

inBUSINESS



Homegrown Talents: Pat and Tori

Northeast natives Pat Gallen and Vittoria "Tori" Woodill carry pride in being the "neighborhood guys."

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Letter from the President:



It is the mark of an educated mind to be able to entertain a thought without accepting it. -Aristotle

The importance of education is as relevant a topic today as it was so many moons ago. When I was a young student growing up through the public school system, we were taught the basics, reading, writing, and arithmetic. However, art, music and physical fitness (gym class) were also part of the daily routine as a young student. Once

we graduated high school, we had two choices, attend college, or find a job. Times have changed.

Educational opportunities have changed over time. The courses traditionally offered as a solid foundation are not readily provided and has us looking for other opportunities through apprenticeship programs, music and art programs, and training with a focus on technology and trades.

In this issue of the inBUSINESS magazine, we highlight the importance of art education, on the job training and how employers and professionals can utilize programs offered throughout the region.

Throughout the year, the Chamber keeps in mind the importance of learning and training for employers and emerging professionals. Except for a few social-minded networking events, the Greater Northeast Philadelphia Chamber of Commerce focuses on the takeaway for all programs, publications, and events. Each night at dinner, I would ask my daughter and son the same question, "tell me one thing good [about today], one thing bad, and something you learned." Because every day is a learning opportunity.

I would be remiss if I didn't mention the next Chamber's learning opportunity, the Emerging Leaders' Summit on Friday, September 13, at SugarHouse Casino. The panelists will inspire leadership, foster professional development, and expand the connection between young professionals and their employers. During the working lunch event, rising professionals will explore new methods of achieving success while also embracing what makes them valuable in the workplace. For more information, visit, www.nephilachamber.com.

Although it is the lazy days of summer, I encourage you to register for a course, learn an instrument, take an art class, and sign up for a Chamber event. You might learn something! ●

Best,

A handwritten signature in black ink, appearing to read "Pam".

Pam Henshall, President
Greater Northeast Philadelphia Chamber of Commerce

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GNPCC Calendar

GNPCC Upcoming Events – Save the Dates

3rd Tuesday of every month: 7/16, 9/17

Informal Networking Luncheon

Gallo's Seafood
8101 Roosevelt Boulevard, 19152
11:30 am to 1:00 pm
\$15 cash payable

Thursday, July 18

Nothing But Networking/ New Members Welcome

Village of Cottage Green
9001 Ashton Road
Philadelphia, PA 19136
8:00 am to 10:00 am
Cost: GNPCC Members Free, Nonmembers \$15
Sponsorship opportunities available

Saturday, July 27

GNPCC Day at Morey's Pier!

Morey's Piers and Water Parks
3501 Boardwalk,
Wildwood, NJ 08260
All Day Admission
Cash or check: \$55 per person inclusive of tax
Credit Card: \$59.00 per person inclusive of tax

Saturday, August 10

GNPCC Day at Dorney Park!

Dorney Park and Wildwater Kingdom
3830 Dorney Park Rd
Allentown, PA 18104
All Day Admission
Cost: \$50.44 per person

Thursday, September 5

Philadelphia: Working Together

Parx Casino
2999 Street Road
Bensalem, PA 19020
8:00 am to 10:30 am
Cost: GNPCC Members \$25, Nonmembers \$35

Tuesday, September 10

Business After Hours at Gerhard's Appliances

Gerhard's Appliances
9475 Roosevelt Blvd,
(Grant Ave & The Blvd.)
Philadelphia, PA 19114
5:30 pm to 7:30 pm
Cost: GNPCC members FREE, Nonmembers \$10

Tuesday, September 13

Inaugural Emerging Leaders' Summit

SugarHouse Casino
1001 North Delaware Avenue
Philadelphia, PA 19152
11:00 am to 2:00 pm
Cost: \$52 per person

Tuesday, September 17

Business After Hours at Tompkins VIST Bank

Tompkins VIST Bank
8000 Verree Road
Philadelphia, PA 19111
5:30 pm to 7:30 pm
Cost: GNPCC Members FREE, Nonmembers \$10

For more information about these and other events visit
www.nephilachamber.com

presented by Northeast Times and Greater Northeast Philadelphia Chamber of Commerce

TUESDAY, OCTOBER 1, 2019



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Greater Northeast Philadelphia Chamber of Commerce

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Friday, September 13, 2019

11:00 am - 2:00 pm

Cost: \$52

SugarHouse Casino

1001 North Delaware Ave., Phila., 19125

For information visit, www.nephilachamber.com or call 215.332.3400.

Hurdles Only Make You Jump Higher

What can young professionals learn from the narratives they face in the workplace? Everything. This panel will discuss how confronting generational stereotypes can make you a better leader, and propel you into a successful career.

Thinking Like An Entrepreneur

Being a successful entrepreneur takes self-motivation, passion, risks, flexibility, and knowing your value. Whether you own your own business or not, having an entrepreneurial mindset can take your career to the next level. This panel will break down the importance of thinking outside the norm and learning how to go for it!

Checking In By Checking Out

This panel will explore the importance of how "checking in" on yourself by "checking out" from the office, your inbox, and your work, can be the best thing for both your mental health and your productivity. Just as important as knowing for yourself is identifying the signs of burnout among your employees. Explore ways your organization can get ahead of feeling like you're falling behind.

The Emerging Leaders' Summit inspires leadership, fosters professional development, and expands the connection between young professionals and their employers. During this working lunch event, rising professionals will explore new methods of achieving success while also embracing what makes them valuable in the workplace.

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Lower Dublin Academy

| By Jack McCarthy, Archivist/Historian

Lower Dublin Academy circa 1810, Library Company of Philadelphia

Northeast Philadelphia is home to one of Pennsylvania's oldest surviving public school buildings, the Lower Dublin Academy, completed in 1803. Located in Upper Holmesburg, just west of the intersection of Frankford Avenue and Academy Road (Academy Road takes its name from the building), Lower Dublin Academy traces its history to money set aside for the education of local youth in the will of Thomas Holme (1625-1695), Pennsylvania's first Surveyor General and the man who laid out the City of Philadelphia in 1682.

Holme had a large estate in the area, which was then part of Lower Dublin Township in the County of Philadelphia. In his will, written shortly before he died in 1695, he stipulated that a small sum of money be used "for some charitable purpose in Dublin Township, either a school or putting out the child of some honest man ... to a trade, or some honest way of livelihood." Holme's bequest was not carried out until 1723, when his estate was divided following the death of his daughter. An acre and a half of the estate was set aside at that time for construction of a log schoolhouse. By the late eighteenth century this schoolhouse had become deteriorated and a new organization, the Trustees of the Lower Dublin Academy, was incorporated in 1794 to manage the school and administer its funds. The Trustees solicited donations and held a public lottery to finance construction of a handsome new stone building, the Lower Dublin Academy, which was completed in 1803.

The Trustees ran the Academy until the mid-nineteenth century, when they leased the building to the Controllers of the Public Schools of the First School District of Pennsylvania, who renamed it the Thomas Holme School. In 1901 the building was sold to the City of Philadelphia and served as a city public school until it was closed in 1925. Local students went to other schools in the area for a number of years until the current

Thomas Holme Elementary School was built across the street in 1952. Meanwhile, the Academy building became a private residence.

Sometime in the 1990s the building became vacant. A law firm purchased it and was in the process of renovating it for their offices when a fire severely damaged it in 2006. Once again, the building became vacant. Despite attempts to save it and find new uses for it, the building sat vacant and deteriorating until 2018, when Bijte e Shqipes Association, an Albanian-American cultural organization, purchased it and began renovating it for their cultural center. Those renovations are ongoing. It is fitting that among the activities the group plans to hold in the building are classes in Albanian and American history, thus returning it to the original educational purpose for which it was built almost two centuries ago. ●



Lower Dublin Academy, undated, Friends of Northeast Philadelphia History

Homegrown Talents: **Pat and Tori**

Pat and Tori both believe that growing up in the Northeast has had a significant impact on their personal lives and their careers.

| By Amanda Bates, GNPCC Staff Writer



Northeast natives Pat Gallen and Vittoria "Tori" Woodill carry pride in being the "neighborhood guys," the ones who lived on your block, went to school with your siblings, ate at the same restaurants, played sports in your local park, and frequented the same Northeast Philly hidden gems. They both feel fortunate to be working in their hometown, where they're able to tell their neighbors' treasured stories on CBS3.

Pat grew up in Lawndale and graduated from Northeast High School. Some of his best memories are sledding down the hills at Burholme Park and playing with his family at Burholme Mini Golf. "There are people that went to elementary school with me that I'm still solid friends with," Pat said.

Pat attended West Chester University and graduated with a Bachelor of Arts degree in Communications Studies. After earning his degree, Pat worked for ESPN Radio in Atlantic City and eventually returned to Philadelphia to work for sports talk radio 97.5 The Fanatic. In April 2016, he joined the team at CBS3 Eyewitness News This Morning as a feature reporter.

Since his start in the broadcast industry, Pat has been witness to many great Philadelphia sports moments, including being in Minneapolis for the historic Eagles Super Bowl LII win. "Being on the field with the confetti coming down, being surrounded by the players in the locker room, it's unbelievable. It was the greatest nine days of my professional career," he said.

Like Pat, Tori also spent time at Burholme Park. Her father coached her brother's football teams there, while she was a cheerleader on the sidelines.

Tori graduated from Saint Basil Academy and continued her education at La Salle University, where she earned a Communications degree. After college, she continued her passion for cheerleading by coaching local grade and high school students. Then, at 18 years old, Tori decided to try out for the Eagles Cheerleading team. When she was invited to join, she knew her family, die-hard Eagles fans, would

burst with pride, especially since she was the youngest cheerleader on the team. "In a family of Eagles fans, this is probably the most prestigious thing you can do besides being a player," she said.

Tori's love for media began after she was selected to represent the Eagles Cheerleading team at events, which included traveling for interviews and appearances. One day, she shared a white lobster pie with Merrill Reese at Chickie's and Pete's; after that meal she began interning for the Voice of the Eagles.

In 2013, Tori joined CBS3 Eyewitness News This Morning as a traffic reporter. Her versatility led her to become a feature reporter at Channel 3 and eventually develop "Taste with Tori," a tour of the region's great eats and the people behind them. The concept was inspired by her dad, who by day owns his own awning company, but by night is a rock star musician. She says that when you highlight both the company's service and someone's personal story, you find there is a lot more than meets the eye.

Pat and Tori both believe that growing up in the Northeast has had a significant impact on their personal lives and their careers. According to Tori, the Northeast embodies all of the essential things: hard work, family, and community. "Our careers can take you anywhere, but the most important things are right here. Our friends, our soulmates that we've married, our families, our whole communities," she said.

Whether they are reporting from the sidelines or a tasty new spot in town, Pat and Tori say it's common for them to run into someone they know or a mutual friend from the Northeast, and that's what being a part of their hometown is all about. They both try to portray that sense of community in their reporting, and Pat believes it is what sets the entire CBS3 team apart from other news stations.

While they may not be roaming the halls of Northeast High School or cheering on the weekends at Burholme Park anymore, one thing remains: They are still Pat and Tori from the Northeast. ●





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Dr. Rosenberg is a Forensic Vocational Expert and Economist, a Certified Rehabilitation Counselor (licensed in NJ), and a Licensed Psychologist in PA and DE.

He has been in the rehabilitation field for 40 years. He holds a Diplomate from the American Board of Vocational Experts (since 1991) and has been a Certified Earnings Analyst from the American Rehabilitation Economics Association (since 1997). He has been performing forensic vocational evaluations for over twenty years in PA, NJ, NY, DE, MD, and federal court jurisdictions. He has testified in over 50 cases entailing personal injury, workers compensation, family law, and social security as well as many more written evaluations in these matters.

Cases that Dr. Rosenberg has been involved in have often led to favorable outcomes for the entity that has retained him. He has also performed evaluations or testified for governmental entities such as the Social Security Administration, the U.S. Department of Labor, and the Pennsylvania Office of Vocational Rehabilitation.

Dr. Rosenberg completed his undergraduate education in Sociology, magna cum laude, at Boston University. He went on to earn his M.Ed. in Rehabilitation Counseling also from Boston University. Finally, he completed his PhD in Counseling Psychology from New York University.

He has several convenient office locations throughout the Delaware Valley, and other arrangements can be made to accommodate the needs of his clients.

Ronald L. Rosenberg, PhD

Staying Abreast of Cybersecurity Issues

Risk = Assets + Vulnerabilities + Threats

| By James Carty,
Chief Security Officer (CSO) of the
Philadelphia Division of the FBI

So, you own a small, to mid-size company in today's environment, and on an almost daily basis you hear about data breaches, Ransomware, computer hacking, and a myriad of other cyber issues affecting the data on computer networks. Your bottom line does not permit a large budget for a cybersecurity program, so how do you protect your digital assets without destroying your already razor thin profit margin? Is it possible to keep the risk to your important assets at an acceptable level, and still not blow a giant size hole in your aforementioned budget?

Let's begin by defining exactly what risk means. We can think of risk as an equation; $\text{Risk} = \text{Assets} + \text{Vulnerabilities} + \text{Threats}$, where your sensitive business data is one of the assets, a vulnerability might be a glitch in the software processing the data, and the threat could be an actor trying to steal the data. As you can see from this example, an asset with a vulnerability, but a low threat, would have a correspondingly low risk. The idea is to keep the risk in your company at a manageable level. It can never be eliminated; it just needs to be managed.

It sounds easy so far, but how exactly can we keep the company's risk at an acceptable level?

Believe it, or not, there are some simple things you can do to accomplish this task. First, ensure patching of all the software on your network occurs on a timely basis. When we say timely in security, we mean immediately. This should include the operating system, as well as any applications in your production environment. Second, require a reputable anti-virus program to be installed, and set with automatic updates, as well as real-time scanning of your systems. Third, update your software to the latest version. New versions of software used to provide additional functionality, however now they more often patch vulnerabilities that have been identified since the previous version of the software was released. Fourth, ensure your data is protected by utilizing FIPS (Federal Information Processing Standard) 140-3 approved cryptographic protocols for the encryption of data at rest, as well as in transit across the network. Encryption is one of the most important technologies we can use in the mitigation of risk to data assets, and must be properly implemented to assure its effectiveness. Lastly, back your data up! The one thing we can be sure of when using any electronic system is that eventually it will fail. When it does fail, if your data has not been securely backed up in a different location,

your data asset will be seriously degraded, if not totally lost. It is important to note, that especially in the event of a Ransomware attack, if the data is backed-up in a cloud, which can be reached over a mapped drive from the infected computer, the chances are your backed-up data will also be compromised. Therefore, be sure an information technology professional has checked your backup procedures before you implement them in the production environment. Remember, the idea is to keep the security posture of your company just a little more robust than the competitors in your sector of the economy, so the threat actors see an attack on your enterprise as not worth the effort!

It is important to keep one last thing in mind. All the time, and money, we spend in trying to protect data will never be 100% effective. If a threat actor spends enough resources to defeat your efforts, eventually they will succeed. Therefore, we need to have a proper incident response plan in place, so when eventually something bad does happen we can limit the damage. Of course, that's for another article! ●



UBIT, Pilots and Silots – Oh No! The Changing and Challenging World of Nonprofits.

| By Daniel P. McElhatton, Esq., Law Offices of Daniel P. McElhatton P.C.

“The times they are a Changin’”— Bob Dylan’s famous lyrics resonate today in the world of the nonprofit community. From UBIT (unrelated business income taxes) to PILOTS (payments in lieu of taxes) and SILOTS (services in lieu of taxes) nonprofits are under economic assault. Whether the assault is from the federal government with attempts to collect taxes on income from nonprofits for unrelated business income or local governments denying tax exempt status for real estate held by nonprofits for use in the ordinary course of activities for the entity the challenges are real. The impact on providing services to those most in need cannot be underestimated.

Congress has tasked the IRS with the responsibility to determining whether on profits have “too much” unrelated business income from such activities as joint ventures with for profits; gift shops at museums; advertising income from newsletters and rental income for event space at certain facilities. This is meant to insure “fair competition” with for profits and to insure that the nonprofit unrelated income does not control the organization. While it is possible that there can be abuses of the nonprofit status it is really and income generation tool for the federal government.

In the early 1990’s the City of Philadelphia developed an informal program of PILOTS and SILOTS to ease the financial crisis faced by

the City. A budget crisis faced the incoming Rendell Administration and rather than seeking to raise taxes (either wage or business) the administration sought to have the nonprofit community contribute “voluntarily” by making “payments” or providing “services” in place of taxes. The results in that effort were mixed. Some major nonprofits entered into agreements for providing additional or supplemental services and others made “voluntary” payments to the City.

Currently the City is taking a new look at the tax-exempt status of real estate owned by nonprofits. The City is making determinations that despite longstanding nonprofit tax exempt status that organizations will need to reestablish their standing as nonprofits and likely their real estate will be subject to regular taxation. The key phrase used by the City is that the organization will need to establish that the organization “relieves a public burden”. This can create a hardship for many nonprofits. As a result of this reevaluation process being instituted by the City there is a call similar to that from the mid-90’s to have the nonprofits enter into SILOT or PILOT programs. All of these considerations have been and will continue to be subject to judicial review and litigation on the interpretation of the law. However, these actions by municipalities are an indirect tax hike and all nonprofit organizations need to be on alert. The taxman cometh! ●

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JJ White: Four Generations of Success



| By Jessica Tennett, JJ White Inc.

JJ White opened for business in 1920 as a full union mechanical contractor in Philadelphia, PA. The mission of the company is to operate according to the Christian values of honesty and respect. This moral foundation has kept us operating for four generations.

Since the founding of our company, JJ White has evolved in to a single-source, multi-trade contractor with many areas of expertise. JJ White constructed the first Houdry Fixed Bed Catalytic Cracking Unit and was even trusted to build the original Liberty Bell Pavilion and transport the iconic symbol to its more public location outside of Independence Hall.

Our company has become a “one-stop” shop for clients. We provide General, Mechanical, and Electrical maintenance and renovations work, along with Tank, Exchanger, and HVAC services. We like to say that “no job is too small,” and perform every job in a safe and timely manner, putting our client’s wants and needs as top priority.

On the commercial side of our company, we have worked in various industries such as academia, healthcare, retail and many more. Some of our most noteworthy projects include renovating Notre Dame Stadium’s locker rooms, constructing the Haverford Y, and renovating the Kornberg School of Dentistry at Temple University. As for the Industrial side, we have multiple maintenance contracts at the refineries located up and down the east coast. A few of the maintenance contracts we have are with Exelon in Boston, PBF Paulsboro, P66 Bayway, and PBF Delaware City Refinery, along with PES, BP Whiting, and Dominion.

JJ White prides itself on sticking to the moral foundation that has been our bedrock for

so many years. We will celebrate our 100th anniversary this upcoming year because of the satisfaction of our repeat customers trusting us for their projects. This rapport has allowed us to expand our services to six different locations across the Mid-West, New England, and Mid-Atlantic regions. Our headquarters still resides in Philadelphia and is home to our General, Mechanical, Electrical, and HVAC groups, as well as our Carbon Steel and Stainless Steel Fabrication Shops. Our tank and exchanger group is located in New Castle, Delaware while our New England office is located in Boston. The Midwest offices are located in Whiting, Indiana as well as St. Paul and Rochester, Minnesota. We currently provide services in 19 states and are continuing to grow.

We often say that we are more than a construction company for the sole reason that we go above and beyond on our projects. We care about the communities that we serve in,



fabrication shop while attending at Local Union 420 Training Facility. We are the largest employer of Local Union 420 Steamfitters and take pride in creating good jobs for the hard-working people of the Philadelphia region.

The individuals we sponsor are chosen based on the level of skills needed to complete the work at hand. The apprentices' period level determines whether or not they are suitable. An apprentice could complete their entire apprenticeship at our Fab Shop, however they can be let go depending on the amount of work needed to be completed. For example, we could have a period one apprentice work for us, then let him go and could potentially use him again when he completes more periods. We work directly with Local 420 to hand-pick the apprentices that we want to work for us. We are able to have apprentices work for us throughout their entire program depending on how well they do and if we believe they can follow our company model.

Once the apprentice completes their program and we believe they are suitable to work for us, they can be transferred to the field to work on one of our jobsites. Many of our Employees who hold executive positions at JJ White are graduates of these apprenticeship programs. Our President, Jim White, is a Master Plumber, and our VP of Operations, Jim Daley, is a Steamfitter. We believe that having our executives work up through the ranks helps them become well rounded and better able to understand the construction industry. When individuals have the experience in the field and ability to translate their expertise to an office setting, we can properly execute projects from both a physical and logistical side.

As a company we believe that trades programs are vital for keeping this industry operating the way that it does. Without trades programs being encouraged, half of the buildings would not be here today. We need fitters and welders

and want to make a difference within them. We have participated in construction work with Habitat for Humanity, sponsored the Bethesda Project's Annual Party and Auction, and donated \$10,000 to Hurricane Harvey relief efforts all within the last three years.

In continuance with our mission to support, strengthen, and take an active role in the communities that we serve, we are signatory with numerous local trade unions. By working with local union apprentices, we help mold the next generation of skilled workers that will have the opportunity for quality wages, healthcare, and steady employment. We work in close partnership with Local Union 420 to sponsor apprentices who are in training to become journeymen. The apprentices at Local 420 go through a ten period program in which two periods are completed per year, making it a five-year apprenticeship to become a journeyman. The apprentices work in our



Entrance way into men's locker room, University of Notre Dame.

to install the piping we use for our utilities, electricians to wire buildings for power, and so much more.

Trades programs should be encouraged in younger generations rather than viewed as a "fallback" option. Men and women who practice a trade are just as valuable as those receiving a college education, as both sides are needed in order to complete a project effectively and efficiently. Trades help to increase jobs for many individuals who are unable to afford college, or do not feel that they would fit in a college environment. They feel as though their skills will be put to more use if they shadow someone in the field, and eventually go out on their own.

With that being said, although construction is viewed in society as a "male dominated industry," that should not steer women away from learning a trade. Women are just as skilled and capable of learning a trade as men are. In this day and age women are able to work alongside men in industries that they were unable to in generations before. Today, more women are working than they have in generations before and are stepping in to managerial positions were traditionally reserved for men. Women are breaking the patriarchal mold, and should be encouraged at a younger age to pursue careers in science, technology, engineering, and mathematics.

Construction is an industry that is advancing on a daily basis. In order to keep up with the changing times, new methods are being introduced with technology at the forefront. Technology is the driving force that is changing the wants and needs of clients for every project. As time goes on, this industry is only going to become more complex, and encouraging young individuals to find a career in the trades is going to help our industry and community prosper. Our skilled craftsmen will be the driving force behind keeping our doors open for another 100 years. ●



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Deer Meadows Retirement Community located in Northeast Philadelphia

New Apprenticeship Program for Home Health Care Jobs in Northeast Philadelphia

| By Gloria Pugliese, GNPCC Staff Writer

The Greater Northeast Philadelphia Chamber of Commerce is dedicated to promoting economic development and strengthening the region. To that end, GNPCC is pleased to partner with Deer Meadows and Holy Family University on an innovative apprenticeship program for nurse's aides and advanced home health care aides. The goal is for the program to become a job-generating program starting with entry level home health aides and expanding to other areas of health care and possibly other fields. The program is focusing on health care because of the many medical and senior care facilities in Northeast Philadelphia.

As a leader in the home health care industry, Deer Meadows Home Health and Support Services, LLC (DMHHSS) provides is a natural employer-partner for the program. Stanley Rynkiewicz, RN, MSN, WCC, DWC, CCS, NHA, and Deer Meadows Home Health and Support Services, LLC, Administrator, is pleased to participate in the program as a way to give back to the community. He sees the program as an opportunity to help employees succeed. "In time, it will help people that want to stay employed and grow with the program," he says. They hope to add

an LPN track to the program in the coming years. "It's great to work with partners like Holy Family University and the Greater Northeast Philadelphia Chamber of Commerce. Without partners, something like this would not happen," he says.

Holy Family University will deliver the curriculum for the program. Although training for nurse's aides and advanced home health care aides is not something Holy Family has done up to this point, "it fits with our competencies," says Karen Galardi, EdD, MBA, Dean, Graduate and Professional Studies at Holy Family University. "We have nursing programs from the baccalaureate through doctorate levels. Assisting with this program is a natural fit." Dr. Galardi also hopes to see the program expand in the future.

One of the key benefits of this program is the pathway it provides for those who are seeking training to enter the healthcare field. Outside of innovative programs like this, out-of-pocket training costs can be prohibitive. GNPCC and their apprenticeship partners will seek available funding on a local and state level. The state Office of Apprenticeship and Training (ATO) which was established in 2016, along with the Keystone Development Partnership (KDP), supports such programs throughout the state. One of the goals of the ATO and KDP is to expand apprenticeship opportunities beyond traditional industries. "The program with the Greater Northeast Philadelphia Chamber of Commerce is great because it's a non-traditional sponsor, Holy Family University is a non-traditional trainer, and Deer Meadows is a non-traditional employer," says James Chiarchiaro a workforce intermediary with the Keystone Development Partnership. "Programs like this can provide opportunities for women, minorities, non-English speaking individuals, and members of the LGBT community, among others." He hopes to see the program grown into other occupations, such as information technology, that will help provide the training needs for a 21st Century workforce.

Funding for this type of program can be provided by the Commonwealth of Pennsylvania, Department of Labor & Industry, Philly Works and local Career Link. ●



(From Left) Stanley Rynkiewicz, Deer Meadows; Pam Henshall, GNPCC President; Karen Galardi, Holy Family University, Jerry Oleksiak, Department of Labor & Industry (L&I) Secretary, and Judy Zdunkiewicz, Deer Meadows.

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The Future of Science: Girl Scouts of Eastern Pennsylvania Encourages Girls to Explore STEM

| By Victoria Lupica, Girl Scouts of Eastern Pennsylvania

Research shows girls and boys do not differ in their math and science abilities, but do differ in their interests and confidence in Science, Technology, Engineering, and Mathematics (STEM) subjects. As early as second grade, youth learn through social messaging that “math is for boys, not girls.” However, Girl Scouts is changing that messaging. We know that girls are excited about STEM subjects and want to learn more about them. Girl Scouts of Eastern Pennsylvania (GSEP) provides countless opportunities for young girls to jump into STEM and explore their interests and passions with fun, challenging activities like building robots, designing apps and video games, and collecting data to help scientists protect the environment. Because interest in STEM begins early in childhood, GSEP partners with local universities and nonprofit organizations to develop STEM-related programming to ensure girls of every age have opportunities to participate in progressive, multiyear STEM experiences that take place in neighborhoods throughout Philadelphia and the surrounding region, thus preparing girls to become more confident in their math and science abilities and more interested in STEM subjects and careers.



One such program that reaches girls in Philadelphia for a unique STEM opportunity is Seaperch. GSEP has partnered with Jefferson University to create hands-on, interactive experiences for girls to learn from more about robotics. The Seaperch Challenge, organized by Jefferson University and the U.S. Navy, asks teams to design and build an aquatic robot that can “swim” a lap the fastest, as well as complete tasks within a maze. Cadettes from Girl Scout Troops 9629 and 5565 sharpened their technical STEM skills by designing and building their Remotely Operated Vehicle (ROV) that competed against 34 other teams in the challenge. Along with technical skills, the Cadettes gained written and oral communication practice through the challenge’s required presentation, marketing of their ROV, outlining their engineering ideas and plan, and overall teamwork efforts.



GSEP also partners with Villanova University to develop the “Engineering is for Girls” program, a hands-on workshop that is led by Villanova’s mechanical engineering faculty and students. The participants circulate through three hands-on activities: building solar racecars, designing artificial legs, and looking at nanoscale phenomena. Participating Girl Scouts in grades 4 to 8 are able to attend and learn from esteemed engineering experts, faculty and students at the University.

In addition to local partnerships, GSEP recently launched 30 new badges that focus on cybersecurity, eco-camping, robotics, space science, and mechanical engineering aimed to keep girls’ passion and curiosity for STEM subjects alive and help bridge the gender gap. For example, girls use design thinking to complete hands-on mechanical engineering challenges. They also learn how robots are designed, built, and programmed. The badges help girls empower themselves to unleash their inner strengths and accomplish amazing things.

GSEP showcases its commitment to ensuring that all girls develop to their full potential and have equal access to and support in STEM education by offering STEM-related badges and programs that encourage Girl Scouts to gain interest in the STEM field and pursue new opportunities. Aligned with its mission, GSEP prepares girls for a lifetime of leadership in STEM or any field they choose. To find out more about program opportunities in your area and how to become a Girl Scout visit [GSEP.org](https://www.gsep.org) ●



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Why Arts Education is Vital to the Success of Our Economy

| By Helen Eaton, Chief Executive Officer of Settlement Music School

It is easy to see how an arts education can directly impact a person's life. The pride is written across her face as she performs her first recital on stage. The persistence that comes with daily practice shines through as she works her way through a difficult school project. Strong listening skills are put to use in every relationship she builds.

Perhaps what is not always as transparent is how that arts education can impact the local economy.

Community arts schools are uniquely positioned to help advance Philadelphia's economic future through what they teach – the arts. The arts teach children skills such as developing an informed perception, articulating a vision, learning to solve problems and make decisions, working productively with their peers, building self-confidence and self-discipline, developing the ability to imagine what might be, and accepting responsibility to complete tasks from start to finish. These skills are critical in school and in the world's 21st century economy. Our students will be better prepared for whatever is required of Philadelphia's future workforce.

In Northeast Philadelphia, Settlement Music School is working to nurture these skills in young people at the School's Kardon-Northeast Branch. Established in the 1960s, this branch has grown to have the second highest enrollment of all six branches with a majority of students coming from the neighboring Eastern European and Asian communities.





In addition to the existing Music Education Pathways strings program with Thomas Holme Elementary School, in partnership with The Office of The Arts and Academic Enrichment of the School District of Philadelphia, the Kardon-Northeast Branch continues to deliver the Tacony Academy Charter High School “pep band” concept through after-school learning experiences for band students.

The Branch also recently helped to send piano student Aaron Patterson to the Curtis Institute of Music.

If students of community arts schools, like Aaron, end up transitioning into local careers in the arts, they are contributing to a powerhouse of economic impact in our region. According to the Greater Philadelphia Cultural Alliance, Southeastern Pennsylvania’s cultural organizations and their audiences have a combined impact of \$4.1 billion on the region’s economy. Jobs created by arts and culture provide \$1.3 billion in household income. In terms of tourism, 42 million visitors came to Greater Philadelphia in 2016 and spent a record \$6.7 billion, generating a total \$11 billion in economic impact to the region.

The vast majority of Settlement’s students do not end up in the arts, yet their ability to be productive, contributing members of society is further enhanced by the arts. Many community music schools, like Settlement, provide students with the foundation to become strong leaders, who, in turn, bring investment and jobs to our city, contributing to the overall economic engine for our entire region. ●





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Experiential Learning:

How Holy Family University is changing the relationship between intern and employer

| By Angela Cutchineal, Holy Family University

Experiential learning is defined as learning through reflection on doing.

Throughout history, folks have identified their passions and interests through the observation of others. As a people, we have developed mastery of the arts and sciences, business acumen, skilled trades, and soft skills through our personal experiences and to what we have been exposed. We are naturally compelled to uncover our strengths while discovering the type of work we can later define as our vocation. We work toward strengthening areas of improvement and performing best practices, thus honing our skill sets. The cycle of experiential learning provides the building blocks that unlock an individual's potential in the workplace and within society.

In the not so distant past, the path was easily identified. We wanted to become a carpenter, because we witnessed one working and building. We then sought out a carpenter who would become our mentor. We wanted to become a teacher, a police officer, an artist, a doctor or nurse, because we observed them and sought out mentors. Now, we live in an age of speed and efficiency. Our Generation Z folks were raised in this age of information sharing and vast opportunities. There are more paths than once before with many convoluted roads. Our future professionals are struggling to find their "correct" path. Communities have the potential to unlock a society filled with an even more diverse abundance of talents and abilities. We, as professionals, have a responsibility to our community and young people that we must not take lightly.

Our future professionals and leaders are flooded with an incredible number of options that lead to an ever-expanding number of career paths. For instance, the newly-improved field of Health Promotion and Wellness. A student majoring in this area of study can build a long-term, sustainable career path in the social, physical, emotional, spiritual, occupational, intellectual or environmental well-being of an individual or a community. To drill down further, each of these paths

has its own subset of tracks. The youth today are simultaneously developing social skills, adjusting to a new set of unwritten standards and expectations of the ever-changing job market, navigating the pains of moving from teenage years to adulthood - all while attempting to answer the unrelenting question, "What do I want to be when I grow up?" Parents and educators have asked this question to young people as soon as the child is able to speak, but with the number of options today, our youth are floundering, not knowing how to respond. They need more information but are not sure which questions to ask. They are instead responding with, "What if I make the wrong choice?"

I have seen this fear in students each day for over a decade. Students from the schools of Arts and Sciences, Business and Nursing, sit in conversation with me as I discuss their intended career paths and future. Getting the conversation started, I ask two questions, "Why did you choose your major?" and "Where do you see yourself in ten years?" My goal as Director of Experiential Learning is to ensure that each student graduates with a sense of purpose, understanding their role in their community. Providing them with an appropriate platform, they are able to begin exploring, through the Experiential Learning Department, how to ask the right questions if they are unclear. A degree is nothing without an objective and a career plan. They are fearful, because they may not yet have seen or experienced their field of study in action - like our friends who wanted to be carpenters.

Experiential learning, within the workforce, allows students to put to action the content and skills taught in the classroom via an internship, apply it, then bring it back to the classroom for reflection and fine-tuning in real-time. This complement to traditional learning has many layers. If we, as professionals in today's job market, want qualified, competitive and competent employees, then we need to provide them the opportunity to explore their chosen field of study before graduation. This is the only logical solution.



Director of Experiential Learning, Angela Cutchineal, works one-on-one with Holy Family University students to prepare them for a future in their fields.

Holy Family University students are taught how to become qualified candidates through an active internship search. The Experiential Learning Department strays far from the concept of a "placement service". It is critical that students are graduating with the tools necessary to market themselves in a job search, such as resume building, cover letter writing, and interview etiquette, along with the social skills needed to navigate the process.

It is also critical for businesses to be able to interview candidates, ensuring they are employing the correct fit for their company culture and values. The correct fit can provide an organization with a fresh outlook and insight into current industry trends. This is why the Experiential Learning Department has developed a fully functional internship program that guides these key functions. We take seriously the student intern/mentor relationship and do so by carrying out pre-screening mechanisms to ensure the student and employer will have a mutually beneficial experience. Instructors of internship students continue to foster the employer relationship once classes begin, confirming that positive student outcomes are met, and the employer received the support they need.

Hiring an intern student is not only the right move for a business with regard to the added support it yields, but it is also the right move for our community's future. Our success in business depends on the success of our youth. Supplying them with the tools they need to reach their potential is within our reach. ●



Coded by Kids: Developing the Next Generation of Tech Leaders

| By: Amanda Bates, GNPCC Staff Writer

Coded by Kids is a local nonprofit tech education organization that utilizes project-based learning to equip students to be the tech leaders of the future.

In 2014, founder Sylvester Mobley began the program in a recreation center in South Philadelphia. What started as a part-time hobby, ended up evolving into a full-time passion. Since then, the program has expanded to almost 30 locations, as both in-school and after-school programs, and has provided free tech training to over 700 students in grades three through 12 in Pennsylvania, New Jersey and Delaware.

Coded by Kids focuses on preparing students for tech careers with high earning potential and significant opportunities for growth, as well as tech-focused startup entrepreneurship. Through the program, students are taught how to read and write code, and even build web sites. Along with these skills, the program is training them to become leaders in the field and serve as role models in their communities.

The programs are designed to provide young people of all backgrounds with intermediate- to advanced-level software development, data science, and user experience design skills in areas where the lack of diversity, equity, and inclusion are the greatest.

This lack of diversity is a clear problem within the high-tech industry. According to the US Equal Employment Opportunity Commission (EEOC), African Americans and Hispanics were under-represented nationwide in the high tech sector when compared with the overall private industries. Women also lagged behind men in leadership positions and in tech jobs, as technicians and professionals, in the high tech sector.

Coded by Kids is trying to change those statistics by offering their programs to those who otherwise may not have access to higher- tech education. Mobley is working to address the issue of racial inequity in tech within Philadelphia.

"I want the tech workforce in Philadelphia to reflect the diversity of our city," Mobley said. "Currently, just 6% of the city's tech workers are Black or African American and the highest paying-tech fields have the

greatest lack of diversity, equity, and inclusion. There are over 19,000 open computing jobs in Pennsylvania, but the state isn't producing enough computer science graduates to fill them. If we improve access to tech education, we create opportunities to fill those jobs and diversify the industry."

Coded by Kids offers program options to schools and nonprofits whose children and teens are interested in tech. One example is CommonSpace, a free program which not only teaches students how to use technology, but how to create websites, games, and animations. Instructors and mentors work with students, even at beginner levels, to develop skill sets that they can use throughout their lives.

Programs like Create and Learn, take a more rigorous approach to tech education that raises the bar to industry level by using a dynamic project-based curriculum taught by experienced instructors who make complex technical concepts engaging and relevant to students in 3rd through 12th grade.

Coding by Kids relies on volunteers to facilitate learning, and to spread the word about the organization. Companies are also able to get involved, from leading a special topic workshop to hosting an office visit. Coded by Kids has established close relationships with the leading companies in our region: Vanguard, Guru, Comcast, First Round Capital, and many more.

The nonprofit also relies on allies in the community, including some from City Council. "Councilman Allan Domb has been a great partner and friend to the organization," Mobley said. "He has personally funded programs at schools in Philadelphia, connected us with other sponsors and partners, and has been an advocate for our work to both the public and private sector."

As Coded by Kids continues developing the next generation of tech leaders, Mobley was honored with the 2018 Philadelphia Award, a yearly accolade bestowed upon citizens who "acted and served on behalf of the best interests of the community." The CEO said the accolade will help shine a light on the issues of inequity tackled by his tech education nonprofit. ●



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Before You Take the Entrepreneurship Plunge...Ask Yourself These Three Questions



| By Marta Coles, The Urban League of Philadelphia – Entrepreneurship Center



When one thinks about entering the world of entrepreneurship there are many things to consider. However, the following are the three questions that every entrepreneur should ask themselves:

1. What are my start-up costs?
2. What is my plan for my business?
3. What problem is my business solving?

Of course, there are tons of other things to consider before becoming an entrepreneur. Yet, I believe individuals should put serious thought into the questions listed above. By tackling these questions it allows new entrepreneurs to start off strong giving clarity for the present and future.

It's vital to know the startup costs when starting a business, which can be found by online search or by going to a local business association, or economic development center. It's safe to say that fees will be associated with filing the structure of a business, business insurance, business licenses to name a few. Depending on where an individual lives other additional fees may apply. These are fees you should expect to cover directly. You must be able to invest in your own dreams. I always tell my clients people want to see that you have skin in the game.

Now a business plan is valuable to have as a roadmap for business owners. Displaying where a business is starting and where they are headed is crucial. The old adage tells us "If you fail to plan, you plan to fail". If nothing else when I speak to clients I stress the importance of having something written down about their business. A plan can range from a

page to 300. The point is it allows them to be accountable to themselves and have a structure in which to conduct business. Businesses who have a plan will last longer and be more successful than those without.

Lastly, one of the businesses main goals should be to solve a problem for its future customers. Customers look to businesses for solutions and expertise that they themselves don't have the bandwidth for. I strongly suggest that entrepreneurs are very clear in their messaging about what problem their business solves. We cannot be all things to all people but if you figure out what you can be and for who, you will have a customer for life.

For individuals who want the flexibility to create their own schedule and be their own boss entrepreneurship can be great. In Philadelphia, small businesses are big business. The city has a host of resources to make this process easier. The Urban of Philadelphia Entrepreneurship Center is one as a hub of resources to small businesses in Philadelphia and surrounding areas. The way we support small businesses is through business coaching, workshops, and events. We understand the importance of entrepreneurship and pride ourselves in meeting our clients' needs. No matter their stage in business by utilizing our resources both internally and externally, to assist entrepreneurs to achieve their goals. Recently, celebrating our 10th year anniversary we have had the privilege to assist hundreds of entrepreneurs to grow to scale and sustain healthy businesses. We continue to work tirelessly to fulfill our mission "Empowering Communities. Changing lives." ●

For more information on Urban League of Philadelphia Entrepreneurship Center, call 215.985.3220, visit www.urbanleaguephila.org

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GNPCC in the Community

June 6, 2019

Executive Luncheon Series with The Hon. Jim Kenney, Mayor of Philadelphia

GNPCC was honored to host the Hon. Jim Kenney, Mayor of Philadelphia, at the first Executive Luncheon Series event of 2019! GNPCC members and invited guests came together at the Union League Golf Club at Torresdale to engage in a fireside chat. The Mayor shared stories from his past, his current projects, and his plans for the future of the City of Philadelphia.



Moderator Dan McElhatton, Esq., engages with Mayor Kenney by addressing important topics impacting the Northeast Business Community.



In recognition of D-Day, Ed McBride, PECO and Master at Arms, Petty Officer, 3rd Class, Evan Meshanic stood in as representation for the young men and women who served.



Members of the GNPCC Board of Directors with Mayor Kenney.

May 3, 2019

The Nonprofit Summit, in partnership with The Nonprofit Center at La Salle University's School of Business

The 2nd Annual Nonprofit Summit was an amazing success! Professionals from the nonprofit industry and the corporate world came together at Brookside Manor at Somerton Springs, to discuss ideas on how to collaborate while serving the community. The two panels explored how creating relationships with corporate partners can lead to quality volunteer programs and fundraising opportunities. We thank the amazing speakers, moderator Laura Otten, Ph.d., Executive Director of the Nonprofit Center at La Salle University, and everyone who attended this important event!



Panelists: Tina Barber, Esperanza; Jamie McKnight, Rolling Harvest; and Jacob C. Nuxoll, Sun Federal Credit Union, discuss volunteering and Philanthropy.



Tina Barber, Esperanza, and Helene Baczkowski, CORA Services Inc.



GNPCC Members: Mary Anne Benner, Archbishop Ryan High School, and Katie Koch, Brian Rhodes and Melissa Gyuraki, Northeast Family YMCA.

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Women In Business Conference and Luncheon

The 3rd Annual Women In Business Conference was better than ever! Women from all corners of Greater Philadelphia came together to connect, learn, and grow. The day was packed with engaging presentations and thought-provoking panel discussions, to empower women from a variety of backgrounds, and across all levels of professionalism, from CEO, to entry level, to business owner. This important event continues to grow and expand each year, as the information and connections prove the power of women in the Philadelphia Community.

Save the date for next year – Thursday, April 16, 2020!





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