



PPL Powered PPL Foundation

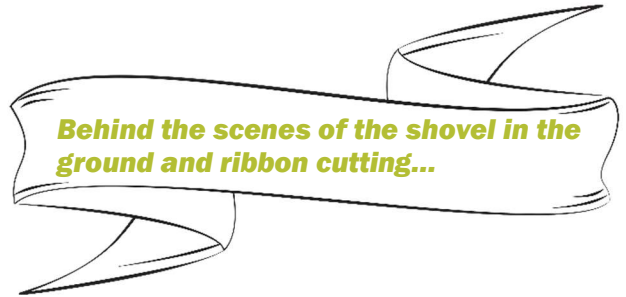
Economic Investment Partners

Forum

Tuesday, December 3rd, 2024
The Venue at Liberty Valley
533 Liberty Valley Road, Danville PA
9:30am to 3:30pm

Think Regional. Win Local.

Forum to learn and collaborate on business attraction efforts in Pennsylvania to support smart economic growth.



Behind the scenes of the shovel in the ground and ribbon cutting...

Join economic growth partners at the local, regional and state levels to...

- ✓ **Learn about the process and tools to attract businesses & investment.**
- ✓ **Gain insight from decision makers about trends and industry needs.**
- ✓ **Hear about Pennsylvania's key advantages for business growth and the marketing efforts to promote them.**
- ✓ **Discuss the importance of power in economic growth and how PPL Electric is the utility of the future – now.**
- ✓ **Understand Pennsylvania's industrial real estate landscape, trends and how Central PA sites can be competitive.**
- ✓ **Gain tools and knowledge to support your role in advancing smart economic growth in Central PA.**

Site Selection: Industry Needs & Trends



Jason Hickey
President & CEO
Hickey & Associates

Pennsylvania's Key Investment Advantages



Aaron Pitts
Chief Commercial Officer
BusinessPA

Pennsylvania's Industrial Real Estate Competitiveness & Forecasts



Heather Kreiger, CCIM
Regional Research Director
Lee & Associates of Eastern Pennsylvania

Powering & Empowering Communities PPL – the utility of the future – now.



Christine Martin
President
PPL Electric Utilities



Jason Hunt
Manager, Business & Economic Development
PPL Electric Utilities

Pennsylvania's Industrial Real Estate Inventory & Opportunity



Nick Long
Senior Project Manager
LIVIC Civil

Schedule – At – A - Glance



Economic Investment Partners Forum

Tuesday, December 3rd, 2024

9:30am to 3:30pm

The Venue at Liberty Valley, 533 Liberty Valley Road, Danville PA

9:30am to 10:00am	Registration & Networking
10:00am to 10:15am	Forum Welcome Jennifer Wakeman, Executive Director, DRIVE – Chair, Focus Central PA
10:15am to 11:15am	Site Selection Landscape: Needs & Trends – Power, People, Policy Jason Hickey, President & CEO, Hickey & Associates
11:15am to 12:15pm	Pennsylvania’s Key Investment Advantages Aaron Pitts, Chief Commercial Officer, BusinessPA
12:15pm to 12:30pm	<i>Networking Break</i>
12:30pm to 1:00pm	Lunch Presentation: Powering & Empowering Communities: PPL Electric Christine M. Martin, President, PPL Electric Utilities Jason Hunt, Manager, Business & Economic Development, PPL Electric Utilities
1:00pm to 1:30pm	<i>Networking Break</i>
1:30pm to 2:15pm	Pennsylvania Industrial Real Estate – Competitiveness & Forecasts Heather Kreiger, CCIM, Regional Research Director, Lee & Associates of Eastern PA
2:15pm to 2:45pm	Central Pennsylvania Real Estate Inventory & Opportunity Nick Long, Sr. Project Manager, CEA Market Lead, LIVIC Civil
2:45pm to 3:00pm	Central Pennsylvania Business Attraction Tools & Resources Lauren Bryson, Executive Director, Focus Central PA
3:00pm to 3:15pm	Forum Closing Remarks
3:15 to 4:00pm	Networking

www.FocusCentralPA.org

PPL Powered Economic Investment Partners Forum

Speaker Biographies



Jason Hickey, President & CEO
Hickey & Associates

Bio: Jason leads a global site selection firm facilitating projects in every corner of the world. Hickey & Associates specializes in location strategy, incentive advisory, and workforce analytics for companies as they navigate the globe. Prior to working with the firm, Jason held several key roles in business and government functions, including the White House Domestic Policy Council. Jason is one of the founding members of the Site Selectors Guild, the only association of the world's foremost professional site selection consultants that is dedicated to advancing the profession of international corporate site selection by promoting integrity, objectivity and professional development. He is a graduate of Northwestern University and has served as an Officer of the Northwestern University Alumni Association. Jason is a proud husband and father of three (including a miniature Dachshund named Wiggles).



Aaron L. Pitts, Chief Commercial Officer
BusinessPA, Pennsylvania Department of Community & Economic Development (DCED)

Bio: Aaron joined Pennsylvania's Department of Community and Economic Development in June 2024 as its first Chief Commercial Officer (CCO). In his role as CCO, he now leads a group of 50 professionals within DCED who have been recently re-organized as BusinessPA, reflective of their focus on corporate business attraction, retention, expansion, and marketing.

**PENNSYLVANIA
GETS IT DONE.**

Prior to BusinessPA, Mr. Pitts was a co-founder of Pontem Capital and brings more than 25 years of healthcare investment and leadership experience. Mr. Pitts' experience includes eight years as a Senior Managing Director and Chief Innovation Officer at JobsOhio, where he was a founding team member. At JobsOhio, Aaron led domestic and international business development, strategy, and industry sector teams. He also implemented a \$500M innovation strategy. Under this strategy, Mr. Pitts was Managing Partner for a \$250M Growth Capital Fund. He led JobsOhio's \$300M Innovation District commitment with partners such as Cleveland Clinic, Nationwide Children's and Cincinnati Children's Hospitals & Research Institutes.

Prior to JobsOhio, Mr. Pitts was a Senior Vice President of Strategy & Corporate Development for Cardinal Health, Inc., where he led M&A, strategy and operational roles for numerous pharmaceutical and medical-related products and services businesses. Before Cardinal Health, Mr. Pitts held management consulting roles at PwC and E&Y, leading performance improvement engagements across CPG, financial services, and manufacturing industries. He is married to Amanda, his wife of 35 years, and together they have three grown children.



Christine M. Martin, President
PPL Electric Utilities

Bio: Christine M. Martin is president of PPL Electric Utilities, the subsidiary that provides electric delivery services to 1.5 million customers in eastern and central Pennsylvania. PPL Electric Utilities operates and maintains a vast electric delivery system that spans 10,000 square miles and serves a population of more than 3 million. In her role, Martin provides executive leadership and strategic direction of public affairs, regulatory strategy and stakeholder engagement. She leads a team responsible for advancing legislative and regulatory initiatives that best position the company to deliver on its mission for customers and shareowners and advance a cleaner energy future.



Jason Hunt, Manager, Business & Economic Development
PPL Electric Utilities

Bio: Jason is an economic development professional working to attract investment to PPL Electric Utilities' Service Territory in Pennsylvania. Prior to his position at PPL Electric, he worked as the Director of International Business Attraction for the Pennsylvania Department of Community & Economic Development Office of International Business Development. He has been instrumental in bringing business investment to Pennsylvania and fostering economic growth across the Commonwealth.



Heather Kreiger, Regional Research Director
Lee & Associates of Eastern and Western Pennsylvania

Bio: Heather Kreiger, CCIM, is the Regional Research Director of Lee & Associates of Eastern and Western Pennsylvania. Heather spearheads research initiatives focusing on the statewide enterprise and regional markets. Her comprehensive understanding of the local market dynamics, coupled with her analytical prowess, positions her as a key player in enhancing Lee & Associates' research offerings and ensuring clients receive the most accurate and insightful information to make informed real estate decisions.

Heather brings 20 years of comprehensive commercial real estate experience to Lee & Associates. Her expertise spans research, marketing, operations, sales, and leasing, encompassing a diverse range of commercial and industrial projects. Heather's commitment to the industry is evident through her active involvement in local, statewide, and national

real estate committees and boards. She earned her CCIM designation in 2020. Heather currently serves as the 2024 President of the Pennsylvania, Delaware, New Jersey Chapter of CCIM. She has been nationally recognized with the 2023 Commercial Award from the National Association of Realtors and has consistently been named among the top Commercial Real Estate Social Media Influencers on LinkedIn and Instagram by CREi Summit. In 2024, Heather was honored as one of the Women of Influence in Commercial Real Estate by CREi Summit.



Nicholas (Nick) Long, Sr. Project Manager, CEA Market Lead
LIVIC Civil

Bio: Nicholas Long is a Market Lead and Senior Project Manager with a diverse background in project development across multiple sectors with Livic Civil. This broad experience and technical background give him practical knowledge of large civil site development and permitting. Nick has extensive expertise in the Controlled Environment Agriculture industry, where he guides clients through site selection, due diligence, design permitting, and construction administration. His primary focus on site selection and due diligence ensures

clients find the best possible locations for their projects.