

CARBON COUNTY COMMUNITY FORUM

Friday, March 17,, 2023

10:00 AM - 4:00 PM

Blue Mountain Resort, Palmerton



*A day of networking,
collaboration, and
professional development
with Carbon County funders,
nonprofit representatives,
and civic leaders.*



Presented By:



AGENDA

9:45 – 10:15 AM: Registration | Breakfast | Networking

10:15 – 10:35 AM: Welcome

Sharon Alexander, Carbon County Community Foundation

Christine Biege, Lehigh Valley Health Network

10:35 – 10:55 AM: Update: Carbon County Transportation Committee

Amber Zuber, Lehigh Carbon Community College

AJ Jordan, LANTA

10:55 – 11:05 AM: Break

11:05 – 12:00 PM: Concurrent Breakout Sessions | (Pick one of two)

Effective Volunteer Engagement

Various Panelists, Volunteer Center of Lehigh Valley

Workforce Development & You: An Interactive Conversation

Samuel Hellen, Pocono Counties Workforce Development Area

Maureen Donovan, LCCC Center for Leadership & Workforce Development

12:00 – 1:30 PM: Lunch & Keynote

The 'Now What' to 'Why Not' Transformation Journey

Brenda K. Reynolds

1:30 – 1:40 PM: Break

1:40 – 2:20 PM: Update: Carbon County Libraries - A Community Resource

Christine DeSousa, Palmerton Area Library

Melissa Hawk, Lehigh Area Memorial Library

2:20 – 3:15 PM: Concurrent Breakout Sessions | (Pick one of two)

Grantwriting Do's & Don'ts

Steve Chuckra, Lehigh River Stocking Association

Marketing & Advertising with Facebook & Instagram

Courtney Quaresimo, Quantifi Media

3:15 – 3:20 PM: Break

3:20 – 4:00 PM: Closing Thoughts



Attendees are invited to gather at the bar at Slopeside for continued conversations and networking immediately following the event.

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SPECIAL LUNCHEON KEYNOTE

The 'Now What?' to 'Why Not?' Transformation Journey

Brenda K. Reynolds

Leadership Consultant | Executive Coach |
Best-Selling Author | TEDx Speaker | Change Expert

Brenda K. Reynolds is a transitions expert and sought-after keynote speaker. She transforms organizations, leaders, teams and individuals during uncertain times with her compelling, inspirational keynotes and seminars.

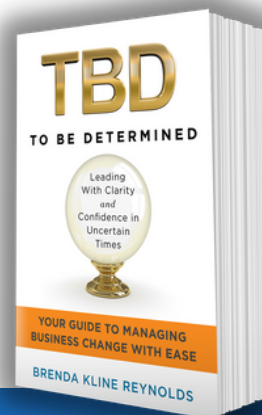
For more than 20 years, she's helped Fortune 500 corporations and non-profits navigate change and uncertainty. She has been trusted by clients including Moen, Special Olympics, the Association of Junior Leagues International, Geisinger Health System, Villanova University, Sherwin Williams, the Girl Scouts, and more.

Having personally experienced a personal life gone sideways in 2008, her passion is to help her audiences answer the one key question that trips them up during times of change—"now what?" Her messages transform uncertainty into clarity and bring audiences the strategies and confidence they need to navigate complex times! She shares proven advice that leaves audiences inspired and asking a new question--"why not?"

Brenda is a TEDx speaker, Vistage presenter, frequent podcast guest, and Amazon bestselling author of *TBD-To Be Determined: Leading with Clarity and Confidence in Uncertain Times*. Brenda is also the creator of the "Now What?" Transformation™ Clarity Card Deck, a tool for anyone wanting to move through a transition meaningfully, mindfully, and positively.

Brenda currently resides in the Philadelphia area.

www.brendakreynolds.com



CONCURRENT SESSIONS

Morning Breakouts

Effective Volunteer Engagement

Volunteer Center
Lehigh Valley



This session will feature a panel of nonprofit volunteer engagement professionals and corporate volunteers to discuss effective ways to build a strong volunteer recruitment and retention program.

Panelists:

- Lisa Deutsch, First Commonwealth Federal Credit Union
- Jenae Holtzhafer, The Kindness Project
- Katie Lerch, Lehigh Valley Zoo

About the Presenter

Our mission at the Volunteer Center is “to be the premier resource to connect, empower, and transform an inclusive and engaged diverse culture within the Greater Lehigh Valley by partnering with people, businesses, and non-profits through volunteer coordination, leadership development, and recognition.”

At the Volunteer Center, we align and design all our efforts to ensure impact and capacity for the nonprofits that we serve. We do this through volunteer mobilization, group /corporate mobilization; access to resources; education and training offerings, and convening of nonprofit leaders in peer-to-peer environments. As the connector and conduit to the sector, all our efforts are put back into building a stronger more resilient nonprofit sector.

Workforce Development & You

Samuel Hellen, Pocono Counties
Workforce Development Area

Maureen Donovan, LCCC Center for
Leadership & Workforce Development

Get ready to share your expertise! During this session, presenters will share employment data for Carbon County, and the resources and support their organization can provide to employers. Then, attendees will be invited to share their experiences and tips for best practices in workforce development and employee retention. This session is meant to be more of an interactive conversation between attendees, rather than a typical presentation.

About the Presenters

Located in the northeastern corner of PA, the Pocono Counties Workforce Development Area is comprised of Carbon, Monroe, Pike, and Wayne Counties. Their vision is to support regional economic growth and self-reliance through a comprehensive network of service locations, employment and training services, and strategic partnerships with the region's employment, educational, economic development, and labor organizations. The Board is committed to building a workforce system that is universally accessible to our labor force, accountable to its stakeholders, data-driven, and aligned with the economic development and education efforts of our community partners.

The Center for Leadership & Workforce Development at Lehigh Carbon Community College (LCCC) provides custom learning solutions that improve performance and support economic development in our region. We can design and implement programs in areas including Computers, Forklift, Safety, other specialized subjects and processes connected to a particular client's need, Leadership and Supervision, and on-line programs. We also are the regional partner for WEDnetPA funding.

CONCURRENT SESSIONS

Afternoon Breakouts

Marketing & Advertising with Facebook & Instagram

Courtney Quaresimo,
Quantifi Media



This session will cover the when, why, and how organizations should market and advertise using Meta Facebook and Instagram.

About the Presenter

Small businesses contribute to local economies by bringing growth and innovation. For the past decade, we've experienced the transition from traditional ways of doing business to a web-centric and data-driven economy. We've witnessed how businesses can sink or sail in this ever-changing digital world. The global interconnectivity of the digital landscape provides more opportunities than in your own backyard. Quantifi Media is a team of passionate digital marketers that will help you thrive so you can concentrate on doing what you're great at. Your time is valuable. Our industry experts will cater to developing an effective digital marketing strategy, creative design, and development, reliable analytics optimization, producing story-driven content, and harnessing efficient performance management. This is why we get up in the morning.

As the Founder & CEO, Courtney started Quantifi Media out of her passion for digital marketing and desire to help local businesses and communities thrive online. For almost 10 years, Courtney has been a noteworthy leader in the digital marketing space and is no newbie to the Pocono Mountains. Courtney is extremely passionate about small businesses and does whatever it takes to help them succeed, as she understands how important small businesses are. Courtney is a powerful force in the workplace and uses her positive attitude and tireless energy to encourage others to succeed. A hardworking wife, mother of one son, and two pups, Courtney is on the clock 24/7 for her family and business.

Grantwriting Do's & Don'ts

Steve Chuckra
Lehigh River Stocking Association

Attendees in this session will learn to:

- clearly communicate project purposes, including long-term and collateral project benefits to potential funders*
- clearly articulate project goals in terms of scope: community needs, number of people served, first-ever service, needed enhancement, etc.*
- improve their grant-writing skills in order to articulate their organization's needs using language and grammar that is understandable to both lay people and subject experts.*

About the Presenter

Steve Chuckra is a board member and former president of the Lehigh River Stocking Association: a non-profit organization that conducts water monitoring and environmental remediation activities in Carbon and Lehigh County, Pennsylvania. The LRSA maintains over \$40K in water monitoring equipment and operates and maintains a pollution treatment site near Jim Thorpe, PA on behalf of the PA Wildlands Conservancy. Additionally, the LRSA conducts 24 x 7 water quality analysis and annual tributary surveys to promote public awareness concerning environmental issues that have the potential to negatively affect the the Lehigh River as both a fishery and economic/recreational resource.

The LRSA is a partner with the Carbon County Chamber of Commerce, Carbon County Community Foundation, Wildlands Conservancy, Lower Delaware Wild and Scenic Organization, and the Sierra Club. These organizations provide funding and peer networking benefits in support of the LRSA's mission.