

IDF 2021 Recap

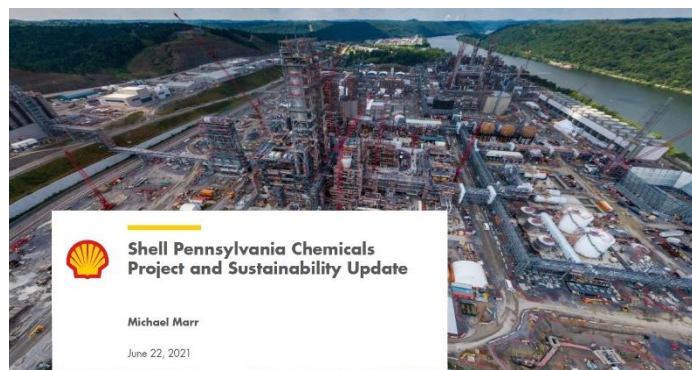
Focus Central PA hosted live online IDF 2021 on Tuesday, June 22nd 2021 from 8am to 2pm from MYNDDSET's studio in Danville, PA.

The live online event brought together over 200 individuals that have a passion and interest in industrial and smart economic growth in Central Pennsylvania. The forum...

- ✓ **Celebrated investment successes**
- ✓ **Elevated the importance and details behind attracting and supporting quality investments**
- ✓ **Engaged all that participated in generating ideas on how to increase capacity to drive smart economic growth in Central PA**

Keynote Michael Marr, Business Integration Lead, Shell Pennsylvania

provided progress updates on their multi-billion dollar “game changing” petrochemical facility in Monaca, PA. Being one of the largest investment projects in Pennsylvania’s history it was valuable to learn about their decision process to invest in Pennsylvania and more importantly their commitment to the community the invest in and to sustainability.



Central PA Manufacturing Investment Roundtables

were moderated by *Brent Vernon, Executive Director, Commonwealth of Pennsylvania, Governor’s Action Team*. Manufacturing leaders that presented their investment stories included:

- James Pachucki, Chief Financial Officer, BJE Poultry & Kreamer Feed
- Jim Nemeth, HR Director, North American Operations, Autoneum North America, Inc.
- Jennifer Mitchell, VP of People Operations, KCF Technologies
- Dominick Mack, Director of Operations and Operations Support, BrightFarms
- Debbie Reese, Human Resource Leader, FirstQuality
- Reid E. Hannon, Jr., Sr. Director, Transducer R&D, Philips Healthcare



Key topics discussed with the manufacturers during the roundtables included:

- ✓ Talent and young professional support and community engagement
- ✓ Dedicated resources and research on supporting industry sustainability and productivity
- ✓ Advancing Industry 4.0 balanced with ensuring growth in foundation of talent and teams
- ✓ Adjusting and providing solutions to pandemic related distribution in supply chain, customer base, costs and more
- ✓ Value and importance of internships and apprentice programs to support talent pipelines
- ✓ Implementing staff hybrid models for remote and in-person
- ✓ Strong emphasis on employees and talent to attract and retain quality team members
- ✓ Investments made in infrastructure
- ✓ The important role technology had on adapting and meeting needs during the pandemic
- ✓ With rising costs and balancing productivity investment decisions are much more challenging
- ✓ The competition of talent continues to be a challenge including firms from outside of the area recruiting in local communities
- ✓ Strategies to support health and safety of staff while balancing individual preferences to vaccines and various policies
- ✓ Hi-tech hubs, activity and investments surrounding by cornfields in Central PA
- ✓ Developing multi-generational strategic and growth plans
- ✓ Central PA communities have been welcoming and supportive of new investment
- ✓ Ramp up timelines were escalated significantly with the changes in demand due to the pandemic
- ✓ Automation improves productivity and increases capacity
- ✓ Proactive management of resources as a significant challenge during the pandemic
- ✓ Safety, sustainability and quality are paramount

Thanks for inviting me to be a panelist. I think you guys did a great job in facilitation of this event! Well done.
Rob Bargo, Videon Central

Thanks for inviting KCF Technologies, Inc. to participate. I greatly enjoyed our roundtable discussions....great event all around!

Great event, and great dialogue during the round tables. I greatly appreciate that BrightFarms was a part of this!
Dominick Mack

A very worthwhile and informative event.
Jim Nemeth,
Autoneum

Key Speaker John Van Buskirk, SIOR, Founding Principal, Lee & Associates of Eastern Pennsylvania

presented valuable and insightful information on the state of Industrial Real Estate in Northeast USA. He provided a recap of the current situation, reviewed demand details and levels, and provided growth metrics. Information was presented on the impact of e-commerce to the industrial real estate market and demand. The demand for existing buildings was discussed along with the challenges of meeting those demands including construction and site development. John also provided projections for the next five years.



Expert Infrastructure, Development, Manufacturing and Talent Leaders Provided Answers –

Those leaders from various public and private industries that are critical to supporting and driving smart economic industrial growth included:

- *Justin H. Ross, P.E., Principal, LIVIC Civil*
- *Robert Grayston, Owner, Grayston Enterprises*
- *Amanda Morrison, Key Accounts Manager, PPL Electric*
- *Don Brominski, Business Development Director, UGI Utilities*
- *Dominic O'Brien, Senior Marketing Manager, PhilaPort*
- *Sandra Tosca, P.E., District Executive, PennDOT District 3-0*
- *Erica Mulberger, Executive Director, Advance Central PA*
Shannon Munro, Vice President for Workforce Development, Pennsylvania College of Technology
- *Rob Bargo, Vice President of Operations, Videon Central*



Following an Ecosystems Approach to Attract Regional Investment

An activity was provided during IDF 2021 to engage attendees on providing input on what and how we identify as Central PA and economic development efforts and then time was provided to gather input on imagining what Central PA and economic development efforts could look like in the future. This valuable feedback collected expands the regional ecosystem community to effectively promote and attract quality investment to support smart growth.

Why the focus on attracting and supporting quality capital investments?

The answer is that quality careers are created when capital investments are put to risk. The role of community leaders and partners is to support smart growth by promoting our region's unique advantages and creating communities where companies and individuals want to make and risk their investments.

Who is Focus Central PA?

We are a regional collaboration of economic developers working to collectively promote the region to attract quality investment and careers. Our mission is to *attract quality investments that cultivate economic growth in Central Pennsylvania*. Building a strong ecosystem to support this mission is important because this work is not accomplished by one but by many and we all have a role to play in smart economic growth. Investments at all levels and scales from multibillion to local industries expanding to entrepreneur start-ups are all critical to smart, diverse economic growth but it requires communities and partners to collaborate to 1) create competitive, strong and sustainable environments and communities in which individuals and organizations want to invest their capital; and to effectively communicate to potential investors the opportunities the region has to offer to support their strategic growth vision.

How does Focus Central PA accomplish their mission?

Focus Central PA is focused regionally, but connected locally. We build trusted relationships by proactively marketing opportunities and demystifying investing in Central PA to reduce risks and increase the speed in launching investment projects in Central PA. This is accomplished by providing professional, accurate, and timely marketing information and responses on available properties, research and data as well as making connections to network partners so quality investment decisions can be made effectively. Resources to support this mission are provided by annual contributions from county partners and investors that support the collaborative regional approach to effectively leverage resources.



Economic Growth Ecosystem – Four Main Pillars

- Identity
- Imagination
- Innovation
- Implementation

Identity – Attendees were broken into 19 break out rooms and were asked to describe what identifies Central PA and Economic Development Efforts. In just a few minutes attendees were able to enter over 100 identity components!

Imagination – Attendees were broken into 19 break out rooms and asked to think creatively and from a future perspective to imagine what Central PA and the future of economic development could look like. In just a few minutes attendees were able to enter over 80 imagination ideas!

Information gathered will be further synthesized and shared in the near future.

Words shared from attendees...

- *By far, the best virtual experience to date. Content was excellent, and beneficial.*
- *Fabulous event! Thank you for all your efforts to pull this off!*
- *The event was great.*
- *Well done. Thank you!*
- *Very informative Forum.*
- *Great job everyone!*
- *Thank you everyone!! This was a great event!*
- *Excellent Forum!*
- *Great event today!!*
- *Thanks Team ... Great Forum!!!*
- *Great job!*
- *Great event, very informative!*



IDF 2022 – SAVE THE DATE!

Focus Central PA is thrilled to announce we have date set for IDF 2022! It will be held in person on Wednesday, March 23rd, 2022 at Susquehanna University in Selinsgrove Pennsylvania. Save the date! We will be building off of the input, discussions and information shared at IDF 2021.

Wednesday, March 23rd, 2022

Thanks to IDF 2021 Sponsors!

Host Sponsors:



Media Sponsor:



Exhibit Sponsors:



Event Sponsors:

