



Greater Hazleton
CAVIR

2021

ANNUAL REPORT



A year of
TRANSITION AND GROWTH

COMMITTED TO DOWNTOWN HAZLETON



Workers install shrubs and plants at the CAN DO Community Park which is near completion. Some items that need to be completed are a railing being installed on top of the brick wall in front of the park and some additional landscaping.

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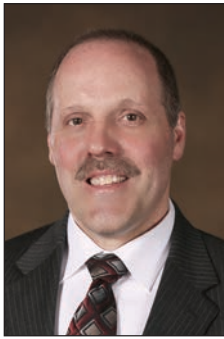
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REPORT FROM THE CHAIRMAN

Bill Magnotta



As a longtime board member, I was well aware of what a wonderful organization CAN DO is and just how much it does for the Greater Hazleton community, most notably in bringing businesses and jobs to our area to benefit the people of our community.

Being chairman of the CAN DO Board of Directors was a goal of mine. I wanted to be a part of the great work that the staff and volunteers do here

day in and day out. And now, as I reflect on the end of my three-year tenure as chairman, it has been an honor to have held this position.

CAN DO experienced much transition and growth during my tenure, especially within the last year with the retirement of Kevin O'Donnell after 47 years of service to CAN DO and the beginning of Joe Lettiere's time as just the third president in the history of this great organization. Working closely with both Kevin and Joe over the past three years has been a wonderful experience and, as it was with Kevin, I know that CAN DO is in good hands with Joe at the helm.

Of course, the theme of transition this past year also included the impact of COVID-19 and how CAN DO managed through it. Although the pandemic created chaos in the business industry and affected our organization, the CAN DO staff adjusted quickly to stabilize and continue to move the organization forward towards meeting its objectives. The organization continued to operate successfully, a great deal of new business was generated, and everyone also came together to assist small companies throughout the area for them to remain in business. Despite the uncertainty we faced at the beginning of 2020, I am astonished at how well the CAN DO team actually thrived during these challenging circumstances.

The growth of CAN DO throughout the past three years has been phenomenal. We've seen a tremendous amount of activity in our parks, with many new industries moving into the area. Greater Hazleton has blossomed into the integral business hub that we always anticipated it would become with its strategic location at the crossroads of Interstates 80

and 81 and wealth of hardworking community members.

There has been an explosion of activity in the region during my tenure as more and more businesses see the value of locating their operations in an area where there are many options to reach their customers in a more timely manner.

In addition to the new businesses we've welcomed, Greater Hazleton has now grown to a point where the significance and desirability of the area has brought in other outside developers, including some big-name firms who are located well outside of Northeast PA. These developers are coming to our community and constructing large manufacturing facilities not just on speculation anymore but often with a buyer already in mind.



Bill Magnotta was very active at CAN DO events throughout his term as board chair. Pictured here, he helped deliver boxes to the Freeland American Legion for the Operation: CAN DO drive in 2019.

Since I'm a numbers guy, CAN DO's finances were always a focus of mine. Over the past three years, I was trying to help guide CAN DO and make decisions that would bring short-term successes and, more importantly, long-term stability to the organization. With the revenue gained from land sales within the industrial parks there was a focus on the balance sheet, specifically focusing on improving stability ratios by paying down debt and focusing on revenue and expenses in order to be self-supporting without the need

for land sales in the future. These efforts were all very successful not because of me but as a result of the focus and dedication of the CAN DO team.

As I conclude my term as board chair, I want to say a special thank you to the leadership and staff of CAN DO. Both the leadership and each and every team member are instrumental in the success of CAN DO. And it has been this way not only during my tenure but through all the years of the organization's history. CAN DO would not be what it is today without these dedicated staff members and the vision of the leaders during these many years.

Once again, I'm very honored to have been given the opportunity to serve as chairman of the Board of Directors. I think I can speak for many of the CAN DO volunteers in that, at the end of the day, you go home with the satisfaction of knowing you played a small role in all the great things that CAN DO does for this community. You devote the time and energy and you feel energized knowing you've done something positive for this wonderful community.

Governance Committee

The Governance Committee has had a more peaceful year as the presidential transition has gone well. The committee also monitored this transition and progress on the strategic plan and reviewed a number of personnel matters. The committee also fulfilled its obligation in nominating new Board and Executive Committee members as well as corporate officers.



Kevin O'Donnell honored

At the end of 2020, CAN DO honored Kevin O'Donnell on his retirement after 47 years of service to the organization.

Last November, Kevin received the prestigious President's Award from the Pennsylvania Economic Development Association (PEDA) during the organization's 2020 Virtual Conference Series event. The purpose of the President's Award is to recognize an individual's commitment, leadership and dedication to economic development in the Commonwealth of Pennsylvania.

During his time with CAN DO, Kevin had a long history with PEDA. He was the first economic developer to be recognized as Economic Developer of the Year by PEDA and CAN DO was previously recognized as the PEDA Economic Development Agency of the year. Kevin also received the Chamber Champion Award during the Greater Hazleton Chamber of Commerce's annual Business and Awards Exposition last fall. He was just the second recipient of the award in the Chamber's then-128-year history.



Dan Sweeney retired from CAN DO earlier this year after 21 years.



Nancy Stasko retired earlier this year after 25 years with CAN DO.



CAN DO Marketing Specialist Melissa Frederick celebrated her 20th anniversary with CAN DO last year.



REPORT FROM VICE CHAIR CHARLES BURKHARDT

Committees: Marketing and Community Relations

I would like to thank all of the volunteers on both the Marketing Committee and Community Relations Committee for their hard work and dedication. I especially want to thank Marketing Committee Chair Patrick Ward, and Community Relations Committee Chair Donna Palermo.

I would also like to recognize CAN DO's Director of Economic Development Jocelyn Sterenchock, Marketing Specialist Melissa Frederick, Administrative Assistant Dana DeLucca and Director of Administration Samantha Fenicchia.

Marketing Committee

In alignment with our strategic plan, the Marketing Committee remained dedicated throughout the past fiscal year in continuing its work to attract, retain and support businesses and bring family-sustaining jobs to Greater Hazleton.

Despite the challenges of the COVID-19 pandemic, CAN DO's Marketing Department completed more than \$27 million in direct land sales across 200 acres in the past fiscal year.

Two exciting projects that the department worked on for several years, and are aligned with our goal of attracting industries in the food processing industry, came to fruition during 2020-2021.

Beverage manufacturing company Niagara Bottling invested \$350 million to purchase Humboldt Northwest Site 1 and begin construction of a 1.2 million square-foot facility that

will house eight production lines.

Niagara originally began their search for available real estate in Greater Hazleton in 2018 and subsequently reached out to tour potential properties again in 2019 and 2020. Due to the complexity of the project and the utility requirements needed, CAN DO coordinated multiple meetings over that three-year period with more than 30 community leaders in attendance, including representatives from the City of Hazleton, Hazleton City Authority, Hazleton Joint Sewer Authority, PPL, CareerLink, UGI, Hazle Township Municipal Authority and Hazle Township and Luzerne County Officials, as well as CAN DO utilities staff, to ensure all of Niagara's needs could be met.

Niagara ultimately decided to move forward with Humboldt Northwest Site 1, making organizational history as the highest grossing land sale since CAN DO's inception. This success was the result of the entire community putting its



Construction is underway on the new Niagara plant in Humboldt Northwest. Niagara is constructing a 1.2 million square-foot plant.



Little Leaf Farms purchased land in the McAdoo Industrial Park to build the company's first Pennsylvania greenhouse, which will be similar to its Massachusetts one pictured here.

best foot forward to solve the challenges of the project and create a successful business climate for the company.

In McAdoo Industrial Park, lettuce grower Little Leaf Farms purchased 44 acres and is clearing land where it will construct a massive greenhouse that is expected to begin growing fresh, sustainably-grown baby lettuce products in the first quarter of 2022. Little Leaf Farms is based in Massachusetts and this will be their first Pennsylvania greenhouse.

This was another project that took years in the making as Little Leaf Farms first approached CAN DO in 2017 looking for available properties in Greater Hazleton. In May of 2019, after exploring multiple options throughout the community, Little Leaf

Farms felt the land in McAdoo Industrial Park was a perfect fit for their project.



Muzo founder and CEO Darren Buttle moved both the company's headquarters and its local production facility to a 74,000 square-foot facility in Valmont Industrial Park.

Other projects that occurred during the fiscal year include expansions and continued interest in our industrial parks by private developers. PNK Group, an international developer that constructs buildings suitable for distribution and light manufacturing purposes, purchased a fully-permitted property at Site 25B in Humboldt Industrial Park North. The 25.44-acre site has approvals to accommodate a 310,000 square-foot Class A industrial facility.

Locally-owned developer Tri-Mountain Ventures also purchased Humboldt North Site 15 to add additional parking for its building on an adjacent site that is home to an Amazon "Last Mile"

Fulfillment Center.

In addition to the land sale activity, two major construction projects in Humboldt East were completed during the past fiscal year. IRIS USA began operations in its 500,000 square-foot facility in October with the immediate hiring of manufacturing, supply chain management, e-commerce and business support staff employees. IRIS USA invested more than \$80 million in the Humboldt Industrial Park facility, which is its fourth U.S. production facility and the first on the east coast.

Private developer, Bluewater Property Group completed construction of a 470,000 square-foot Class-A industrial development building on a 50-acre site at 101 Commerce Drive. The building, which is highly visible from Interstate 81, is suitable for manufacturing, logistics and e-commerce.

The Valmont Industrial Park also saw its fair share of growth when Sky Organics, an e-commerce beauty and personal care products company, purchased a 90,000 square-foot industrial building along Jaycee Drive last fall where it will expand its operations. The company said it chose Greater Hazleton because of its location and workforce and is expecting to hire 10 to 15 employees.

In terms of expansion activity that is happening, PFNonwovens is constructing a \$70 million addition at its Humboldt Industrial Park facility. The 170,562 square-foot addition will allow for two new production lines and will add an additional 60 employees to the company's current total of more than 300 employees over the next two years. Phase I was completed earlier this year and the second phase is planned to be completed in 2022. PFN has nearly 70 acres of land in Humboldt.

EAM Mosca, located in Valmont Industrial Park, purchased an adjacent property at 525 Jaycee Drive in anticipation of future growth. The company plans to move its manufacturing operation to the new facility and utilize their current space for administration. EAM Mosca expects to hire approximately 15-20 employees as a result of its expansion.

Muzo, a flexible classroom learning and office solutions furniture company from the United Kingdom, relocated its global headquarters and much of its manufacturing to a 74,000 square-foot facility in the Valmont Industrial Park. For the past 10 years, Muzo has been manufacturing locally in a smaller facility in the CAN DO Corporate Center. The company plans on hiring an additional 50 employees.

In terms of leasing activity, CAN DO continues to maintain a positive return on investment for all our leasing portfolio, which is at approximately 100% occupancy.

CAN DO continues to maintain valuable relationships with many local and regional partners. Throughout the pandemic, the partners were creative with how they organized real estate events and forums with brokers and site selectors to keep Northeastern Pennsylvania top of mind.

CAN DO, together with Mericle and the Scranton-Lackawanna Industrial Building Company (SLIBCO), hosted a virtual real estate forum in February. The event allowed the partners to showcase their communities, highlight valuable real estate information and statistics, and have live interactions with members of the real estate community. The Marketing Department also collaborated with site selectors from Texas and Chicago during additional virtual networking forums. The forums were conducted in a



Bluewater Property Group completed construction of a 470,000 square-foot building that is visible from Interstate 81.

speed-networking format and allowed CAN DO to interact with various site selectors and provide a variety of details about Greater Hazleton.

Beyond development, the Marketing Department accomplished several goals that were a part of its plan of work for the year, including revising the Greater Hazleton Workforce brochure. The staff also worked cross-departmentally with the Business Development Department on a new business development flyer and newsletter, managed CAN BE's social media accounts, and worked on promotional campaigns for the CAN BE Innovation Center as well as specific funding initiatives that ran through the Business Development Department.

The department's own newsletter, SiteLines, was published in April of 2021, as well as December of 2020, and emailed to more than 1,000 contacts in the real estate community.

CAN DO's Marketing Department was no stranger to COVID creativity as they created a video tour of the MT #1 industrial building in Valmont Industrial Park to help showcase the facility during the pandemic. Due to the success of the project, the marketing team plans to create videos for other available buildings in CAN DO's portfolio as needed.

CAN DO staff members continue to place an emphasis on professional development each year. During this past fiscal year, Melissa Frederick, Marketing Specialist, completed training to manage and monitor CAN DO's web presence, social media accounts and email marketing campaigns and Jocelyn Sterenchock, Director of Economic Development, enrolled in the Economic Development Finance Professional program and is nearing completion on her Certified Economic Developer certification.

Workforce development is an increasingly important aspect of CAN DO's mission. As a result of that strategic emphasis, Jocelyn Sterenchock served as the interim chairperson for Partners in Education (PIE). During her time as chair,

she worked with PIE Executive Director Cathy Colangelo to create a strategic plan that determined how PIE could become more active within Greater Hazleton through education and workforce training programs and various new and improved initiatives.

CAN DO and PIE joined the Greater Hazleton Chamber of Commerce, Pennsylvania CareerLink® and other community partners to launch a major online marketing campaign to promote career training opportunities in Greater Hazleton. The campaign, entitled Hazleton Works, was designed to address the workforce development needs of both employers and job seekers.

As part of this project, the partners commissioned The Institute for Public Policy and Economic Development to conduct a needs assessment for workforce education and training. The assessment identified how PIE and other organizations in the Greater Hazleton area can assist businesses with their education, training, and workforce needs. The partners presented their findings to the public during the Chamber's February Red Carpet Breakfast. Educators representing high school and post-secondary schools throughout the area reviewed the study and shared their thoughts and input on how to move forward with the results from the needs assessment.

The Hazleton Works campaign will focus on developing that collaborative effort between schools, employers, and community organizations to help make students and educators more aware of local opportunities, improve the understanding of the education and training required for these positions, and help schools tailor their curriculums and course offerings to align with the regional needs. The Hazleton Works website will serve as a central location for the public to discover training opportunities within the Greater Hazleton area.



CAN DO is joining Partners in Education, the Greater Hazleton Chamber of Commerce, Pennsylvania CareerLink® and other community partners to launch the Hazleton Works campaign to address workforce development needs of both employers and job seekers in Greater Hazleton.

Community Relations Committee

The Community Relations Committee takes great pride in connecting with business leaders through the Curb Appeal Awards ceremony and Humboldt Park Association meetings as well as working with the Student Action Committee members on CAN DO's signature events – Operation: CAN DO and CAN DO Community Christmas. Staff and volunteers found unique ways to maintain these traditions and events in new and different ways this past fiscal year.

The Curb Appeal Awards were presented individually to each of the winners at their locations in August. Best Cigar Prices and Pub received the overall award, as well as the prize for the Commercial Hotels, Restaurants and Retail category. Additional winners were Service Electric Cablevision, Web.com, Henkel U.S. Operations, Altadis USA, American Eagle Outfitters, AutoZone Distribution Center DC9720, Michaels NE Distribution Center, BDS Corp/ Bearings and Drives, Brake Parts LLC Site 62B, and Graham Packaging Company.

For Operation: CAN DO, Freeland American Legion Commander, Gerald Gaffney, and his members worked with CAN DO once again to prepare and ship care packages to service men and women with ties to Greater Hazleton serving overseas. Commander Gaffney was instrumental in getting the approval to mail the packages so this event that honors local service members could continue.

CAN DO Community Christmas has served as a kickoff to the holiday season in Greater Hazleton for the past 28 years and 2020 was no exception. WYLN re-broadcast clips from the 2019 event throughout the holiday season to showcase talented music students from schools across Greater Hazleton, allowing the tradition to stay alive.

The Humboldt Park Association also continued in a virtual format, with meetings in March of 2021 and October of 2020. During the March meeting, State Rep. Tarah Toohil announced that a petition for those who wanted to voice their opposition to the proposed Interstate 80 bridge tolls in Luzerne County was available on her website. The October meeting focused on discussing how to improve bus transportation to Humboldt. Attendees heard about a plan

that was developed by the Hazleton Transit Authority and the WSP USA to improve the service, and a survey was sent out to the industries for their input.

In addition to hosting these signature events every year, one of the most exciting aspects of the Community Relations

Committee's work is interacting with the Student Action Committee members. Regardless of the virtual learning environment that many experienced, Student Action Committee members remained actively involved with CAN DO. Students attended virtual board meetings, worked with CAN DO staff to select the logo for the Hazleton Works campaign, and met virtually with advisors throughout the fiscal year.

The Community Relations Committee also continued its support of the CAN DO Community Foundation. The foundation spent much of its time focused on ongoing projects at Ferrwood Music

Camp in Drums as well as the CAN DO Community Park in downtown Hazleton. At Ferrwood, construction was completed on the camp's new kitchen in the spring of 2021. Proceeds from the foundation's Annual Fund Drive were used toward the completion of the renovation project.

In CAN DO Community Park, Phase II of the three-phase construction project wrapped up at the end of 2020. Ornamental railings were recently installed and eight benches, sponsored in honor of Kevin O'Donnell, were added in the spring of 2021. CAN DO's Operations Staff assisted the Community Relations Committee in decorating the park for the holidays last year. Additionally, the committee recently purchased more decorations for this holiday season including a 22-foot Smart Christmas tree, lights, garland and wreaths for the pillars at the entrance.

While maintaining all these traditions was important to the Community Relations Committee, there was also something new to celebrate. In April, CAN DO appointed Samantha Fenicchia as its Director of Administration. In her new role, Samantha will be responsible for the coordination of the annual public relations projects and planning special events for CAN DO, including groundbreakings and ribbon cuttings. She will also serve as the Student Action Committee advisor.



Best Cigar Prices and Pub won two awards at last year's Curb Appeal Awards ceremony.

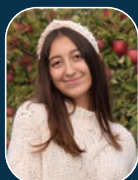
Junior year members of the CAN DO Student Action Committee



**Amelia
Bredbenner**



**Timothy
Maguschak**



**Lucy
Olander**



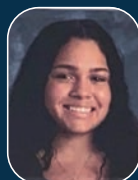
**Walter
Pavlik**



**Shaunjae
Suarez**



**Ashley
Taveras**



**Daniella
Vasquez**



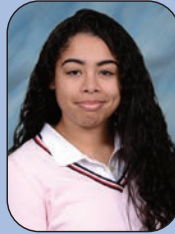
STUDENT ACTION COMMITTEE

Graduating members talk about their experience



"As a student member of the CAN DO Board of Directors, I gained experience by seeing how CAN DO functions and serves the community. Through participating in the board's activities, I learned that projects require collaboration and extensive planning as well as efficient use of time. Most importantly, I learned the importance of ensuring the growth of your community."

— **Christian Badamo**



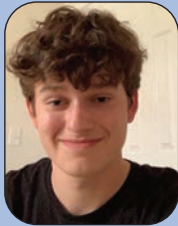
"What I have gained in my experience as a member of the CAN DO Student Action Committee is I got to witness how people work together for a business and common cause which is for the betterment of the people in the city."

— **Cleidy Castillo**



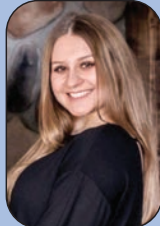
"Even though COVID-19 took away the majority of my senior year CAN DO experience, my first year as a member gave me an experience unlike any other. I was able to represent my school, and through that, my leadership skills soared! Additionally, I was able to meet, interact, and work with prominent members in my community."

— **Allison Gottstein**



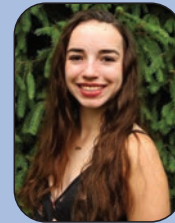
"I have grown as a leader in the local community. CAN DO has taught me to step up and help those in need. While we weren't able to conduct as many projects as we had hoped, we still had a successful time helping the community as best as we can. Operation: CAN DO and CAN DO Community Christmas are great for the community of Hazleton and the surrounding areas."

— **Noah Long**



"Being a part of the CAN DO Student Board of Directors was an honor. Meeting with such intelligent individuals in my area inspired me. They were always so kind and understanding. The great consideration and listening skills these individuals had helped me improve my skills. My experience was great, and anyone who has this opportunity should be honored. The 2019 Operation: CAN DO and CAN DO Community Christmas were fantastic. They were always organized and planned accordingly."

— **Alivia Platek**



"I have learned a lot about the city of Hazleton I had not known prior, such as the outreach campaigns helping those in need, and the expansion plans in place for Humboldt. Despite only participating in one CAN DO Community Christmas, I believe the town and students who performed thoroughly enjoyed the event. I hope in the future there will be the opportunity to have this program again, and others like it."

— **Isabelle Ritz**



"I have gained great insight into the actions that are necessary to create a great, booming community. I've learned a lot about CAN DO that I never knew in the past. CAN DO's current and past experiences and history have shown me that, when a community comes together, anything is possible. It was an overall great experience that I recommend as many students as possible to get involved in!"

— **Kelly Royer**



"Serving on the CAN DO Student Action Committee and having the opportunity to sit in and listen to local community leaders talk about the future of Greater Hazleton was truly eye opening. Whether it was listening to Mr. O'Donnell talk about the past of this wonderful corporation or when Krista Schneider and Jocelyn Sterenchock would talk about the new happenings of the Greater Hazleton area. It was very insightful and exciting to be able to sit in and listen to those conversations among the Board members. Operation CAN DO is an amazing way to show our support for our local heroes. My favorite local Christmas event of the year was always CAN DO Community Christmas. Attending the previous four CAN DO Community Christmas' I was excited to finally be able to step in and serve my community."

— **Maxwell Schwabe**



REPORT FROM VICE CHAIR MARYANNE PETRILLA

Committees: Finance and Property

Overall, a great financial year for CAN DO thanks to all of the hard work and guidance from the volunteers of CAN DO and the diligent work from the staff at CAN DO.

I would like to recognize the efforts of those on the Finance Committee and on the Property Committee. I would like to thank Finance Committee Chair Barbara Cassise, and Property Committee Chair Brian Poveromo. I would also like to thank CAN DO's Chief Financial Officer Patricia Gendler,

CPA, and Director of Operations Greg Kurtz.

Additionally, I'd like to recognize CAN DO staff members Senior Accounting Specialist Kathryn Kline, Accounting Specialist I Karen Martinez, Assistant Director of Operations Raiana Nichols, Senior Maintenance Technician Brian Demshock, Lead Maintenance Specialist Nick Micene, Lead Waste Water Operator Les Harvey, Utility Specialist Marc Evancho, and Project Manager Cody Wood.

Finance Committee

CAN DO's role as a developer, utilities provider and landlord played a significant role in the organization's financial success this past year. The biggest income came when CAN DO closed one of the largest financial sales in its history, but the organization also received great financial gains from providing utilities for tenants across the parks and maintaining stable income in the leasing portfolio. This continued development throughout CAN DO's parks naturally brings many benefits to Greater Hazleton, but it plays a significant role in the work the organization does as a utilities provider as well. In fact, CAN DO's water and sewer customer usage increased by 11.6% during this past year.

There were a number of other factors that impacted CAN DO's financials in a positive way this past year, including CAN DO's sale of Humboldt Northwest Site 1 for nearly \$10 million. The organization saw an increase in leasing revenue when Muzo signed an agreement for MT #1 (360 Jaycee Drive) in Valmont Industrial Park, receiving an interest share from DCED for managing loans properly, a land option of \$5,000 from a solar company, a \$5,000 grant from Ben Franklin Technology Partners, a USDA grant for renovations at the CAN BE Innovation Center and income of approximately \$62,000 for administering the Luzerne County COVID-19 Hospitality Industry Recovery Grant program.

Although land sales are not in the calculation for sustainability, the influx of cash certainly did have a positive impact on sustainability by allowing the organization to pay down debt which decreased interest expense and the additional cash caused an increase interest income which

are all components of the sustainability calculation.

Additionally, CAN DO's administration expenses were under budget due to the cancellation or postponement of several events because of the pandemic. However, in light of the pandemic, the organization was able to obtain a \$228,000 loan from the Small Business Administration (SBA) related to the Payroll Protection Program. When this loan is forgiven, it will revert to a grant for the same amount.

CAN DO expects to end the fiscal year with a current ratio of 14% and the sustainability index closed at 126%, a bit shy of the internal goal of 150%. Income is at \$9.4 million and cash is up in comparison to the previous year, mostly due to the land sales made over the period.

The organization's long-term debt is down as a result of loans being paid off during the past fiscal year. In fact, the Debt-to-Equity index, which is the total outstanding loans divided by the net assets of the company, had a positive drop from .46 to .33.

In April, CAN DO appointed Karen Martinez as an Accounting Specialist I. In her role as Accounting Specialist I, Martinez is responsible for daily accounting functions related to the operations of all CAN DO divisions, departments and associations as well as assisting in managing all Accounts Payable/Accounts Receivable, maintaining and analyzing a schedule of leasing division costs for which reimbursement is required, and preparing and distributing tenant invoices.

In addition to bringing on a new staff person, Kathy Kline was promoted to Senior Accounting Specialist.

Property Committee

This fiscal year has been an exceptionally busy year for the Property Committee, not only in reviewing projects where new industries are being built, but also with improvements to facilities and infrastructure owned by CAN DO including the upgrade of utilities throughout the parks.

Over the past few years, the operations staff has placed



CAN DO's completed its portion of the White Birch Road Extension project this spring.

a considerable amount of focus on repairs and upgrades to CAN DO's water system as well as working on other efficiencies in the utilities systems that will help the organization prepare for future growth.

In Humboldt Industrial Park, CAN DO continues to rehabilitate wells by a cleaning/blasting process that improves water quality and maximizes well capacity. The staff is in the process of making upgrades to the control systems of several wells that will change the way the water system operates. Additionally, a permit from the Department of Environmental Protection was received to replace an outdated 4,000-gallon chlorine contact tank in well 7 and a higher capacity water supply pipe to feed the distribution system on well 1. Both of these projects increase chlorine contact time to allow for more accurate chlorine/water mixture for sampling purposes.

Work was also done to the water system in the CAN DO Corporate Center, where staff completed aquifer pump and water quality tests on the newly-drilled well 2. This well will be used as a backup water supply and for additional water to the Corporate Center as the need arises.

Several water tank restoration projects were completed including interior restoration work and minimal foundation upgrades on the one-million-gallon storage tank located near Maplewood Drive. In addition to the Maplewood Drive tank, the storage tank at North Park Drive was cleaned and painted while the storage tank within the CAN DO Corporate Center received a fresh coat of paint on its exterior as well.

As a result of the efforts to upgrade utilities systems, CAN DO is nearing completion on a state-of-the-art geographic information system (GIS), a software database that will better identify the location of water lines, sewer lines, valves and hydrants throughout Humboldt Industrial Park. The utilities staff worked with an engineering consulting firm to locate assets and log locations of infrastructure as well as other pertinent data that was collected in the field and extracted from available drawings. This system will allow CAN DO's staff to locate information more efficiently in the future.

Beyond utilities, there are many exciting projects currently underway in both Humboldt and McAdoo Industrial Parks that were reviewed by the Property Committee. In Humboldt North, site work is progressing on Niagara Bottling's 1.2 million square-foot beverage manufacturing

plant. Within the McAdoo Industrial Park, lettuce grower Little Leaf Farms has cleared five sites totaling more than 44 acres and will build a greenhouse across 10 of the acres with room for expansion.

The Niagara project required significant utility coordination, with large capacity needs, in which CAN DO had to rely on many community partners to finalize the location of their project to Greater Hazleton. Partners such as the Hazleton City Authority, PPL, and UGI were all instrumental in locating this company to Humboldt. When fully operational, the beverage facility will be CAN DO's largest sewer customer and is projected to produce nearly 400,000 gallons of wastewater per day. Niagara plans to complete the project by this December and launch production soon after.

A project that CAN DO has been working on for several years is the extension of White Birch Road in preparation for PennDOT to connect Humboldt Industrial Park with a second access to Interstate 81 and State Route 424. After several years of planning, procedures and intense work, CAN DO's portion of the White Birch Road Extension project was finally completed this spring. Paving from the endpoint to Maplewood Drive was finished at the end of 2020 and Reading Blue Mountain & Northern Railroad recently worked with the project's contractor to complete additional railroad crossing work.

With the White Birch Road project completed, focus will shift onto the Humboldt North reclamation project site, which is located on the east side of North Park Drive. CAN DO is in the final stages of acquiring approvals from the Bureau of Abandoned Mine Reclamation (BAMR) and expects construction to begin later this summer.

In addition to these major projects, the facilities staff was hard at work on several additional projects, including working with new MT #1 tenant, Muzo, on updating old lighting fixtures before the company moved into its new manufacturing facility earlier this year.

CAN DO recently hired Cody Wood for the Project Manager position. Cody is responsible for the management and maintenance of all CAN DO-owned buildings and industrial/corporate parks and will serve as a liaison with all industries/businesses located within those parks.

As part of CAN DO's commitment to continuing education for its staff members, Raiana Nichols and Marc Evancho obtained certification from the Department of Environmental Protection to effectively and efficiently operate water systems.



CAN DO is nearing completion on a state-of-the-art geographic information system (GIS) software database.



REPORT FROM VICE CHAIR KEN OKREPKIE

Committees: CAN BE and Economic Development

I would like to recognize the efforts of those on the CAN BE and Economic Development committees. Thank you to CAN BE Committee Chair Neal DeAngelo III and Economic Development Committee Chair Terry Malloy.

Additionally, I'd like to recognize CAN DO's Director of Economic Development Jocelyn Sterenchock and Business Development Specialist Mark Minnig.

CAN BE Committee

The CAN BE Committee continued its focus on developing and promoting Greater Hazleton's entrepreneurial ecosystem throughout this fiscal year. CAN BE staff assisted Innovation Center clients and more than 50 virtual client small business owners with various services through its partnership with The Hazleton Innovation Collaborative (THInC) members and other organizations throughout Northeast Pennsylvania. One of the most impactful ways CAN BE supported its clients was through an extensive renovation project at the CAN BE Innovation Center. The aesthetic modifications provide a modern look and feel to the facility. The upgrades include a state-of-the-art conference room with full audio/visual capabilities that can fit up to 30 people, furnished by Valmont Industrial Park tenant Muzo; a private "quiet room" complete with acoustic sound barriers to allow founders and C-level team members to take private meetings and calls; and new LED lights with Bluetooth advanced

redesigned facility through a highlight video produced by DiscoverNEPA as well as more traditional marketing channels such as press releases and social media.

This long-awaited renovation project coincides with a period of extreme growth at the CAN BE Innovation Center.



CAN DO recently utilized a grant from the United States Department of Agriculture to complete facility upgrades at its CAN BE Innovation Center in the Valmont Industrial Park. The project marked the first time major aesthetic modifications have been made to the 14,000 square-foot facility since opening in 2005.



Candelles graduated from their space in the CAN BE Innovation Center in March just a little over three years after it entered the Innovation Center.

controls, provided by CAN BE graduate, American Eagle Solutions. CAN DO received a United States Department of Agriculture's (USDA) Rural Business Development grant that was used to purchase furniture, fixtures and equipment for the project.

CAN BE staff promoted the

The facility maintained an average occupancy rate of 90% throughout the course of this year. Since 2017, CAN BE's occupancy rate has grown nearly 50%, including a 30% increase in incubator client space allocation, and the facility also saw a 16% growth in revenue year-over-year.

In addition to the growth of the CAN BE Innovation Center itself, two tenants celebrated their own massive growth this past fiscal year and graduated from the facility.

Candelles, a handmade soy candle company, signed a lease for a 6,800 square-foot facility in the CAN DO Corporate Center in March. Since moving into CAN BE in November of 2017, Candelles went from operating out of a 900 square-foot office to covering 2,500 square feet and, in addition to expanding its own business, also began handling fulfillment services for other small businesses. The company expects to have a staff of 15-20 employees by the end of 2021.

Shortly after Candelles graduated, American Eagle Solutions also moved out of CAN BE and into a bigger facility within Northeast Pennsylvania. American Eagle Solutions

(AES) implements energy-saving lighting and full-building commercial/industrial internet solutions for businesses seeking to reduce energy costs and increase the operational efficiency of their facilities. The company retrofits more than 10,000 lighting fixtures annually and has amassed more than \$1 million in utility, state and local incentives for their customers.

Overall, CAN BE Innovation Center tenant activity was robust throughout the year. Two tenants grew their operations and three new tenants entered the facility.

IntelliGreen Services renewed its lease in March after moving into the Innovation Center toward the end of the 2019-2020 fiscal year. The green energy-consulting firm experienced explosive growth almost immediately with their creation of IntelliTemp, a facial recognition and temperature scan machine. The company received a \$50,000 investment from Ben Franklin Technology Partners to expand sales and marketing efforts for a Software-as-a-Service (SaaS) platform to work in tandem with the company's products that were developed in response to the pandemic. The investment allowed IntelliGreen to leverage its relationships with four distribution partners and launch the SaaS product and gate-monitoring solution. Additionally, IntelliGreen Managing Partner and Vice President of Sales and Marketing, Ryan Robinson, received the Greater Hazleton Chamber of Commerce 2020 Young Entrepreneur of the Year award, which is sponsored by CAN BE.

Keystone Ballet Academy has been steadily growing since moving into CAN BE in 2017. Last fall, the dance school offered 18 classes and had 83 students, an increase of more than 125 percent, year-over-year. Later this year, a group of ballet students will start pointe work after preparing twice a week for three years to reach this elite dance level. Students taking the next step in their ballet training demonstrates Keystone Ballet Academy's commitment to providing students with quality ballet training.



Computer software development company Ranek Technologies, led by CEO & CTO Joe Halcisak, moved into the CAN BE Innovation Center in December.

Ranek Technologies became the first of the three new CAN BE tenants when it moved in last December. The computer software development company has launched five apps, including the Kaydri App, which is aiming to become the leading platform for photo and video sharing during live events. The app consolidates all media from the same live event or gathering into one place for guests to view and download.

The company is a new venture that was formed by a member of the team that won tecBRIDGE's High School Business Plan Competition in 2018 and was named the Greater Hazleton Chamber of Commerce's Young Entrepreneurs of the Year, Sponsored by CAN BE, that same year. Ranek Technologies went on to be a finalist in the 19th annual tecBRIDGE Business Plan Competition within the collegiate division in 2020.

Build.works is a strategic cloud solution for Building Information Modeling (BIM)-based resource planning, scheduling, budgeting, procurement, manufacturing and construction of buildings. The company's technology also helps contractors to extract data and use it to automate business processes, plan and execute change orders as well as the activities necessary to execute a project, schedule manufacturing and assembly, review resource requirements, and improve financial planning and control.

Alpaca Distribution is a wholesale food distributor of dry goods and supplies for restaurants and supermarkets. The company sells an extensive list of name-brand products throughout Greater Hazleton, including brands like Kraft, Sara Lee, Goya, and more. Currently, the company only sells dry goods but plans to expand by offering fresh and frozen products within the next six to eight months. The company, which plans to hire 10-15 employees over the next three years, hopes to move into a larger facility within the next three to five years, making CAN BE a perfect starting point.

Outside of the Innovation Center, the work that CAN DO Director of Economic Development, Jocelyn Sterenchock, did with virtual clients showcases CAN BE's ability to offer a variety of services to entrepreneurs across a wide range of industries.

Along with its work in Greater Hazleton, CAN BE joined its local and regional partners on numerous initiatives that were designed to advance entrepreneurship throughout Northeast Pennsylvania.

The Greater Hazleton Chamber of Commerce and CAN BE worked together with the Downtown Hazleton Alliance for Progress and other community partners on a program that used \$50,000 in CARES Act funding that the Chamber received to help develop and build websites for nearly 25 businesses that didn't have an online presence, were looking to create an



Alpaca Distribution co-founders Carolina and Jose Alberto Polanco recently signed a lease at CAN BE for space for their wholesale food distribution business.

e-commerce platform, or needed social media marketing assistance for their current business model.

Staff partnered with marketing firms to host several business webinars, including one that taught business owners how to use and maintain their own Google My Business profile, a Google Tools series that was held in partnership with the Greater Hazleton Chamber of Commerce across five weeks, and an Introduction to Intellectual Property webinar that discussed the four major types of IP.

CAN BE continues to be involved in marketing programs offered by THInC and the Hazleton LaunchBox supported by Pasco L. Schiavo, Esq., including activities happening at the new kitchen incubator inside the Hayden Family Center for the Arts, which will be co-operated by the Hazleton Art League and CAN BE as a part of the larger THInC ecosystem.

THInC remains committed to helping young entrepreneurs get started through its work with Partners in Education, tecBRIDGE and, most recently added to the collaboration, Luzerne County Community College.

Jocelyn was a speaker at Partners in Education's annual

Girl POWER in STEM virtual program, where she discussed innovative thinking and the workforce of the future. She also assisted tecBRIDGE with its High School Business Plan Competition, BIG Idea Essay Competition, and annual Business Plan Competition, where she advised three teams in the college/non-collegiate division of the 19th annual regional competition. Additionally, CAN BE sponsored this year's virtual tecBRIDGE Entrepreneurship Institute and Ben Franklin Technology Partners of Northeastern Pennsylvania's annual iXchange, both of which were held virtually this year.

Department staff also worked to build strong foundations with Luzerne County Community College with ideas around entrepreneurial development and education. CAN BE joined THInC partners Luzerne County Community College, Penn State-Hazleton, the Hazleton Launchbox, and the Wilkes University SBDC to present Virtual Entrepreneurship Week from May 3-7. The zoom sessions included experts, panel discussions, interactive workshops, and industry-specific meetups.

Economic Development Committee

Building off the previous fiscal year, the Business Development Department, led by Business Development Specialist Mark Minnig, continued to manage and lead CAN DO's response to the pandemic by providing an array of assistance to businesses and industries throughout Greater Hazleton and Luzerne County.

In February, Governor Wolf signed into law legislation Act 1 of 2021 that set aside \$145 million in funds to aid hospitality industry businesses most adversely affected by the COVID-19 pandemic. More than \$3.5 million in competitive funding was made available to help Luzerne County hospitality businesses. CAN DO staff members partnered with Luzerne County and the Greater Wilkes-Barre Industrial Fund to administer the program and to distribute the money to hospitality businesses throughout the county.

In just two weeks, CAN DO staff worked to build program guidelines, a website, and an application portal that was simple for business owners to use and stay informed. CAN DO staff also followed up throughout the process with businesses to make sure they had all the necessary

information in their applications. During the short period of time in which the program was open, more than 250 businesses across Luzerne County submitted applications

with more than 200 receiving funding for a total of \$3.47 million between them. In Greater Hazleton alone, over \$1 million was allocated to assist roughly 65 businesses.

This hospitality grant program was the latest example of the work that the Business Development Department has done to help businesses get back on their feet and move forward from the pandemic.

In the fall of 2020, staff assisted the Greater Hazleton Chamber of Commerce and Downtown Hazleton Alliance for Progress in the submission of an application to the Luzerne County Office of Community & Economic Development's COVID-19 grant program, funded by the federal CARES Act. The Chamber was awarded a grant totaling \$241,711 that was used for the implementation of five programs directed towards assisting small

businesses as well as identifying workforce challenges.

Fortunately, many businesses throughout the area were



CAN DO Business Development Specialist Mark Minnig was a featured speaker at the press conference announcing the Luzerne County COVID-19 Hospitality Industry Recovery Program.



As part of its business financing services, CAN DO's Business Development Specialist assisted Nexii Building Solutions with its expansion project in the City of Hazleton.

able to maintain their operations during the pandemic and some contacted CAN DO for help getting financing for expansion and relocation projects. Although these businesses weren't quite ready to file applications, the Business Development Department worked with several small businesses to direct them to the proper financing resources for their needs.

Throughout the year, staff continued to connect with businesses and industries as part of CAN DO's Engage program. CAN DO visited with 12 companies and discussed the strengths and weaknesses of their current operations and offered advice on how the organization may be able to assist their business. Topics that were discussed included supply chains, truck parking in Humboldt Industrial Park and workforce development training and education.

Given the feedback through Engage visits, and in light of anticipated future development, CAN DO worked with officials from Lackawanna and Luzerne counties and the Hazleton Transit Authority to provide assistance as they develop a 20-year transportation plan for the region with a focus on how to make transportation more accessible and effective.

In addition to its work with industries in the parks, CAN DO assisted Nexii Building Solutions, a green construction technology company that manufactures green building and retrofit products, with its expansion project in the City of Hazleton, the company's first U.S. production facility. The company anticipates hiring between 180 and 230 employees for skilled green manufacturing jobs.

As CAN DO looks forward to the 2021-22 fiscal year, the focus will continue to shift toward obtaining financing for projects – for both CAN DO and other businesses – that

were delayed due to the pandemic.

The Business Development and Marketing staff collaborated on the production of new marketing materials surrounding business financing. The first item was a new business financing marketing flyer, which is available in both English and Spanish on the Business Financing Page of CAN DO's website. The flyer can be used to help business owners understand the many programs and benefits CAN DO can offer to both large and small businesses. The second was the creation of the department's newsletter, Dollars & Sense. The semiannual publication is designed to provide all types of businesses and industries throughout Greater Hazleton with a variety of useful business information and updates on CAN DO projects.

As part of CAN DO's continued emphasis on helping businesses with financing, Mark Minnig received certification last August as an Economic Development Finance Professional (EDFP) from the National Development Finance Council (NDC), a nationally respected organization that offers community partners throughout the U.S. development assistance and professional training. This professional certification ensures that CAN DO is up to date on the most recent economic development finance strategies and has vast knowledge of financing resources available for job creation projects.

Additionally, Mark was appointed as a new member of the advocacy committee for the Pennsylvania Economic Development Association (PEDA). The main focus of the committee is to address current and future economic development legislative initiatives.



CAN DO PARTNERS

Thank you, partners!





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Fiscal Year 2021

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Kevin O'Donnell
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1984-2020



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1971-1973



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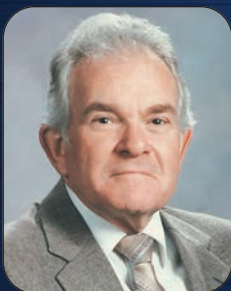
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2000-2003



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John J. Spevak
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2012-2015



John Madden Ph.D.
2015-2018

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