



Beyond The Great Recession: South Central Pennsylvania 2020

2007
Recession

2012
Recovery

2020
Prosperity

A Regional Summit Conference For Our Communities

Presented By The South Central Assembly

June 13, 2012

York Holiday Inn, York, Pa.

What will it take for all sectors of our region to prosper again, and how do we get there? The South Central Assembly presents a one day Conference on getting back to community excellence.

Who should attend?

Business Persons, Community Lenders, Elected And Appointed Federal /State / County / Municipal And School Officials, Nonprofit Agency Officials, Planners, Academia, Housing And Community Development Officials, Health Care Industry Officials, Community Leaders, And Interested Citizens

The Summit:

South Central Pennsylvania has been seriously affected by the Great Recession, with business, community institutions, nonprofit agencies, schools, cities, county and local governments all experiencing major setbacks. Corporate losses have led to increased unemployment and lower tax yields, with attendant declines in school and local government expenditures and services, and corporate philanthropy. The pain has spread through all sectors of the community, with municipalities, schools, and non profits being the last to recover.

The South Central Assembly (SCA) has offered several area wide Policy Summits that have provided leadership and guidance to help its 8 counties through difficult times since its creation in 1997. This Summit will help our communities and their institutions chart a new course by examining our difficulties and developing recovery and renewal strategies based on the Regions' many strengths.

"*Beyond the Great Recession ...*" will be a one day action-oriented event that brings together South Central Pennsylvania's community and corporate leaders, the media, local government and school officials, nonprofit agencies, colleges, think tanks, and interested citizens to develop plans and strategies and forge / renew the partnerships needed to move the Region back into prosperity. The Governor, area legislators and key State agencies have been asked to play a supportive role in the Summit, and policy suggestions will be presented to the state government to help implement recovery in all regions across the Commonwealth. Extensive follow-up to implement the output of the Summit will be undertaken by the Assembly and partner agencies and institutions.

At the end of the proceedings, the SCA will develop a *Blueprint for Action and Strategies* to help the region successfully move out of the Great Recession, and on to a thriving decade for effective public and private partnerships that will help grow and sustain vital community services, institutions and organizations and an enhanced sense of regional awareness and commitment in the eight county region. The Summit's strategic emphasis of moving beyond short term survivability to long term sustainability will provide a model for recovery and growth in other regions of Commonwealth.

Based upon the past ten SCA Policy Summits, approximately 200 attendees are expected. A plenary session will be held to introduce conferees to the Summit's process and goals, provide a summary of key issues facing the region in the several topical workshop areas that follow, and offer an overall orientation to the day's events. Morning and afternoon breakout session workshops will provide intensive focus on key issues facing our communities, offering a framework to develop strategies to move the Region forward in these vital areas. These breakout sessions will be led by subject matter experts familiar with the region's challenges and opportunities and a facilitator to help coalesce opinions, strategies and partnerships.

Conference-at-a-Glance

- 8:00 Registration Desk Opens
- 9:00 Welcome
Kim Bracey, Mayor, City of York
Chris Reilly, York County Commissioner
Dr. Steve Peterson, South Central Assembly
- 9:15 Recession & Aftermath
Barry Denk, Executive Director ,
Center for Rural Pa.
- 9:45 Break
- 10:00 Morning Panel Sessions
- a. Local Government /
Municipal Services
 - b. Infrastructure & Transportation
 - c. Community Planning
/ Parks & Recreation
 - d. Economic Development
 - e. Agriculture & Rural Issues
- 11:30 PNC Bank Luncheon
Luncheon Speaker
PNC Representative
Admiral Joe Sestak
- 1:00 Afternoon Panel Sessions
- a. Saving Cities and Schools
 - b. Energy & Environment
 - c. Housing & Community
Development
 - d. Community Health Care
- 2:30 South Central Pennsylvania 2020
- a. An Economic Perspective
Dr. Stephen Herzenberg, Keystone Research Center
Representative, Commonwealth Foundation
 - b. 20 Big Ideas for 2020
Panel Moderators
 - c. Serving The Region
Dr. Steve Peterson & George Klaus, SCA
- 4:00 Summit Networking Reception

Schedule subject to change. Changes or cancellations will be posted online and noted in the final schedule distributed at the conference.

Summit Speakers & Panelists

Welcome:

The Honorable Kim Bracey, Mayor of the City of York
The Honorable Chris Reilly, York County Commissioner
Dr. Steven A. Peterson, Director, School of Public Affairs, Penn State Harrisburg, and Chair, The South Central Assembly

Morning Plenary:

Recession & Aftermath

Barry Denk, Executive Director, Center for Rural Pa. (See Bio below)

Governor's Remarks

The Honorable Tom Corbett, Governor, Commonwealth of Pennsylvania (invited)

Morning Panels: Note - Additional Panelists are being confirmed and shall be posted

Local Government /Municipal Services

Anthony Salomone, Panel Moderator, Chair Susquehanna Township Municipal Authority; Chair, Pennsylvania Public Employees Retirement Study Commission
Dr. Beverly Cigler, Professor of Public Policy and Administration, Penn State Harrisburg
Ann Simonetti, Executive Director, Capital Region Council of Governments
Ed Knittel, Director of Education, Pennsylvania State Association of Boroughs

Infrastructure & Transportation

Sherri Zimmerman, Panel Moderator; Assistant Professor, Administration and Leadership Studies Research and Training Center, Indiana University of Pa.
Mark Compton, Deputy Secretary, Pennsylvania Department of Transportation
Matt Tunnell, Vice Chair, Modern Transit Partnership
Charlotte Katzenmoyer, Director of Public Works, City of Lancaster

Community Planning / Parks & Recreation

Felicia Dell, Panel Moderator; Executive Director, York County Planning Commission
Lauren Imgrund, Director, Bureau of Recreation & Conservation, Pa Dept. of Conservation & Natural Resources
Ray D'Agostino, Chair, Lancaster County Planning Commission

Economic Development

Kenetha Hanson, Panel Moderator, Executive Vice President, York County Economic Alliance
Dave Nikoloff, Executive Director, Lancaster Economic Development Corp.
Steve Herzenberg, Executive Director, Keystone Research Center
John Lloyd, CEO, MANTEC

Agriculture & Rural Issues

Jonathon Johnson, Deputy Director, Center for Rural Pa.
Lynne Kime, Senior Extension Associate, PSU Cooperative Extension Service
Bill Fontana, Executive Director, Pennsylvania Downtown Center

PNC Bank Luncheon:

Comments - Chris Rockey, Vice President, PNC Bank
Luncheon Speech: Vice Admiral Joe Sestak (See Bio below)

Afternoon Panels:

Saving Cities and Schools

Ann Stacey, Panel Moderator, Chair, Stacey & Associates
Dr. Dave Davare, Director of Research Services, Pa School Boards Assn.
Fred Reddig, Executive Director, Governor's Center for Local Government Services, Pa. Dept. of
Community & Economic Development
Pat Brogan, Deputy Mayor, City of Lancaster

Energy & Environment

Harrison Bink, Panel Moderator, Director of Design, Buchart Horn Inc
Rick Rovegno, Member, Cumberland Conservation Collaborative; Former County Commissioner
Karla Farrell, Environmental Engineer, Buchart Horn Inc

Housing & Community Development

Chris Gulotta, Panel Moderator, Principal, The Gulotta Group
Matthew Sternberg, Executive Director, Lancaster County Redevelopment Authority
Lisa Yaffe, Senior Consultant, Capitol Strategies Group
John Kromer, Senior Consultant, Fels Institute of Government, University of Pennsylvania

Community Health Care

Dr. David Greisler, Panel Moderator, York College
Dr. Kevin Mosser, Executive Vice President and Chief Operating Officer, WellSpan Health
Stacey Youcis, Vice President, Operations, Lancaster General Health
Rick Lee, Administrator, Delaware Valley Health Insurance Trust

Closing Plenary:

South Central Pennsylvania 2020 - An Economic Perspective

Dr. Stephen Herzenberg, Executive Director, Keystone Research Center (See Bio below)

20 Big Ideas For 2020

Panel Moderators

Serving The Region

Dr. Steve Peterson & George Klaus, South Central Assembly

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Plenary Speaker Bios



Joe Sestak



Barry Denk



Dr. Stephen Herzenberg

Joe Sestak is a former Congressman and Navy Admiral. He served as a member of the [U.S. House of Representatives from Pennsylvania's 7th congressional district](#) from 2007 to 2011. He was the highest-ranking military official ever elected to the [U.S. Congress](#). Sestak defeated 30-year incumbent [Arlen Specter](#) in the [2010 Pennsylvania Democratic Senate primary](#). He was defeated in the [general election](#) by [Pat Toomey](#).

A member of the [United States Navy](#) for over 30 years, Sestak is a former [three star admiral](#) and was also Director for Defense on the [National Security Council](#) under [President Bill Clinton](#). During his career in the Navy, he led a series of operational commands, including commanding the [USS George Washington](#) carrier strike group during combat operations in the Persian Gulf and Indian Ocean in 2002. Following the [September 11 attacks](#), he served as the first director of code-name "Deep Blue," the Navy's top secret counter-terrorism unit.

Barry Denk is a 1975 University of Pittsburgh graduate, Mr. Denk has held positions in community based organizations, education, and government. For 10 years, he headed a workforce and entrepreneurial development program sponsored by the University of Pittsburgh at Johnstown and served as a consultant to the World Bank and U.S. Department of Commerce on Eastern European development matters. Following graduate school, he joined the Center for Rural Pennsylvania, a legislative research agency of the PA General Assembly, in 1992 and was named Executive Director in 1996. He has served on the boards of several statewide associations including the Pennsylvania Rural Health Association, PA Rural Partners, Governor's Advisory Council on Rural Affairs, Farm Link, and PA Downtown Center. He was chair of the National Conference of State Legislatures' Agriculture and Rural Development Committee, co-authoring an NCSL publication titled, "*Meeting the Challenges of Rural America*". He is a founding member of the National Coalition of State Rural Policy Centers. Barry is married and the father of two children, and resides in Mechanicsburg, PA.

Stephen Herzenberg (herzenberg@keystoneresearch.org) has been Executive Director of the Keystone Research Center since the organization began operating in 1996. He holds a PhD in Economics from MIT. Before joining Keystone, Steve taught at Rutgers University and worked at the U.S. Congressional Office of Technology Assessment and the U.S. Department of Labor (USDOL). At USDOL, he served as assistant to the chief negotiator of the labor side agreement to the North American Free Trade Agreement.

His publications for national audiences include *Losing Ground in Early Childhood Education*, 2005; "*Reinventing the U.S. Labour Movement, Inventing Postindustrial Prosperity: A Progress Report*," International Labour Organization, 2005; *New Rules for a New Economy: Employment and Opportunity in Postindustrial America*, Cornell/ILR press, 1998; *U.S.-Mexico Trade: Pulling Together or Pulling Apart?*, Office of Technology Assessment, September 1992; and *Labor Standards and Development in the Global Economy*, UDOL: Bureau of International Labor Affairs, 1990. Stephen blogs for KRC at <http://www.thirdandstate.org>.

Current Funders Include:

PNC Bank, Susquehanna Bank, M&T Bank, Buchart - Horn Inc., The Penn State University School of Public Affairs, The Pennsylvania Housing Finance Agency, The Federal Home Loan Bank, Wellspan, Highmark Blue Shield

For Further Information:

<http://www.southcentralassembly.org/>

South Central Assembly Background

The (SCA) is a 501.c.3 non-profit organization incorporated in 1997. It is focused on the broad scope of quality-of-life concerns in the eight-county region of South Central Pennsylvania that includes Lancaster, Lebanon, Dauphin, Perry, Cumberland, Franklin, Adams and York counties. SCA currently has a twenty member Board of Directors that is made up of elected public officials and regular members of the Corporation. The public officials represent the county and municipal governments within the eight county region. This board meets monthly to further its mission "to enhance the quality of life of South Central Pennsylvania citizens by improving governance in the region; by encouraging cooperation among governmental entities; by fostering public-private partnerships; by collaborating with other non-governmental organizations; by developing and communicating "best practices" in local government service delivery; and by facilitating the reduction of sprawl, all to make governance more efficient, effective and economical."

The goals of the SCA, as stated in its bylaws, are to serve as a forum for discussion and debate on collaboration among and between government entities, nonprofit organizations, educational institutions, and the private sector; to provide services to government entities, nonprofit organizations, educational institutions, and the private sector that further the SCA mission; to facilitate a future-focused planning perspective for the region as-a-whole, as well as for constituent areas within the region; and to study issues of importance to the region (and its constituent elements).

Summit Helpers

The South Central Assembly wishes to thank the following public and nonprofit organizations for their help with organizing, conducting and or communications re the Summit:

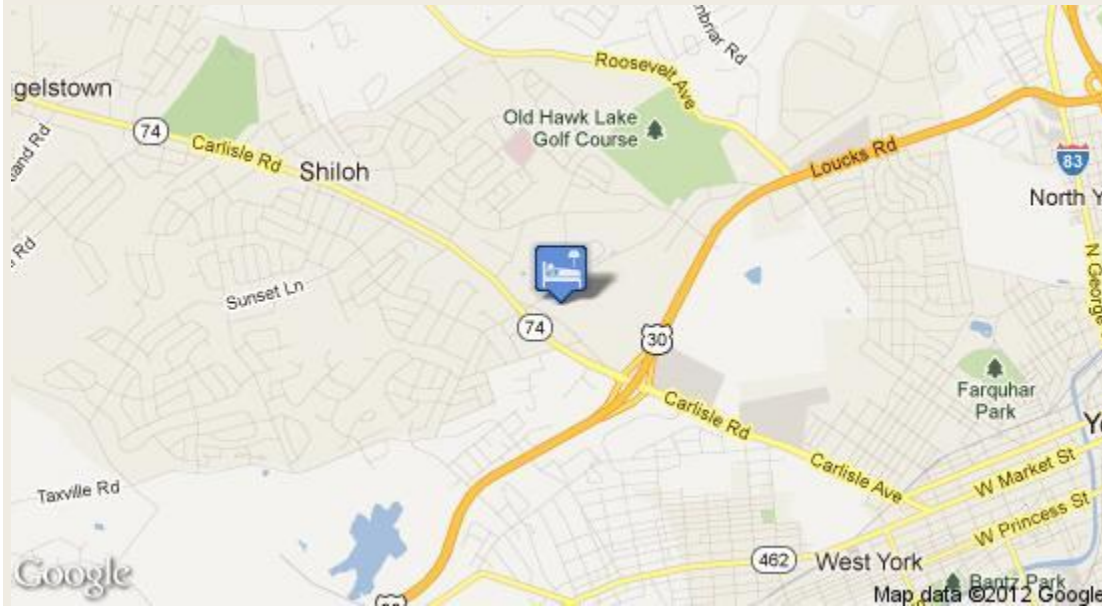
Capital Region Economic Development Corporation
York County Economic Alliance
Lancaster County Planning Commission
York County Planning Commission
Adams County Council of Governments
Capital Regional Council of Governments
Lancaster Housing Opportunity Partnership
York Housing Authority
Realtors Association of York & Adams Counties
Housing Alliance of Pennsylvania
Pennsylvania Downtown Center
Pennsylvania School Boards Association
Pennsylvania State Assn. of Boroughs

Penn State Cooperative Extension Service
Penn State School of Public Affairs
Pennsylvania Housing Finance Agency
Pennsylvania Department of Conservation and Natural Resources
Pennsylvania Department of Community and Economic Development
Pennsylvania Department of Transportation
Center for Rural Pennsylvania
Federal Home Loan Bank
Wellspan
Highmark Blue Shield
Building One Pa.
York Adams Smart Growth

[Information on Hotel and Travel](#)

York PA Hotel Map & Directions

The **Holiday Inn York-Route 74 & US 30** hotel is conveniently located within sight of two thoroughfares on Route 74 and US 30, and provides easy access to Amish Country and York attractions. We are located near all of the **York Factory Tours**, the **West Manchester Mall**, and beautiful state parks and trails. Enjoy a relaxing overnight stay in one of our spacious guest rooms!



<http://www.hiyork.com/map-directions.php>

[Conference Registration](#)

Conference Registration, Fee, and Cancellation Policy

To register for the summit, please complete the registration form in this brochure, or register online at <https://www.regonline.com/beyondthegreatrecessionsouthcentralpa2020>

REGULAR FEE: \$35.00 per person

Registration closes at 5:00 p.m. on June 8 - Registrants must pay-in-full prior to the summit.

The registration fee is fully refundable if the Summit Registrar, Shermer and Associates, Ltd., receives written notification postmarked or e-mailed no later than June 8. Cancellations after June 8 will be subject to a \$25 processing fee. No refunds will be made to registrants who fail to attend. No-shows who have registered, but have not paid, are still liable for fees.

South Central Assembly Summit..... Beyond the Great Recession
Registration Form

ONLINE REGISTRATION IS PREFERRED

(click here) <https://www.regonline.com/beyondthegreatrecessionsouthcentralpa2020>

Include a separate registration for each participant. Please print clearly.

You may also register online at <http://www.southcentralassembly.org/>

____ Ms. ____ Mr. _____
FIRST NAME MIDDLE INITIAL LAST NAME

Do you use a nickname? List here _____

Title _____ (IF APPLICABLE)

Organization _____

Address _____ (STREET)

City _____ State ____ Zip Code _____

Daytime Telephone _____

E-mail _____

Emergency Contact Name _____ Telephone _____

Please indicate your plans to attend the following:

- Breakfast Buffet
- Luncheon Buffet

Directory of Conference Participants

- YES, I would like to share my name, address, telephone number, and e-mail address in a listing of participants for this conference.
- NO, I do not want to share my name and contact information in this participant listing.

Breakout Session Enrollment

To help us determine space requirements, please write your preferred session number in the appropriate spaces. Session assignments will not be made until your registration fee has been received.

Morning Panels a to e _____

Afternoon Panels a to d _____

Do you require accommodations for a disability? Please specify:

Conference Fee

Regular Rate: \$35.00 \$ _____

Conference fee includes all sessions and conference materials, breakfast & lunch

Total Amount Due \$ _____

Please make check payable to South Central Assembly, and mail to:.

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c/o Shermer and Associates, Ltd.,
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Harrisburg, PA 17112-2273