianne Bartley, Lebanon Federal Credit Union, Lebanon County Bar Association, Visit Lebanon Valley, Weidle Sanitation and Donna Long Brightbill.

We look forward to visiting with you virtually at our 2020 Tree Lighting and continuing the traditions of our community. ❖



Happy Holidays!

From the Mayor's Office (Continued from Page 6)

5. Encourage Small Business Presence & Operations in the City.

In partnership with the Chamber and SCORE, the City established an Entrepreneurial Center. The Pitch, similar to Shark Tank was cancelled this year due to COVID, but we look forward to planning this event for next year. It is important that we encourage and facilitate new business start-ups and create a welcoming environment and reduce barriers. Also the City will work with SCORE and Juntos de Lebanon to assist in better serving the growing number of Hispanic businesses in the City.

6. Leverage & Support Bicycling for Regional Tourism, Transportation & Economic Development.

The plan encourages the City

to foster and support the implementation of biking related facilities, infrastructure, marketing and signage to create a biker-friendly tourism destination. In partnership with the BID and American Heart Association, a Bicycle Fix-It Station was installed at the City's parking lot behind the Farmers Market. Also in partnership with SAMBA and the Community Health Council, a bicycle playground was constructed at Coleman Memorial Park. Since its dedication just a couple weeks ago, families from other counties have visited the facility and the estimated "spill over" effect should positively assist in boosting the local economy.

The City established numerous partnerships over

the last five years to bring this plan to life! We would not have obtained the success we have had without these partners and for that we thank them. The City will consider adopting a mini-update to the plan next year so we may have a blueprint in place as we continue to build on the growth we have experienced. We are fortunate to have so many caring individuals and organizations like the Community of Lebanon Association who serve our City and community faithfully in so many ways. You bring the beauty to life. You are the raindrops and the warming rays of the sun. These are the necessities for our seedling called, Lebanon. Together- we have made Lebanon- The Place to Grow! ❖



Community Groups Remind Us to Shop Local

It is always good to remind ourselves of the great businesses in Lebanon County. Sometimes it helps to have others share what they love for us to discover even more local hidden gems.

To keep as much of our holiday shopping local and not online, the Lebanon Valley Chamber of Commerce Women in Business Committee, created a public

Facebook Group called “Shop Local Lebanon”. This page quickly became a collaboration including the Chamber, Downtown Lebanon, Visit Lebanon Valley, and the Community of Lebanon Association. Together, our message is clear, if you can, remember to visit our local retailers and providers.

We are encouraging anyone on Facebook to join the group

and share your positive shopping experiences, your favorite places or products, or a comment about a great customer service experience.

It is a difficult time for so many, let’s make sure to spend our local dollars with local companies – because it is not always about saving a buck or two, it is about keeping your friends and neighbors employed and in business. #ShopLocalLebanon ❖

Lebanon County CARES Grants Help Hundreds of Businesses

Submitted by Karen Groh, LV Chamber of Commerce President/CEO

In August, Lebanon County received \$12.8 million dollars to be used only in Lebanon County by December 30. This money came from the Federal CARES Act and trickled down to the state and then each county. Over 9 million dollars of these funds were allocated as grants for business, non-profits and tourism and did not need to be paid back. A small team of community leaders, including me, created an

application and scoring rubric that would best determine businesses and non-profits with the greatest need. During round one of grant applications almost 300 businesses applied. We were excited that 202 businesses received a portion of \$5.6 million dollars. In round two, we received another 300 applications that are still under review with about \$3.5 million available.

Meet Our Newest Member

Empower the Mind LLC

746 Cumberland Street
Lebanon, PA 17042
717-730-4263
Martha Thompson
drmartha@empowerthemind.org
www.empowerthemind.org

There are two amazing lessons I learned by being an integral part of this process. One – I’m so proud of the hundreds of businesses in our community doing incredible work locally and internationally. Two – we have deep entrepreneurial spirit in our county, and they need our help. They have worked hard to build their business and are doing their best to survive. Remember to #ShopLocal. ❖

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BEER & WINE TO-GO

Making A Difference of Lebanon, PA is hosting our 3rd annual Community Christmas Meal. This is open to anyone on Christmas day if they need a meal. This year it will be Take-out only. It will be first come first serve. The menu will be turkey, ham, stuffing, vegetables, rolls, desserts and drinks. If you have any questions or want to make a donation, call Cornell at 717-679-1509.

Community Christmas Meal

**Christmas Day
Friday, December 25
12:00pm to 1:15pm**

**Lebanon County Christian
Ministries (LCCM)
250 S. 7th Street, Lebanon, PA**

**FREE
Everyone is welcome!**



Sponsored by
Making A Difference
of Lebanon, PA &
Lebanon Federal
Credit Union





Prevent sexual violence. Promote healing.

SARCC: Healing is at the center of what we do

SARCC's mission is to prevent sexual violence and promote healing for those impacted. A CLA member organization for many years, the agency provides no-cost, confidential crisis counseling and intervention to survivors of sexual violence and their friends and family members 24 hours a day, including hotline support, counseling, therapy, advocacy, and accompaniment. They have provided sexual assault services in Lebanon County since 1983. Their services emphasize the importance of meeting the client where they are to facilitate connection to healing and supportive services.

Sexual violence is a common and widespread issue, and its impacts in our community are far-reaching. The good news is that healing is possible. Each day, survivors use SARCC services to assist in their healing journey. One of these survivors has shared her story below. Her story is one of many stories of creativity, bravery, and strength in healing.

Prior to accessing support from SARCC, I was struggling to cope with a retraumatization of childhood trauma after an unprofessional and inept gynecological exam. I tried to cope with the support of my primary therapist and my acupuncturist. It just wasn't enough. My mind, body, and spirit were in a state of shock for a couple of months before I accepted the need for additional mental health support from a sexual trauma specialist.

During my initial recovery period, I was not sleeping well, I felt dirty, I felt a sense of shame about my female body, I was easily irritated, I had a hard time concentrating at work, I was even suicidal. A friend referred me to SARCC specialist and a somatic therapist as well. Due to feeling so overwhelmed by all my troubling feelings, I chose to take FMLA so that I could focus on my therapy boot camp.

Upon meeting with SARCC, I was readily put at ease to know that it was up to me what I wanted to share-when and/or how much. I felt seen and heard in ways I hadn't experienced before. My counselor helped to explain the impact of trauma on one's mind and body with the use of visual aids. She validated my experiences and feelings from my past and the present. With an optimistic outlook, she encouraged me to not blame myself and to be more gentle and accepting of myself. With an affinity for art, my counselor welcomed the chance to thoroughly examine my creative art process and the final image itself. This practice met my interests due to being an artist and journal writer. We would ponder the various images and writings in order to generate additional questions and observations to promote my self-awareness and healing. In addition to these, we delved into accepting all feelings, reparenting myself, and strengthening my resilience. We are currently addressing issues of sex and sexuality.



Inner child



Depiction of self

Continued on the back

