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Holiday Parade	November 22 (Rain Date November 29)
Carriage Rides Lebanon County Coffee	December 5
Carriage Rides Farmers Market	December 12
Bologna Drop 9th & Cumberland	December 31

Jingle Bells...Jingle Bells...Jingle all the way... to DOWNTOWN LEBANON

Tree Lighting Ceremony

Friday, November 21

6:00 p.m.

**9th and
Cumberland Streets**

Santa Arrives

Northwest Elementary
Fifth Grade Chorus
Sponsored by
Garcia Garman & Shea, PC

Carriage Rides

Fridays,

December 5 and 12

5:00 to 7:30 p.m.

Adults \$8.00

Children 3 to 12 \$4.00

December 5

Lebanon County Coffee
714 Cumberland Street

December 12

Lebanon Farmers Market
35 S. 8th Street

Sponsored by
Garcia Garman & Shea, PC



**Lebanon County
Holiday Parade**
Saturday, November 22
10:00 a.m.

(Rain date - November 29)
**on Cumberland Street
Lincoln Avenue to
9th Street**

**Watch Santa climb the
ladder into the Farmers
Market after the parade.**

Corporate Sponsors:
Lebanon Farmers Market
Ames Sales & Services
GSH Home Med Care
Garcia Garman & Shea, PC

A Message From Our Community of Lebanon Association President

As I ponder my first year as the president of the CLA, I find myself feeling lucky and fortunate to work with 24 awesome and dedicated board members who without a second thought

volunteer so much time to this organization to ensure our mission is met. Collectively, the board members log thousands of hours of community service along with our other event and committee volunteers.

The trust that was placed in me to lead the organization was exciting and inspiring at the same time. This was especially manifested during the strategic planning process—opening the organization up to opportunities, yet at the same time recognizing the bedrock of who we are. Kate Gallagher of CoLab led our planning session and visited with us back three times to guide the board through the activities and tasks needed to finalize our living document. A

summary of the strategic priorities that was developed as a result of the strategic planning session is now available on our new web site. And, that’s a great place to start our year in review.

- Our accomplishments include:
- 1) New Website (developed by a local organization, Fresh Creative) www.lebanonpa.com
 - 2) Analyzed our events and determined those that are important to our mission and vision
 - 3) Completed the Hometown Heroes Banner project and started new campaign of CLA Event Banners
 - 4) Retargeted the Jazz Festival to a Music Festival with 30 craft brews
 - 5) Updated our Annual Event to a Gala while maintaining the spirit of the event by awarding the business person of the year and the Lester Leffler Community Service Award
 - 6) Sign project welcoming visitors and residents alike to Lebanon on all four gateways to the City
 - 7) Combined the Spring and Fall Craft Shows into one to

be held in the Spring 2015 with a jury process to qualify vendors as true crafters (items must be handmade); although there will be an area for our members who wish to have a stand

Would you like a stronger relationship with the CLA through your membership investment? I encourage you to get involved by attending one of our four luncheons which provide networking opportunities and the time to connect with other community members. Or, perhaps you are thinking about volunteering for one of our events which draw hundreds or thousands of people to the downtown. For the music festival alone, 90 volunteers on the day of the event to ensure our guests enjoyed the day. Or, perhaps you like the idea of committee work; we can always use people’s talents who have an interest in what we do.

While I am sure the CLA and other community associations around the state will face many challenges in the near

Continued on Page 7



Cheryl Batdorf

The CLA Communique is a newsletter published quarterly by the Community of Lebanon Association for the purpose of informing members and others about the events, projects and areas of concern in the Lebanon Community. The Community of Lebanon Association is a volunteer organization whose mission is to make our community a more enjoyable place to live, work, shop, learn, and do business.

OFFICERS

- President** Cheryl Batdorf
- Vice-President** Greg Bracale
- Secretary** Kim Kreider Umble
- Treasurer** Vincent Garcia

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Editorial staff: Diana Hartman, COMP Assist; Jean Mason and photography, Jerry Kalinoski, Kalinoski Photography and Melissa Kulbitsky.

If you have any information to include in this publication or any comments, contact the CLA office at 273-7215.



2014 Business Person Of The Year

The twenty-sixth Annual Community of Lebanon Association Business Person of the Year Award was presented to Diana Hartman at the organization's Annual Dinner Gala held on Wednesday evening, September 17, 2014 at the Coleman Chapel. For the first time, the award is named the Merritt Marks Memorial CLA Business Person of the Year; in memory of the late Mr. Marks' many achievements for CLA. He was the President of the organization from 1988-1995. Membership was at an all-time low in 1988. His leadership was instrumental in keeping CLA alive and growing during a tough period in its existence. Marks was also the first recipient of the CLA Business Person of the Year Award.

Diana Hartman has been involved in the Lebanon Community for many years. She founded her company, COMP Assist, a safety consulting home-based business in 1991, and immediately became active in several community programs. She is the only Lebanon County business owner to serve as both Chairman of the Lebanon Valley Chamber of Commerce Board of Directors (2000) and, for three years (2011-2013) as President of the CLA Board of Directors. During her tenure with the CLA, she created several new programs, including the Soup-R-Bowl and the Annual Cupcake Competition. She founded the Glass Slipper Prom Dress Sale in 2009, and continues to chair this annual event, which collects gently used prom dresses and sells them to area high school girls for \$10.00.

Diana also serves at her Alma Mater, Lebanon Catholic School and is a Board Member for

Lebanon Family Health Services. Diana has been honored with the LVCC Athena Award, the LVCC Leon Hoover Entrepreneurial Spirit Award, the CLA Lester Leffler Volunteer Service Award, and the Lock Haven University Alumni of the Year Community Service Award.



Diana Hartman and her mother.

2014 Lester Leffler Volunteerism Award

A second award was presented at the annual gala. Each year the CLA president has the opportunity to recognize an individual or individuals for volunteerism. Presented by CLA President Cheryl Batdorf, the award was presented to Larry Jones, owner of J.T.'s Buy and Sell, Lebanon

Jones had been chosen by President Batdorf in recognition of his outstanding and varied service to the community of Lebanon.



Cheryl Batdorf presents the Lester Leffler Volunteerism Award to Larry Jones

Metro Bank and Blue Heron Flowers served as sponsors of the evening. ❖

New Holiday Tree Lighting Location

Santa better get the location right on Friday, November 21 when he arrives on a fire truck during the annual CLA Tree Lighting Ceremony.

The decorated tree will be located at 9th and Cumberland Streets and will

be officially lit at a ceremony beginning at 6 p.m., November 21. Music, Santa and free gifts for the kids will be available and all children can meet and talk with Santa after the event at the Lebanon Farmers Market.

Santa will be getting everyone excited for his ride in the CLA Lebanon County Holiday Parade the next morning, November 22 in Downtown Lebanon.

Plan to join us for the Tree Lighting fun on Friday, November 21. ❖



It Was A Gala...

The CLA 2014 Annual Dinner on September 17 truly was a gala!

The location was different, the format was different, the menu was different but the excitement and enthusiasm



the Coleman Chapel, sampling a variety of beers and wines and creating Bloody Marys at the new, Bloody Mary Bar. Food stations were set up for dining and WGAL TV Barbara Barr emceed the special event. CLA President, Cheryl Batdorf addressed the attendees, focusing on the progress of the Strategic Planning exercise and future plans for the CLA.

Larry Jones, owner of J.T.'s Buy and Sell received the Lester Leffler Memorial Volunteer Service Award from President Cheryl Batdorf for his willingness to assist CLA and the City in special events and Downtown projects.

Diana Hartman, owner of COMP Assist received the newly-named Merritt Marks Memorial Business Person of the Year Award, in honor of Marks who served as CLA President from 1988 -

1995 and was the first recipient of the Business Person of the Year Award. Former Award recipients were introduced at the Gala and Hartman was recognized for being the only Lebanon County business owner to serve as both Chairman of the Board of Directors of the Lebanon Valley Chamber of Commerce in 2000 and President of the CLA Board of Directors in 2011 to 2013.

"I am so honored to join the outstanding group of former award recipients," said Hartman. "They are a very elite group and I am grateful they found me worthy to be part of this group," she added.

The new format for the Annual CLA Gala was well-received by those attending. "We are already working on more changes and more surprises for our 2015 Gala," said CLA Public Relations and Social Committee Co-Chair, Jack Cantwell. ❖

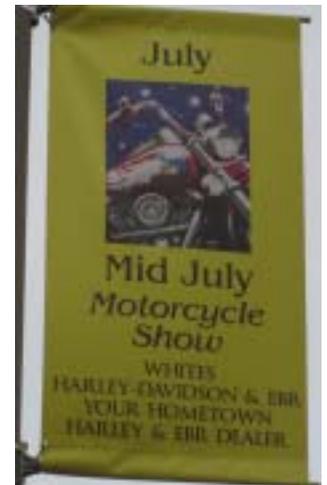
were the same! And special thanks to Corporate Sponsors, Metro Bank and Blue Heron Flowers.

More than 100 CLA members attended the Annual Gala at

New Downtown Banners

Take a stroll down Cumberland Street or a slow ride through Downtown Lebanon to see the new banners hanging along the main street. The banners were purchased by CLA members and highlight a CLA event held for the community throughout the year.

Soon, you will see new holiday stars on Downtown Lebanon poles as the CLA Image and Beautification Committee prepares for holiday decorating. ❖



8th Street Music Fest...Wow!

Where in Lebanon can you taste more than 30 craft beers, eat Escargot from a Food Truck, listen to unbelievable music, soak in the sun and mingle with your friends and more than 2,000 other festival goers? At the 8th Street Music Fest - held Saturday, September 27 in Downtown Lebanon.

It was quite a fun day in Downtown Lebanon. The CLA Fall Crafts Show was held with more than 100 craft vendors on Cumberland Street. Music filled the air with the 8th Street Music Fest and all the activities in

front of the Lebanon Farmers Market. As one looked around the 2,000-plus folks who were enjoying these Downtown activities, everyone was smiling and having a good time. "And that was our goal," said CLA President, Cheryl Batdorf. "We try to present special events to encourage folks to come to Downtown Lebanon, support Downtown businesses and enjoy the festivities, and we certainly did that today," added Cheryl.

"Plans are already underway for the 2015 Music Fest," said



Fest Chairman, Greg Bracale. "We had a wonderful planning committee, generous sponsors and many volunteers and we look forward to making 2015 bigger and better," added Greg.

Local restaurants hosted jazz groups at their restaurant the week of Music Fest. Restaurants participating were The Downtown Lounge, Tony's Mining Company, Trattoria Fratelli, Blue Bird, Quentin Tavern and Timeless Cafe. Special food and great music was available to each restaurant's full house. ❖



CLA Speakers' Bureau

Newly-established and ready for Lebanon County service clubs, organizations, etc. who are in need of a program speaker at no charge is the CLA Speakers' Bureau.

Established by CLA President, Cheryl Batdorf, the Speakers' Bureau involves former CLA Presidents and Board

Members who have volunteered to share their knowledge of CLA.

The program will include a brief history of the CLA, the behind-the-scenes information about organizing the many events CLA hosts, the cost of CLA programs and other interesting facts about the CLA that most folks simply do not know.

Former CLA President, Diana Hartman recently spoke to the Hershey-Palmyra Sertoma Club and several members said "I didn't know that" about some of the information shared during the presentation.

To "book" a CLA speaker, simply call Diana Hartman at 717-679-5825 or e-mail her at diklopp@comcast.net or feel free to contact the CLA office. ❖



Craft Show Set To Change

September 27 was the final run for the fall craft show. Attendance and crafters have been in decline for the past few years for this fall show. Small town craft shows in general all across the country have been in decline.

According to President Cheryl Batdorf the CLA is committed in re-building the Spring Craft Show; we have strong attendance and crafter participation at the spring show. A committee of CLA members was charged with making changes to the spring show to ensure our continued success.

The following changes have been made to the spring show.

1. The show will be juried.

(Show Application and Jury rules will be posted on the CLA Web Site). Jury shows insure the attendees that the crafts of are high quality and 100% hand crafted.

2. Commercially manufactured art,

commercially embellished or commercial kits will be excluded.

3. Informational booths (e.g. Political, Religious, and direct sales such as Tupperware, Avon etc. raffle booths, buy to sell booths, and flea market items, will not be permitted.

4. CLA member business who wants a free booth space in front of their establishment may do so; however they may only display products or services that represent their business. Booth spaces are

not transferable.

5. CLA members who make crafts or are informational in nature and want to take advantage of a CLA member benefit will be placed on 8th Street in our new Member's row.

6. CLA Member food Businesses will be given an assigned space and must meet all City of Lebanon Food Safety requirements.

7. Booth assignments will be made in the order in which they are received; there is no guarantee of the "same space as before".

The event committee is excited about the changes and look forward to growing the show over the coming years. ❖

Luncheon Honors Our Troops

One of the most popular CLA Member Luncheons was held November 5 at Hebron Banquet Hall, Noon to 1 p.m. Sponsored by E & E Discount Beer Warehouse, the luncheon featured a presentation from Jared Kreiser, a Marine Corps veteran who was severely injured during his tour of duty. His spirit and story were

memorable as CLA members proudly thanked him for his service.

Also, CLA members donated hundreds of items to Central PA Supports the Troops organization who will be filling more than 2,000 Christmas Stockings to send to our troops overseas.

"We are honored to continue to support our military with this annual luncheon," said Jack Cantwell, Co-Chair of the CLA Public Relations and Social Committee. "The Central PA Supports the Troops is grateful for CLA member donations," added Jack. ❖

Cantwell Honored For Service

The Lebanon Valley Chamber of Commerce 2014 General Frank Smoker Beyond the Call Award was presented to Jack Cantwell, President, SkyLimit Marketing at the Military Affairs Annual Dinner on September 25 at the Lebanon VA Medical Center.

The Military Affairs Committee selected Jack for his endless contribution over the past seven years to the Central PA Supports the Troops organization who sends more than 2,000 packages to military personnel in Iraq and Afghanistan.

The Military Affairs Committee uses this Annual Dinner to thank the local business community for their support of our local military personnel and their families. Jack is co-chair of the CLA Public Relations and Social Committee and has served on the CLA Board of Directors for many years. ❖





Chef On The Go! is a full service caterer by a local chef; Rebecca Briody has been a chef for 40 years. Providing business lunches, business breakfasts, cocktail receptions, dinners and all other food service catering.

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Big Bold Ideas works with small businesses that are on the edge of growing into bigger businesses, usually 10 to 20 employees. They assist in strategy, building and implementing the structures, policies and procedures to help them attain their goals. Big Bold Ideas also works with individuals who want to develop themselves professionally and personally, usually seeking to define and attain specific goals. In addition, Lora Lebo teaches business studies at the HACC campus located in Lebanon, and teaches meditation at the Lebanon YMCA.

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President's Message *(Continued from Page 2)*

future, we all have a role in our success; membership, government leaders, CLA board members and officers. The key to growth and success rests with each of us and our ability to respond to

these challenges and opportunities. It cannot happen individually, but with a shared commitment we bind ourselves together to create a sense of community and pride in the Community of Lebanon.

It is my sincere pleasure to serve this organization. ❖

Cheyl





Lebanon County Historical recently named Wes Schwenk as the new archivist. He graduated from La Salle University with a master's in history, with a concentration in public history. ❖

CLA welcomes Greg Buckler, the new **Lebanon Valley Chamber of Commerce** President and CEO. Greg was recently appointed to the position after serving as vice-president of the Maryland Chamber of Commerce. Greg has recently attended several CLA events and CLA President Cheryl Batdorf is working closely with Greg to build a close working relationship between the CLA and the LVCC for our business community. ❖

Youth Advocate recently moved to their new location at 1691 Grace Avenue where

they are able to better serve the community and expand their new Day Treatment Center. ❖

Garcia Garman & Shea partner Angela Shea has announced the addition of Joanne A. Dziomba to the CPA firm's staff, as a senior accountant and payroll specialist. ❖

Community Homes of Lebanon County announced Joe Ostrander has joined the organization to further develop its community-development and outreach efforts. ❖

Jonestown Bank & Trust Co. received the Pennsylvania Association of Community Bankers' Grow Your Community Award. JBT received the award in recognition of its involvement with various charitable

organizations in Lebanon and northern Lancaster Counties. **Jonestown Bank & Trust Co.** was also recognized for 40 years of membership in The Independent Community Bankers of America, the only national trade association dedicated exclusively to serving the needs of the nation's nearly 6,500 community banks. ❖

Adam Ketch was recently hired by **Jonestown Bank & Trust Co.** to manager the Palmyra branch located at 2 East Main Street. ❖

E&E Discout Beer Warehouse recently donated \$500 to the Lebanon Lions Club's 2nd Annual E. Michael Mease Memorial Ca\$h dinner. The fundraiser is to help the club continue their service to the community - providing eye exams and eye glasses to those in need in Lebanon. ❖

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