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Future Events:

Car and Motorcycle Show

August 15
12 N to 4 PM
(Rain date August 22)

Music, Art, and Brew Fest

September 18
12 N to 6 PM

Awards Celebration
October Date TBD

Holiday Tree Lighting
November 19

Holiday Parade
November 20
11:00 AM

Carriage Rides
December 3 and 10
5:00 to 7:30 PM

Car and Motorcycle Show

Submitted by John Bower, Committee Chair

Well we made it. Just a few days to go until the 2021 CLA Car and Motorcycle show in beautiful downtown Lebanon. This year's show will be held on August 15th from noon until 4PM. I have ordered good weather and for one, am personally excited to see all of you in person this year. It's hard to believe the last time we got together to check out all the cool rides was in 2019. That seems like a decade ago.

This year's show will be coming back in style. We are happy to have the band Cheyenne performing this year. They will be jamming in front of HACC which is now the new City offices. We will also feature Food trucks which will be lined on the North side of Cumberland Street from 6th Street to 7th Street and will feature some of your favorite foods. We will have Robin's Ice, Hresko's BBQ, Island

Thyme and Bricker's Fries to name a few.

Mayor Sherry Capello will be awarding the Mayor's Choice Award to a car owner and a motorcycle owner. Show sponsors, Porterfield-Scheid Funeral Directors and Cremation Services, Ladd Hanford Auto Group, Domino's, and CLA will choose their Best of Show and present the owner with a trophy. Motorcycle trophies sponsored by Robert Phillips State Farm and White's Harley-Davidson will be given for Best Paint, Most Original, and Best Chrome.

The preregistered vehicles will be on the South side of Cumberland Street. All non preregistered vehicles will be parked on the north side. Motorcycles will enter on South 8th Street and park by the new City offices. We will have T shirts for sale at the CLA booth located



on the NW corner of 7th and Cumberland Streets. Check the CLA website for updates on the show. See you all downtown, get those awesome rides ready. ❖

A Message From Our Community of Lebanon Association President



John Bower

I am so inspired by the advancements we are making in Lebanon. We are seeing progress everywhere we look. With the Walnut Street paving completed and the flowers blooming everywhere, how can you not be inspired? It feels like we are getting back to normal, only better. We have all been touched by the lack of human interaction and no longer take it for granted. We have spent time with our families and grown closer to them,

building the family structure. We understand how valuable our time is and if we are going to spend our time doing something away from our family then it needs to be worth doing.

This is where the CLA shines. We have so many opportunities for you to help your community, from helping with Image and Beatification to helping put together events downtown; we have something for everyone. There is no better

way to be directly involved than with an organization that brings events to the downtown. We bring people to business through our connections. Come be a part of a successful organization. ❖

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.

2021 OFFICERS

<i>President</i>	<i>John Bower</i>
<i>Vice-President</i>	<i>Greg Bracale</i>
<i>Secretary</i>	<i>Cheryl Batdorf</i>
<i>Treasurer</i>	<i>Craig Gates</i>

2021 BOARD OF DIRECTORS

<i>Cheryl Batdorf</i>	<i>Paul Copenhaver</i>	<i>Robert Hoffman</i>	<i>Kim Kreider Umble</i>
<i>John Bower</i>	<i>Craig Gates</i>	<i>Allen Phillips</i>	<i>Cornell Wilson</i>
<i>Greg Bracale</i>	<i>Robin Getz</i>	<i>John Tice</i>	<i>Jonathan Zinn</i>
<i>Lori Brandt</i>	<i>Karen Groh</i>		



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

Music, Art, and Brew Fest

Submitted by Cornell Wilson, Committee Chair

We are excited to announce that UPMC along with the CLA will be the grand sponsors of this year's 8th Street Music and Arts Festival. We are also excited to be introducing new attractions, such as art vendors, new businesses in the beer garden, and new food vendors.

The event will be held Saturday, September 18th from 12pm to 6pm on South Eighth Street between Cumberland and Chestnut Streets. The focus of the festival has always been and will be the music!

We will be featuring five bands on the Main Stage and several solo artists on the side stage. These are popular local groups who actively and regularly play mixes of Rock and Roll, R&B, Jazz, Top 40 and more, throughout our Region. We are pleased to announce our featured bands: Vertigo Vibe, The Mendez

Brothers, Cheyenne, Spiked Cherry's and Michael Kitchen and Friends. A band schedule will be posted on the website, lebanoncla.com, at a later date.

This year we are expanding the festivities by showcasing some local artists who will be showing and selling their works. And what would a festival be without a Beer Garden? That tradition will continue and we have a few other surprises in store.

We would like to give our many thanks to our main Stage Sponsors: Making A Difference of Lebanon, PA and Curaleaf.

It is not too late to be a part of this great event. If you would like to be a sponsor, art vendor or volunteer, please contact Cornell Wilson at cornellwilson01@gmail.com or 717-679-1509. ❖

Bursting With Color

Submitted by Craig Gates, Image & Beautification Committee Chair

The flowers are in full bloom thanks to the hard work of our Image and Beautification volunteers and financial donors. They are the ones that make this happen! We have received many compliments this year and are grateful for all that take notice. This is a \$17,000 investment in purchasing and watering the plants – paid for by your membership dues, generous donations from individuals and businesses, and also the Lebanon County

Commissioners. **THANK YOU!** If you would like to help with a donation, please send a check payable to CLA, PO Box 286, Lebanon, PA 17042 and indicate "Flower donation".



Thank you to Stony Bridge Landscaping for taking care of the flowers all summer long; mornings and weekends, watering and fertilizing . . . they are providing the expert care needed to provide the explosion of color Downtown! ❖



Board Member Highlights

Submitted by John Bower, CLA President

Craig Gates

We are continuing with our series on meeting the board. This edition is featuring Craig Gates. Craig is our longest serving active member of the board. He is the Chair of the Image and Beatification Committee and spends countless hours serving that committee. When you are downtown you cannot miss the incredible flowers in the hanging baskets and planters. Every year Craig and his committee coordinate this project with Stony Bridge Landscaping. Downtown “weed detail” and trash cleanup are other major projects of the committee requiring countless volunteer hours. Numerous times throughout the “weed

growing” season, the committee can be seen cleaning out weeds. Whatever is needed to beautify the downtown.

He also serves as the Treasurer of the CLA and can be seen volunteering at almost every CLA event. When he is not volunteering with the CLA, he is a longtime member of the Lebanon Valley Sertoma and sits on the Zoning Hearing Board for the city of Lebanon.

His passion for the city of Lebanon is infectious. If you talk to him you realize that his love for our town is deep and genuine.

Craig also has a deep passion for trains. Anything to do with railroading, Craig is there. In fact he just returned from his most recent train ride from Chicago to here. His email is Choo Choo Gates. Now that is love. This only scratches the surface of what a great person Craig is. If you see him, please take a moment and thank a man who asks for no thanks at all. We all thank you Craig!

Craig is a long-time employee of Fulton Bank, where he serves his company well. He is the best Fulton Bank advocate I know. ❖

Cornell Wilson



Continuing with our series on meeting the board, I want to introduce Cornell Wilson if you do not already know him. Cornell is new to our board this year and has stepped right up from the beginning. He asked to bring back the Music Fest that had gone by the wayside three years ago. He had an uphill battle because he had to secure sponsors to

cover the cost of the event, and he did. It truly amazes me the way he stepped up and accomplished his goal. He is a member of the Parade Committee and volunteers at all of our events.

Cornell is also the president of Making a Difference of Lebanon PA. This organization is constantly doing things to help the community. His dedication makes me personally want to do more. Even after working a full time job, he puts in three times that amount of time giving back to his community. He is also very active with his church and is always looking to help

people find there way back to church. He is also a leader in working with the Hispanic community to get involved with Lebanon.

His willingness to help is a shining example of what the Community of Lebanon Association is all about. Be sure and say thank you to Cornell if, or rather when, you see him. ❖

Looking At Growth From A Different Perspective

Submitted by Karen Groh, President/CEO Lebanon Valley Chamber of Commerce

The moment dirt moves on a site, the moment a business is sold to a new owner, Lebanon County changes in small ways. How we react to these changes says a lot about us as residents.

Lebanon County is the second fastest growing county in the state. We need goods, services, and housing to support this growth. Unfortunately, I see a common pattern, usually through social media but sometimes in the murmur of conversations. Someone notices a change in the landscape and the speculation and cynicism begins. "What's going up? Why are they tearing that down? We don't want change!"

When a company chooses Lebanon County to open their business, they are hoping Lebanon County will support their investment – their investment in our economy, our job base, our consumer demands, and our housing needs. If we do not like the business or think it will be a personal benefit to us, we sometimes start the complaints and online bashing.

When a business changes ownership, some are quick to criticize the new management and new procedures – but we forget that these purchases often save a local business

from closing. Business owners retire and want to know their legacy will be in good hands. What can we do to support these transitions?

New entrepreneurs are often scrutinized and criticized for minor bumps in the road as they work through their first days of business. Think twice before you share these mishaps on social media. Would it be more constructive to call them and share your thoughts? Before we tear them down, let us look for ways to lift them up and showcase their strengths.

There is a time to let the old go. What worked 5, 10, or 50 years ago, may not work anymore and it becomes a burden – to financially maintain or in the space it consumes. We can keep the memories, isn't that all we need?

Change may not be easy, but it can be good and necessary to any community. We need to learn when to question it and when to support it. It is important to remember that at some point in the history of our county, your house, your place of business, the places you shop, were all part of the change and economic development required to meet the needs of our growing population.

If you want things to be better, to look better, to function better, let us support those who see opportunity in Lebanon County. We should be grateful they believe in us. ❖

Pam Shirk - Main Street Manager

Pam is a Lebanon native, graduating from Northern Lebanon High School which is the school district in which she still resides with her husband. Upon graduating high school Pam got her certification in Medical Assisting. She worked for a local family practice for 15 years where she realized her love of local community.

After her time in healthcare, she went on to open two different businesses in Downtown Lebanon. During that time, she got involved with many different downtown organizations and events. Pam has served on the CLA Board of Directors, the Board of Directors of the Lebanon Foundation, and many other committees. She

is a graduate of Leadership Lebanon Valley through the Lebanon Valley Chamber of Commerce.

Pam is anxious to use her skills and knowledge to join with the community in revitalizing and making a vibrant downtown for us all to enjoy. It takes a village! ❖



Food Truck Palooza A Success

Submitted by John Bower, Committee Chair

With all the change we have had lately, we can hardly take another one, but we did it in style. The Community of Lebanon Association added a brand new event this year and it was a huge success. We want to thank everyone who attended the 2021 CLA Food Truck Palooza. We estimated over a thousand people attended the event. Everyone had a great time, but how could you not with all the fun things we had and the great food.



John Tice was the “host with the most” for our popup game show, Lebanon Says, based on the popular TV show America Says. John put a Lebanon spin on it with trivia fill-in-the-blank questions about Lebanon County. With his lovely assistants, Jenn and Jenna Bower, 30 gift cards to local restaurants were given to the winners. We even got the Mayor to play.

DJ Payne provided the “dinner music”.

We want to thank the food trucks that attended - Hresko’s BBQ, Robin’s Ice, Cheezy Grill, Rogue Chef, Bricker’s Famous French Fries, The Farm Show Milkshakes, Good Guys Chicken, and Wichway Sandwiches. People absolutely loved the food sold by the vendors.

Thank you to Members 1st Federal Credit Union and our year-long sponsors, Fulton Bank, Lebanon Family Health Services, Godshall’s Quality Meats, and Steckbeck Engineering and Surveying for supporting the event.

We also had a prize wheel for people to take a chance on; which people did well. We gave away over 40 prizes in just three hours. I want to thank Greg Bracale and Craig Gates for manning the station.

Keep an eye peeled; this event will be back. Again, thanks to everyone who helped make this new event a success! ❖



Meet Our Newest Members

Ray Maillet

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