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Thursday, April 13

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economic development



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Frank Facchiano, *COO & EVP Member Relations, The Chamber*

CHAMBER COMMENTS & RECOGNITIONS

Tony Iannelli, *President & CEO, The Chamber*

COMMERCIAL REAL ESTATE DEVELOPMENT & THE LEHIGH VALLEY ECONOMY

Don Cunningham, *LVEDC President & CEO*

HOW THE LEHIGH VALLEY WILL CONTINUE TO GROW AND WHY THAT MATTERS TO EVERYONE

Becky Bradley, *Executive Director, Lehigh Valley Planning Commission*

2023 LEHIGH VALLEY COMMUNITY INVESTMENT AWARD

Honoring B. Braun Medical on their \$200 Million, 319,000-Square Foot
Expansion Project

"BUSINESS MATTERS LIVE!" WHAT'S TRENDING IN COMMERCIAL DEVELOPMENT – A PANEL DISCUSSION WITH TONY IANNELLI

Panelists:

David Jaindl, President of Jaindl Land Company
Kirk Johnson, Chief Investment Officer at Watson Land Company
Travis Rhodes, Regional President of Truist Bank
David Coleman, Broker & Owner of RE/MAX Real Estate Allentown

2023 IMPACT AWARD

Honoring The Real Estate Lab for their training and supporting of our
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Commercial Real Estate Development & the Lehigh Valley Economy



Don Cunningham
President & CEO, LVEDC

Don Cunningham has been president and CEO of the Lehigh Valley Economic Development Corporation since July 2012. Prior to leading the region's economic development organization, Cunningham served in a variety of key public and private positions for more than two decades.

He was twice-elected Mayor of Bethlehem, twice-elected Lehigh County Executive, and the appointed Pennsylvania Secretary of the Department of General Services in Governor Ed Rendell's administration. He also served as President of the Pennsylvania League of Cities and as a member of Bethlehem City Council. Prior to his public sector career, Cunningham worked for the Fortune 500 company, PPL, in Allentown and served in the Moravian College administration in Bethlehem.

Cunningham has played a key role in the economic renaissance of the Lehigh Valley, which includes the principal cities of Allentown, Bethlehem and Easton, and part of the transformation of the region's economy from heavy industry to a diversified economic base with an annual GDP of \$35.4 billion. He has been responsible for managing budgets ranging from \$50 million to \$4 billion and has overseen economic development and/or urban growth initiatives, resulting in billions in new investments and the creation of tens of thousands of jobs.

Cunningham earned a Bachelor of Arts degree in Journalism with a minor in government in 1987 from Shippensburg University and a Master of Arts in political science from Villanova University in 1991, where he graduated summa cum laude. He was born and raised in Bethlehem, where his family has lived for five generations.

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How the Lehigh Valley Will Continue to Grow and Why That Matters to Everyone



Becky Bradley

Executive Director, Lehigh Valley Planning Commission

Becky Bradley has more than 20 years of experience in city, regional, economic development, historic preservation and transportation planning, including significant implementation experience in small town revitalization, roadway redesign and trail construction. She has been the Executive Director of the Lehigh Valley Planning Commission (LVPC) since August 2013 and is leading a \$2.5 billion regional transportation planning program, as well as balancing the needs of the Lehigh Valley's rapidly growing population through this organization's county planning responsibilities. The LVPC recently drafted Walk/RollLV, the region's first ever bicycle and pedestrian masterplan and FutureLV: The Regional Plan, guiding growth, preservation and development for Lehigh and Northampton Counties.

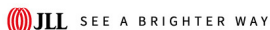
Prior to joining LVPC, Bradley was the Director of Planning, Codes and Development at the City of Easton, where she was instrumental in the over \$500 million revitalization of the community, including the addition of the Lehigh Valley's first sculpture trail, the state's first road diet and the opening more than 60 restaurants and shops. She holds a Bachelor of Science, Historic Preservation degree from Southeast Missouri State University and a Master of City Planning degree from University of Pennsylvania.



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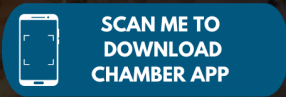
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What's Trending in Commercial Development



Tony Iannelli

President & CEO, The Chamber

Tony Iannelli is the CEO and President of the Greater Lehigh Valley Chamber of Commerce. Since he took the reins in 1997, what was then the Allentown Chamber has grown under his leadership from just 700 members to over 5,000 and is currently the 6th largest Chamber in the United States covering the entire Lehigh Valley Metropolitan Area including Carbon, Lehigh, Northampton and eastern Warren Counties.

Tony was appointed to the Kutztown University Council of Trustees by former Governor Tom Corbett and recently served as Chairman of the Regional Salvation Army. He has been recognized with the Latino Leadership Alliance Distinguished Service Award, The William Allen Distinguished Alumni Award, The Kids Peace Community Leader Award, the Muhlenberg College Entrepreneur Award, and the Lehigh Valley Human Relations Award. He also has received the Regional Entrepreneur of the Year Award, an honor bestowed by Ernst & Young to such outstanding business leaders as Bill Gates. Tony has previously served as the chairman of the Lehigh Northampton Airport Authority and has volunteered to assist local charities as honorary chairman of their events.

As host of Business Matters, the region's premier local business television show, his fast paced, hot-topics interview program is broadcast by Channel 69 WFMZ-TV reaching over 7 million people in Pennsylvania and New Jersey. Tony is also a recurring radio personality on iHeart media and columnist for The Morning Call.







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Business Matters LIVE!

What's Trending in Commercial Development



David Jaindl

President, Jaindl Land Company

David M. Jaindl is the owner and president of Jaindl Farms, Jaindl Turkey Sales, Jaindl Land Co, Jaindl Realty (GP), Jaindl Hospitality, Jaindl Beverage, Schantz Orchards, Hyatt Allentown, The Club at Twin Lakes, and Moselem Springs Golf Club.

David is actively involved in many philanthropic endeavors. He serves as a trustee for the Jaindl Foundation that benefits various non-profit organizations within the Lehigh Valley. In 2006 he became a co-founder, officer and director of the Miracle League of the Lehigh Valley. He served on the board of Team Pennsylvania from 2005 until 2015. David also served on the Board of Trustees for Cedar Crest College from 2005 until 2010. The David & Jackie Jaindl Family has contributed to the upgrades for the Neonatology Intensive Care Unit (NICU) at Lehigh Valley Hospital, Cedar Crest Blvd. Jaindl Farms has been a family-owned farm since the 1930's. In 1980 David Jaindl took over as General Manager of the farm. In 2005 David purchased the farm which breeds, hatches, grows and processes 850,000 turkeys and farms more than 14,000 acres annually. Jaindl Turkey Sales markets and distributes turkeys throughout the United States.

David has served as the president of Jaindl Land Company since 1994 and owner since 1998. Jaindl Land Company has developed Industrial, Hospitality, and Commercial lands in the Lehigh Valley where 21.5 million square feet of Industrial / Commercial businesses have been constructed, providing employment for over 15,000 people. Jaindl Land Company also processes Residential developments and has developed over 10,000 multi and single-family home sites in the Lehigh Valley. Jaindl Hospitality has developed and owns many Hospitality projects within the Greater Lehigh Valley including Hyatt Place / Hyatt House and Westside Grill located in Upper Macungie Township. The Club at Twin Lakes, an 18-hole public golf course and event center and The Wild Turkey Grill in Allentown. He recently acquired Moselem Springs Golf Course in Fleetwood, PA.

David resides in Orefield, Pennsylvania with his wife Jackie. Their five children, Adam, Jake, Luke, Josh and Joanna, along with their son-in-law, Ethan, David' sister, Cathy and nephew, John, Jr. are all involved in the family business.

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What's Trending in Commercial Development



Kirk Johnson

Chief Investment Officer, Watson Land Company

Watson Land Company is a developer, owner and manager of 25 million square feet of industrial properties located throughout Southern California and the Northeast. Watson's dedication to its customers is based upon delivering functional, high quality buildings coupled with unmatched customer service. As Executive Vice President and Chief Investment Officer, Kirk is responsible for the deployment of capital and oversees the Acquisition, Disposition, Entitlement, Planning and Construction teams and has been with Watson Land Company since 1997, Kirk began his commercial real estate career in 1985 as an industrial real estate broker for CB Commercial, the predecessor company to CBRE. Kirk worked as a broker for 12 years.

Kirk is a member of the National Association of Industrial and Office Properties (NAIOP) advisory council, Urban Land Institute, Industrial & Office Park Development Council, and the Society of Industrial & Office Realtors (SIOR). He was on the Board of Directors for the Boys & Girls Club of Carson for 10 years and is a past president of the Southern California NAIOP Chapter. He is a graduate of the University of California, Santa Barbara

Good 2023 NEIGHBOR AWARDS

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Business Matters LIVE!

What's Trending in Commercial Development



Travis Rhodes

Regional President, Truist

Travis M. Rhodes is Regional President for the Delaware Valley/Lehigh Valley Region for Truist Financial Corporation. In this role, Rhodes is the company's senior leader in the market responsible for delivering the full complement of the company's services to clients in the area and directing the commercial business. Prior to his current role, Rhodes has held several positions within the Triad Region, including business banker, business services officer, and regional corporate banking officer.

He relocated to Charlotte, NC, as corporate banking manager in 2012. In early 2018, Rhodes accepted the regional president position in the Delaware Valley Region which merged with the Lehigh Valley Region in late 2018. He is based out of our King of Prussia and Allentown offices in Pennsylvania. Rhodes serves on the Board of Directors of The Chamber of Commerce for Greater Philadelphia, Valley Youth House, JDRF Eastern Pennsylvania, and Northampton Community College Foundation. He also sits on the Children's Hospital of Philadelphia Corporate Council.

A native of Greensboro, N.C, Rhodes received his bachelor's degree in business administration from Appalachian State University and is a graduate of the LSU Graduate School of Banking.

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Business Matters LIVE!

What's Trending in Commercial Development



David Coleman

Broker & Owner, RE/MAX Real Estate Allentown

Dave is the Broker and owner of RE/MAX Real Estate Allentown for over 20 years and keeps a great pulse on the local market, as well as all the transformations that are occurring within the real estate industry.

During his sophomore year in College, David decided to embark on a career in the Military. After reading a sign which stated "You can be a Marine Fighter Pilot" he was hooked. Most kids spent their summers working at the beach, David spent his crawling through mud while being screamed at. After graduation, he was commissioned as a 2nd Lieutenant in the United States Marine Corps and before long he was sitting in the cockpit of his first training aircraft (T-34C). David received his "Wings of Gold" in the fall of 1993 and spent the rest of his military career flying the mighty AV-8B Harrier II (the jump jet). He is very proud to have had the opportunity to serve our country, it really helped put life in perspective for him!

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2023 Impact Award



The Real Estate Lab

The 2023 Impact Award is presented to The Real Estate Lab in recognition for their training and supporting of our community's next real estate entrepreneurs.

The Real Estate Lab was launched in January 2020 by City Center Investment Corp., the real estate development company revitalizing downtown Allentown, Pennsylvania, and Lafayette College's Dyer Center for Innovation and Entrepreneurship. Located at 6th and Linden streets, The Real Estate Lab gives local residents walkable access to the training, resources, and capital they need to become real estate entrepreneurs.

The Real Estate Lab offers several programs at no cost, including a 10-week First-time Investor Program, a Real Estate Entrepreneurship Access Program, and an Investor Club. Participants are taught how to acquire, rehabilitate, and manage real estate and learn about the many additional business opportunities in the industry. The Real Estate Lab's comprehensive programs tap into collaborations with Allentown's most successful investors for the benefit of participants.

The Real Estate Lab also helps participants develop the bankability necessary for success in the industry. City Center established an Allentown Neighborhood Innovation Fund with an initial investment of \$1 million. Community leaders pool capital in the fund to be invested in program participants through grants, low- or no-interest loans, and equity investments.

Since the launch of The Real Estate Lab, 27 students have completed the training and purchased a total of 35 properties in downtown Allentown worth \$4 million. Through a new partnership with Lehigh Carbon Community College (LCCC), participants who complete the program can earn college credits.

The Real Estate Lab recently became an official 501(c)(3) nonprofit, allowing donations to the program to be made tax-free. The Real Estate Lab is just one component of City Center's "Building Community" initiative. Over the past five years, City Center has donated more than \$19 million to organizations in and around downtown Allentown.



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