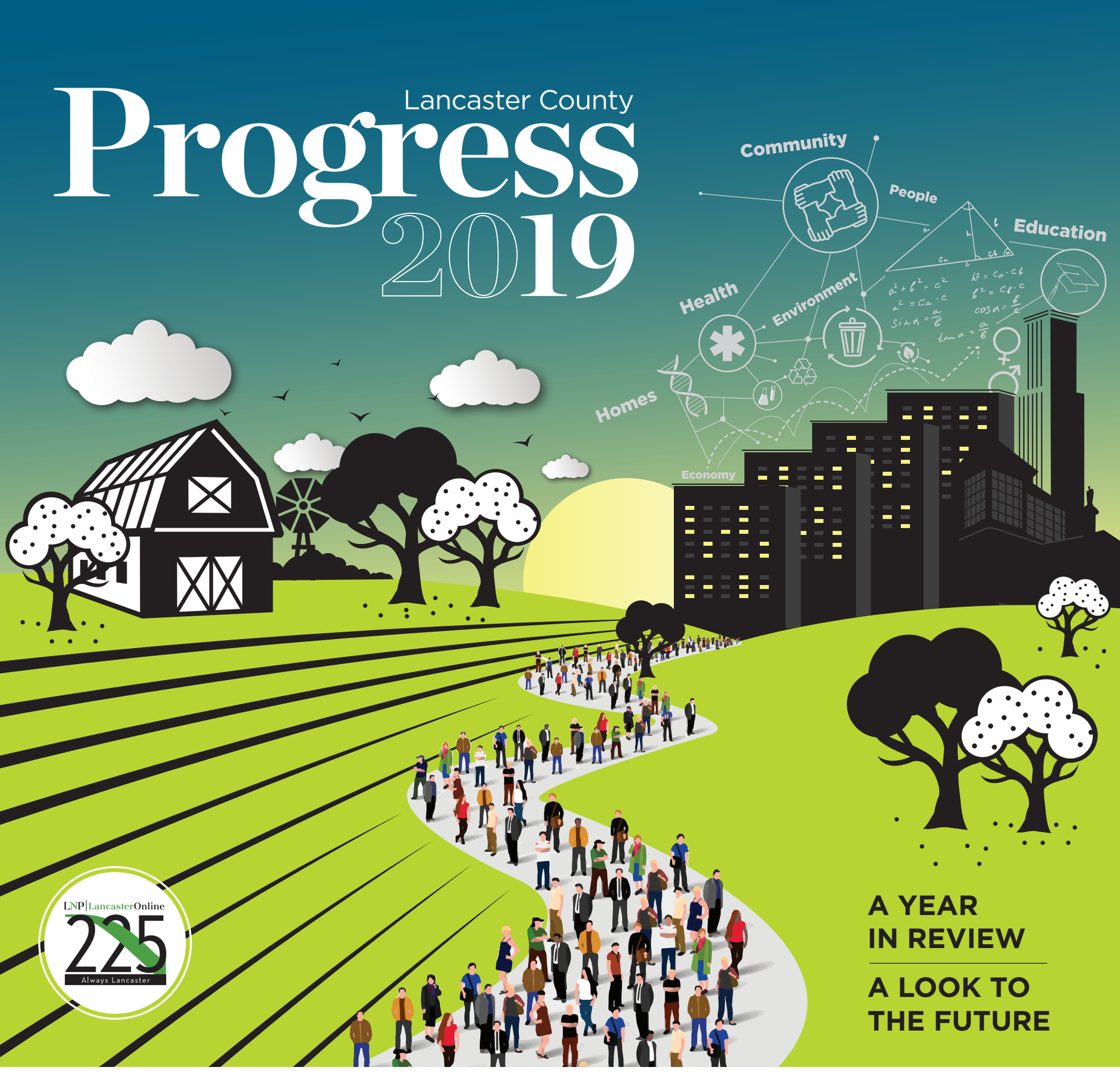
Lancaster County

Progress 2019



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A LOOK TO THE FUTURE

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EQUAL HOUSING OPPORTUNITY

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Through a partnership with the Lancaster County Community Foundation, the United Way of Lancaster County, the County of Lancaster and LNP, the Lancaster Chamber monitors data in six key areas of prosperity.

This 2019 edition of *Progress* is loosely based on the chamber's indicators, with a few twists.

In the first section, we introduce you to a sampling of people who for one reason or another have had an impact on the lives of county residents.

The remaining sections look at trends in various aspects of county life, from where we're living and how we're creating an age-friendly community to what industrial hemp means for county farmers and how data can help businesses curb health-care costs.

This year, in honor of LNP's 225th anniversary, we've also included a look back at some headlines from the past. Some show that the challenges we face today are not so different from some we faced decades or even a century ago. Others serve as a reminder of just how much progress we've made.

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PEOPLE

Fete en Blanc 2018.

FILE PHOTO

EWELL MAKES U. S. OLYMPIC TEAM

Ewell Equals Record Time In 100-Meter Dash

Evanston, Ill.—(AP Wirephoto)—Barney Ewell (second from left), from Lancaster, Pa., finishes first in 100-meter dash Friday night in 10.3, equaling world record. Mel Patton (left) of Southern California, is second, and Harrison Dillard (right) of Baldwin-Wallace is third. Ed Conwell (third from left), Jersey City, N. J., is fourth.

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Stories from the LNP Archives: July 10, 1948

Barney Ewell made front-page headlines in July 1948 when he tied Jesse Owens' world record of 10.2 seconds in the 100-meter dash and became the first Lancastrian to earn a spot on the U.S. Olympic team.

Ewell was already 30 years old at the time, and some had thought he had lost his chance to compete in the Olympics after they were suspended for eight years due to World War II.

The article in the Saturday morning Intelligencer Journal on July 10, 1948, reported that Ewell's wife was glad he won. "That man's heart is set on running," she was quoted as saying. "The Olympics have been his big ambition and I'm glad he made it." More accolades came from the mayor and other supporters.

It was also reported that a fund started by the Intelligencer Journal to provide support for Ewell's wife and son totaled $464.41. Additional contributions were sought to help the family while Ewell was competing in the Games.

Lancaster County is home to more than 542,000 people. On the following pages are a few you should know.

JO TYNDALL

Freshman plumbing instructor • Thaddeus Stevens College of Technology • stevenscollege.edu

What made you choose a career in plumbing?

Besides liking the physical aspect of the work, it was an extremely gratifying career. I love being mechanical and working with my hands. Few jobs actually exist where you can pass a building and know that you were an important part of its creation. I worked at the Lancaster County Convention Center and the Harrisburg Airport (just to name a few). I can still pass those buildings and know that I was a part of that building's history .... it's an amazing feeling.

Are more young women considering a career in the trades and what, if anything, is being done to encourage that?

Thaddeus Stevens College is always trying to reach out to young women to show them firsthand that trades are for women. In the 10 years I've been instructing plumbing at Thaddeus Stevens College, there has been a steady uptick of young women interested in nontraditional careers. Our Women's Center is always thinking of new ideas to advertise the trades. We host a "TechGyrls" summer camp affiliated with the YWCA in the summer, invite female guest speakers to the college every year (for the International Women's Day in early March), and have adopted an incredible female mentoring program at the college.

We have a warm and inviting Women's Center that is always open for gatherings and events where our young women can feel assured that they are a strong collective. As the adviser for Women in Trades and Technology, I've seen firsthand the willful and determined women that choose a nontraditional career in mostly male-dominated professions.

VINNY TENNIS | STAFF PHOTOGRAPHER

Plumbing instructor Jo Tyndall stands in her classroom at Thaddeus Stevens College of Technology.

Why did you make the switch to education?

The opportunity presented itself to instruct plumbing at Thaddeus Stevens, and I thought how incredible to be able to turn my experience and education into an influence that would impact so many young minds. It is an amazing feeling to be able to instruct and build confidence in the minds of so many.

What encourages you the most about the future of Lancaster County?

Lancaster County is a very gracious community. It's a warm, friendly feeling to be a part of such a giving atmosphere.

What concerns you the most about the future of Lancaster County?

It's becoming more frequent that housing developments and shopping centers are sprouting up. ... I would hope that Lancaster County doesn't lose it's "family" feeling and selfless giving that set it apart from other counties.

Questions answered via email

LANCASTER COUNTY

BY THE NUMBERS

542,903
Population

38.5
Median age

$61,492
Median household income

198,565
Number of households

2.64
Average household size

9.9%
People living in poverty

4.9%
Foreign-born

8,667
Grandparents living with grandchildren

Source: American Community Survey

OLIVIA BINGEMAN

Coordinator • Mosquito-borne Disease Control Program for Lancaster and Lebanon counties • lccd.org

How long have you been on the job, and were you a mosquito expert before that?

I have been Lancaster and Lebanon's Mosquito-borne Disease Control Program coordinator for two years. I was by no means a mosquito expert prior to that, but I received comprehensive training by the folks at Pennsylvania Department of Environmental Protection, who we work with closely on the project. I have an undergraduate degree in animal science, which is biology based, and I have found that to be very useful.

Last year was a record-breaking year for mosquitoes and West Nile Virus. What did you learn and will it change your approach this year?

Last year was difficult. I learned that a fast-moving train is difficult to stop, so start early ... earlier than you would think you need to! I hope to hit the prolific breeding areas early this year, and stop that train before it gets moving.

Is this considered your off-season? What does your job entail over the winter months when mosquitoes should be dormant?

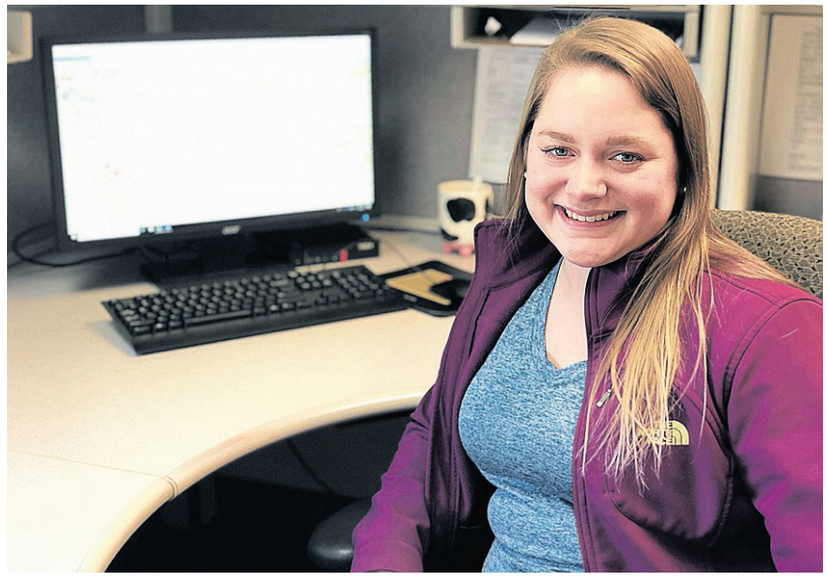
I get this question a lot! Yes, it is definitely my off-season. I spend my time repairing equipment, making educational materials, planning events like tire collections, meeting with municipalities or residents, and otherwise preparing for the upcoming season.

What is the most difficult or unpleasant part of your job? Do you get bitten a lot?

I believe the most difficult part of my job is when I get notification of a human West Nile Virus infection. My goal is always to have zero human infections in the county, but unfortunately that is not always the case. I would imagine that I could compare that feeling to when a doctor would lose a patient. In regards to getting bitten, it only happens when in particularly problematic areas (usually those places with a lot of tires). For the most part, the mosquitoes we are after are only out around dusk and not during work hours. This is good for us, as we don't wear repellent for fear of contaminating our traps!

What encourages you the most about the future of Lancaster County?

The Mosquito-borne Disease Control Program recently moved from Penn State Extension into the county government. I am hopeful that this move will allow for better cooperation between our program, county officials and the municipalities throughout the county. Those officials know their regions best, and I hope to lean on their knowledge in order to serve their communities better.



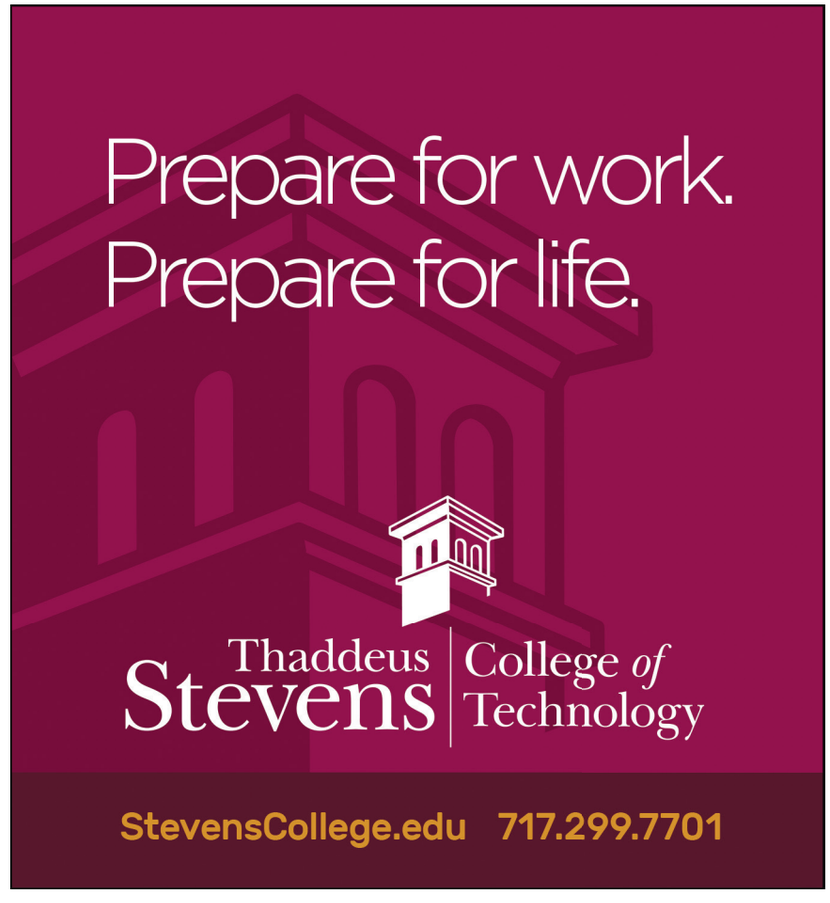
MARGARET GATES

What concerns you the most about the future of Lancaster County?

All the precipitation we have been receiving! I am hoping that the wet areas that haven't dried up since (last) summer get the chance to do that before spring comes.

Questions answered via email

Olivia Bingeman in her office at the Lebanon County Conservation District.



MAURICIO ROSALES

Dairy Extension educator • Penn State Extension, Lancaster County • extension.psu.edu

This is a stressful time for dairy farmers. Is it stressful for you as well?

It is a bit. I get a bit sad for what I see from some producers who are going through financial distress. I try to stay positive. I'm getting trained on farm stress management so I can provide some counseling to them on how to talk about it ... so they don't feel like they're alone. ... When I signed up for the job I was not expecting this at all. I adjust to the situations and I'm willing to learn and I'm open to these new ideas.

How did you end up in a farming career in Lancaster County from your home in Ecuador?

I started in Wisconsin. I had a chance to participate in an exchange program and they matched me with a 600-cow dairy in Wisconsin. I developed a good relationship with them. After that I had a chance to go back to school in Minnesota. I completed my master's degree in animal science. After graduation there I was looking for a job and hoping to get a job in Extension and this opportunity became available in Pennsylvania.

VINNY TENNIS | STAFF PHOTOGRAPHER

Penn State Extension dairy educator Mauricio Rosales visits a dairy farm in Gap.

Are there any similarities between Ecuador and Lancaster County?

In certain ways it's different but in other ways it's similar. The landscape is quite similar to what I have at home. The culture is definitely something different. Over there we don't have as much technology as we would have here because of lack of (financial resources). I work with some producers, Plain Sect Amish, and it reminds me of home a little bit. They have access to technology but choose not to use it. ... At home they don't use it because they don't have the money.

How important is immigrant farm labor in Lancaster County?

The majority of the farms here in Lancaster County are small family-based farms. They tend to use the family as labor. However, there are a few large farms that are using a large number of Hispanics. They're very important for the industry. ... We need more labor here. I get phone calls and emails asking me if I know anybody who would be willing to work milking the cows. I know it's very political right now but I see the need here right now in Lancaster County and Pennsylvania.

What encourages you the most about the future of Lancaster County?

I think Lancaster County is a unique county because we have the best of both worlds. We have the countryside that is providing and producing a lot of food for big cities. The potential is huge. I think that Lancaster County has a big opportunity and we should take advantage of it. ... We're so nearby New York City, Baltimore, Philadelphia. They are demanding more food and quality food that is already being produced here in Lancaster County.

What concerns you the most about the future of Lancaster County?

I'm concerned about my farmers a lot. It's becoming harder and harder to farm here in Lancaster County, and many of them are disappearing ... I hope we can be able to help farmers creating laws or something that can help them to stay here in Lancaster. They are an important part of what Lancaster represents.

MARIA PROVENCHER

Interim chief operating officer • La Academia Partnership Charter School • lapcs.org

What does it mean to be a STEM school?

STEM is a curriculum based on the idea of educating students in four specific disciplines — science, technology, engineering and mathematics — in an interdisciplinary and applied manner. Rather than teach the four disciplines as separate and discrete subjects, STEM integrates them into a cohesive learning paradigm based on real-world applications. Workplace skills such as multifaceted collaboration, creativity, coding, digital ability, media literacy, critical thinking, global citizenship and dynamic communication fall under the umbrella of STEM, and have implications for how all teachers approach their content areas. STEM assumes a stance of inquiry, promotes hands-on investigation, encourages rigorous research, and treats failure as a necessary aspect of learning. (*From an assessment report written by Sandra Strunk, executive director of the Lancaster County STEM Alliance*)

SUBMITTED

Maria Provencher was hired as La Academia's STEM manager and is now the school's interim chief operation officer.

Is a STEM education for everyone?

In a world that's becoming increasingly complex, where success is driven not only by what you know, but by what you can do with what you know, it's more important than ever for our students to be equipped with the knowledge and skills to solve tough problems, gather and evaluate evidence, and make sense of information. These are the types of skills that students learn by studying STEM subjects.

Why choose a charter school?

As a school of choice, charter schools have greater curricular and managerial freedom than traditional schools. Charter schools are open to all students, resulting in a more diverse student body, while allowing parents to choose the school that best meets their children's unique educational needs. Charter schools are accountable to students, parents and the community. If the schools are not run efficiently, parents will simply choose not to send their children to the school. Also, charter schools have the ability to specialize in specific areas, thus allowing students to take classes that align with their interests, often resulting in students who are more invested in their education. Lastly, many charter schools have smaller class sizes than traditional public schools. This allows for students to have more one-on-one time with their teachers.

What is the greatest challenge facing La Academia?

Getting the word out about all the positive changes going on at the School and helping the Lancaster County community understand that La Academia can be an innovative learning option for any student in the county is one of our biggest challenges. With the help of partners like the Lancaster County STEM Alliance, HACC, Thaddeus Stevens, Armstrong Flooring and others, we are moving to a project-based learning delivery system with a significant work-based learning component. We hope to be offering opportunities to our students that may not be available at other schools in the county.

What encourages you most about the future of Lancaster County?

Lancaster County is an exciting place to live and work. Not only is the city undergoing an artistic renaissance, but community leaders are engaged with economic development, workforce development and community development that will help to ensure the future prosperity of our county.

What concerns you most about the future of Lancaster County?

I hope Lancaster County will continue to embrace the many immigrants and refugees who contribute meaningfully to our community. Change is hard for everyone, but our diversity makes us stronger and better able to be successful in a global economy.

Questions answered via email

ANDREW SZALAY

Executive director • Lancaster Lebanon Habitat for Humanity • lancasterlebanonhabitat.org

Habitat for Humanity is expanding its focus with 50 new homes in 2019. How and why did that project come about?

Fifty Homes Now is serving 50 households. It's more than we've ever done all at one stint. The high-water mark in Lebanon was four (homes) for a year and the high-water mark before in Lancaster was seven.

Most people know Habitat for Humanity for building homes from the ground up. They also know us for taking old beat-up homes and making them healthy and livable again. We had a repair program years ago and they brought it back to help serve a very specific need in SoWe — the southwest neighborhood of Lancaster — in home repairs. Those may not be our Habitat homebuyers over the past — where they're getting into homeownership for the first time — but they still have a house that needs to be safe, warm and dry like everyone else.

VINNY TENNIS | STAFF PHOTOGRAPHER

Andrew Szalay stands in front of a recently dedicated Habitat for Humanity home on South Christian Street in Lancaster.

You have a passion for climbing. Is there any connection between your love of climbing and the work you do for Habitat for Humanity?

It centers me. I'm a father, husband, volunteer. I'm a writer and running a very busy Habitat affiliate and trying to find stuff that's going to sustain me in the meantime. I'm planning on being in this job for a number of years -and we're going to see a lot more homes built - but I can't exhaust myself. A lot of Habitat executive directors can burn out. I've already made a plan, and my hobby of climbing - because it's broader than climbing itself - is one of those things that sustains me. It takes care of me as I try to take care of everything else.

That's the thing about climbing. You see beyond the veil of fear. And I love it. In the Bible, Jesus says to everybody, "Fear not." It's so hard to do. Like my job is scary - the homebuyer's lives, the volunteer's safety, is the money going to come through? Are the donors going to support me? But fear not. You get through it. And it's awesome.

What else is it about climbing that you enjoy?

So climbing is really intertwined with writing and literature. ... The climbing experience is very private for most people. A lot of them are introspective and some of them produce some amazing writing — books and articles — and I discovered it, I'd say when I was in college. I've been into climbing since '92, but I'd say when I found climbing literature in college I found something that was almost spiritual. ... Some are devotional or insights about how you can find your peace. If you've ever gone for a hike — in a park or even at the beach and it's that quiet moment or even during snowstorms and you go out there and you just hear the snowfall and you can't hear any of the cars or anything and it's almost a little eerie, but also comforting at the same time — you feel kind of insignificant but not irrelevantly so. Those sort of experiences are what I think a lot of great climbing writers talk about.

What encourages you most about the future of Lancaster County?

The generosity. Housing, I think, is the root of so many things when it comes to getting out of poverty. Better education. Better economic outcomes. If the housing puzzle can be solved and addressed whole-heartedly so many things about health, education, transportation costs will unravel themselves in a lot of ways. Or, at least, have a steadier base.

If you have that home to regroup and you have that safety zone to be able to contemplate your future and make your plans, we're all way better off.

The other neat thing about that with the generosity has also been the fact that we've got the ability to think in a lot of different levels, because we've got so many different groups focusing on the housing and development sector. We've got the repair pieces, the homeless portion, we've got the rental portion.

... There are a lot of great people, like in the Coalition for Sustainable Housing, involved. And you've even got landlords in there. It's wonderful. They're collaborating and trying to solve that puzzle.

What concerns you most about the future of Lancaster County?

My biggest concern — and I think this is one that's not actually unique to Lancaster County — it's the same everywhere, being open to the solutions for the good of our community at large. We're all in the game of life together and we have to negotiate what's going to be better for everybody. And all means all. And if somebody is behind, we're not all better off.

SUSAN MULL

Poet • teacher • activist living with HIV

You've been living with HIV for 26 years. Were you a writer and speaker before you received your diagnosis?

I've always been in love with writing and poetry — social justice poetry — by writers like Nikki Giovanni and Sonia Sanchez. I'm mentioning (Sanchez) because a whole group of us got to meet her when she was still a professor at Temple in the early 1990s and she did a film with us called "Walk With me Sister." It was a whole group of women living with HIV. ... I wrote poetry for the film.

As a poet and an activist, language is obviously important to you. Can you explain what people-first language is?

People-first language, for example, even in saying, "That's an HIV-positive person," don't ever do that to a person. What we ask is that we are people living, sometimes thriving, sometimes not doing very well, but we are people living with HIV. We are not defined by the disease. I think that's the biggest part of people-first language.

.... And yet, it doesn't help to get angry at people that don't know. Some people say, "Oh, people-first. I get it." We are not victims. ... And don't tell us we are tainted or contaminated. I'm not a contaminated human being.

SUBMITTED

Susan Mull at her Quarryville home. Mull was recognized for her activisim by POZ magazine, a publication focused on health and lifestyle issues of people living with HIV.

How have you seen AIDS activism change over the years since your diagnosis?

I think one of the biggest things is the acknowledgment of, not just the incredible gay men that led the movement in the beginning, but the realization that among all groups of people living with HIV and AIDS and those that are our allies, that it's the women of color that are going to lead us. And that has happened. In the United States, 64 percent of women living with HIV are women of color, so they're the leaders and they're the experts.

How has art helped you in your life and on your journey with HIV?

Art some days has been everything. Some people can be trite when they post things that say art saves lives. But it saves lives. My writing and art have saved my life.

Can you talk about a time when you personally faced the stigma of a person living with HIV?

Everybody in my family knows, but my cousins don't talk about it, my parents are still living and they are really old and they don't want to talk about any of this. My sister and my niece are really informed but they don't talk about any of this. My son and daughter-in-law are really supportive and have been really amazing. I didn't tell my son until 1994. And he was so mad at me then. He was like, "You could've told me. What made you wait?" My daughter-in-law is the same. My grandson is the same and he's almost 13 now. So they sort of are my core.

The stigma I have felt is more in the way of, "Let's just not talk about this, because we don't talk about this." So when I talk to people in my family about like, "Guess what? I got this scholarship to go to my HIV is Not a Crime conference again, people shut down. And I say, "No, no. This is going to save lives."

What encourages you the most about the future of Lancaster County?

What encourages me most about the future of Lancaster County is the youth. They see opportunities to break down barriers and they're not caught up in labels. They can negotiate with their parents who may be politically different, and they know how to have civil conversations. I'm not saying that happens all the time, but we have so much to gain by listening to the youth.

What concerns you the most about the future of Lancaster County?

What concerns me the most is rampant, blatant, persistent racism. Racial injustice is everywhere.

Argires Marotti Neurosurgical Associates of Lancaster

Lancaster County patients suffering from chronic pain, facial pain, Parkinson's disease, or tremor may soon find relief thanks to specialized minimally invasive procedures now available at Argires Marotti Neurosurgical Associates of Lancaster.

Dr. Steven Falowski, a functional neurosurgeon and nationally recognized leader in the groundbreaking technology of neuromodulation, joined the Lancaster practice in February.

One of the fastest-growing segments in health care, neuromodulation involves implanting electrodes onto the brain or spinal cord to modulate or change the way the nerves function.

"It's like a pacemaker for the brain or spinal cord," Dr. Falowski says. "It's been around for quite some time, but we've seen a rapid growth in the use of them in the last 10 years because the technology has improved so much."

The small implantable devices, which include electrodes attached to a battery, are placed under the skin during an outpatient procedure that typically takes less than an hour. The device doesn't cause sensations and it doesn't require maintenance, other than replacing the battery every five to seven years. Patients can even control the wireless devices from their iPhones.

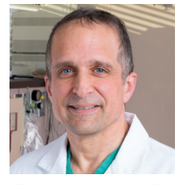
For chronic pain, the treatment is also unique in that patients can test drive it through a simple office procedure in which a temporary electrode is inserted through a needle. "You get to try it out for several days to see how well it works for you, and how much relief you get," Dr. Falowski says. "Then it's easily removed in the office."

Dr. Falowski comes to Lancaster from the Lehigh Valley, where he led a neuromodulation program that was nationally recognized for its groundbreaking research, low complication rate and high success rates. Board certified in neurosurgery, Dr. Falowski is a board member and secretary of the North American Neuromodulation Society, where he is involved in the education and training of new physicians. He is also involved in numerous clinical research studies and novel developments for spinal cord stimulation, pain management, deep brain stimulation and spinal procedures.

"I wanted to start a program again somewhere else and bring these therapies to other communities," Dr. Falowski says of his decision to practice in Lancaster. After talking with the team at Argires Marotti and looking at the demographics of the area, it became clear that many patients here could benefit from the technology, he says.

For Lancaster County patients, neuromodulation offers the possibility of pain relief for conditions that historically may have required major invasive procedures or pain medication. Neuromodulation has been used to treat migraines, nerve injuries due to accidents, and other forms of pain. "People may experience excruciating facial pain. It's very common in the United States," Dr. Falowski says. "We numb the nerve that's feeling pain in the face. It has extremely high success rates. This is an outpatient procedure that does not require an implant, and takes only 15 minutes."

Neuromodulation has been used to treat Parkinson's disease and tremor for over 20 years with amazing success. "This was the beginning of the field that has led to minimally invasive safe procedures with life changing results," Dr. Falowski says. "These therapies are so important for the community to treat debilitating ailments in an extremely safe and effective way."



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Brain and Spine Surgery

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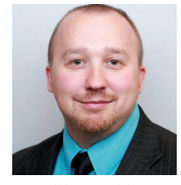
Neurologist



Steven M. Falowski, MD
Neurosurgeon

ARGIRES MAROTTI
NEUROSURGICAL ASSOCIATES OF LANCASTER

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ECONOMY

Holiday shopping at Tanger Outlets in 2018.

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Stories from the LNP Archives: Oct. 28, 1959

Downtown Lancaster Of The Future Shown City Leaders, Given $50 Million Price Tag

Downtown Lancaster, 1980, a scale model made up for the Lancaster Planning Commission, is examined by Burrell B. Cohen, left, city planning director, and Clifton E. Rodgers, consultant for the commission. (Intell Photo)

Back when 1980 seemed like the distant future, city leaders unveiled a development plan in 1959 to revitalize the downtown business district to combat traffic congestion, deteriorating structures and intermixed land uses.

The city planners' 20-year plan, known as Downtown Lancaster, 1980, was designed to make Lancaster a major metropolitan center that would also compete with suburban shopping centers.

Among the highlights of the plan, as reported in the Oct. 28, 1959, Intelligencer Journal, were:

- New city hall on North Duke Street at Walnut Street.
- New courthouse on the east side of Queen Street at Walnut Street.
- Convention hall on the west side of Queen Street at Walnut Street.
- Metropolitan highway system in and out of the city and a system of one-way streets around the core area.
- A downtown hotel-motel, with swimming pool, at the southwest corner of Queen and Chestnut streets.
- Shopping plaza at the east side of Queen at Orange Street, complete with parking garage and roof heliport and an adjoining theater building.
- A Central Market plaza extending to Queen Street, north of the Griest building.
- High-rise apartments on South Prince Street and South Duke Street at Vine Street.

VINNY TENNIS | STAFF PHOTOGRAPHER

Rob Barley, partner at Star Rock Farms in Conestoga, has a conditional permit to grow hemp for the first time this year.

HEMP ON THE HORIZON

Some county farmers think the crop has potential, but others not so sure

REBECCA LOGAN
LNP CORRESPONDENT

Shawn House is used to dairy farmers asking him about hemp.

"They'll come up to me all the time at the Farm Show and want to know what they've got to do," says House, who sells a variety of food products made with hemp.

Now that the door is open to growing industrial hemp in Pennsylvania, some are wondering whether the crop will offer a lifeline to Lancaster County dairy farmers grappling with falling milk prices and major hits to demand.

"They're going to have to do something to adapt," House says. "Why not this?"

House has been crusading for years about what he sees as the benefits of hemp. Through Lancaster Trading House in Columbia, he sells products such as Hempzels, which are made with hemp seed from Canada. House says he'd much rather source from a 60-mile radius and says recent state decisions such as removing an acreage cap for hemp increases the likelihood of that happening.

Granted, farmers can't just show up at House's doorstep with their hemp crops. They'd have to have them milled first.

"That's the real challenge for folks right now ... . There isn't a system," says Conestoga dairy farmer Rob Barley. "The facilities aren't set up to handle the stuff."

Barley — a member of the Pennsylvania Milk Marketing Board and co-owner of Star Rock Farms — has a conditional permit to grow hemp for the first time this year and is scrambling to lock in a buyer before deciding how much to plant this spring.

"It's like the old 'If you build it they will come,' " Barley says. "If you plant it, they might come. But if you plant it and they don't come, you're broke."

Potential and risk

For the past two years, Pennsylvania's program has allowed only hemp grown for research purposes. Last year the federal government legalized industrial hemp, which is related to marijuana but contains much lower levels of THC, the chemical responsible for marijuana's psychological effects.

In January, the state agriculture

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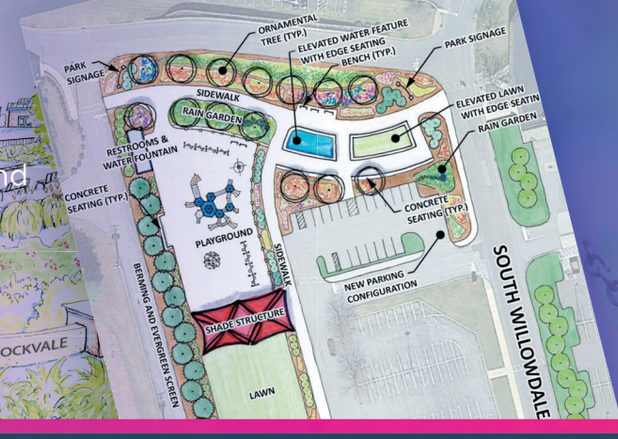

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Hemp

Alyssa Collins, director of the Penn State Southeast Agricultural Research and Extension Center, works in the hemp fields in 2018.

DAN MARSCHKA | STAFF PHOTOGRAPHER

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department announced that it was re-opening the application process for growing hemp and lifting a cap that had been set at 100 acres per applicant. Barley says it's unlikely he'll even get close to 100 acres. He has too many questions yet to be answered.

"Yes, I think there's potential that in the next few years that hemp could provide some relief for struggling dairy farmers," Barley says. "But not in 2019. It's not an immediate answer. And it is potential — not a guarantee."

It's a rather chicken-and-egg situation.

"The hemp processors don't want to invest in large processing plants until they've got critical mass and the farmers aren't interested in growing until they are sure they have a market," says Alyssa Collins, director of the Southeast Agricultural Research and Extension Center.

Before reopening the application process for growing hemp in Pennsylvania, the state already had granted conditional approval to 84 applicants including seven in Lancaster County. More than 300 farmers grew hemp in 2018 in North Carolina — one of several states where the crop is being heralded as a potential fix for farmers struggling in other arenas.

"Hemp (for cannabidiol oil) is being called the replacement for tobacco here," Tom Melton, deputy director of agriculture and life sciences at North Carolina State Extension, writes in an email. "It and dairy follow a similar path."

Melton writes that he doesn't see hemp going away as considerable money has been invested, and he says when money is invested people make sure something happens.

"Lots of small farmers and processors are getting started because of good potential profits," Melton writes. "But if profits remain, more efficient production and processing will and is coming in, which may put the small guys out."

Melton urges farmers to make sure they know exactly who will pay them and when.

"Often the crop is delivered and payment is only partial because the companies are all startups and don't have the cash," Melton writes. "Bottom line is that I only recommend farmers invest what they can afford to lose."

Collins offers similar caution for local farmers — a population she says can tend toward trusting.

"I'm a little concerned about someone coming in and saying, 'I've got these seeds. Plant them and I'll come back and buy them from you,' " she says. "Then if they don't, they will end up with the short end of the stick."

Growing challenges

When it comes to growing hemp there are three basic options — hemp for fiber, hemp for seed and hemp for cannabidiol oil, a compound touted for its potential therapeutic benefits. Collins says the latter is "where people seem to think the real money is going to be."

Among them is domestica diva Martha Stewart, who recently announced she is partnering with a Canadian firm to develop new products using nonpsychoactive CBD and other hemp-derived cannabinoids.

Hemp for cannabidiol oil typically

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Hemp

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involves starting plants in a greenhouse. Farmers already growing tobacco could be a good fit for that, she says.

Lancaster County son and famous bicyclist Floyd Landis even referenced the area's familiarity with labor-intensive-farming when he announced in February that he would be opening a bicycle showroom/coffee shop/ hemp-product purveyor in Lancaster. Landis already has a business in Colorado that sells not only hemp products but marijuana, which is legal in Colorado.

Growing hemp locally will involve a steep learning curve — even when it comes to something as basic as equipment, the need for which varies according to type of hemp operation. Collins says some farmers who planted hemp learned that their traditional combines don't work well. It can be harvested that way but that crushes the fibers and shortens them, she says. Using a sickle bar to chip it off is an alternative, she says.

That's just one of the logistical issues that Lancaster County farmers are talking about as state officials tackle the big picture of industrial hemp — as well as debate whether marijuana itself should be made legal.

And most everyone involved is trying to get a clear picture of just how much money could be made with industrial hemp alone — a figure that remains somewhat elusive.

"There's always the chance that if everybody suddenly starts growing hemp .... prices will get to a point where no one is making enough money," Collins says. "We just don't know yet what is going to happen."

Lisa Graybeal, whose family has long owned a Peach Bottom dairy farm currently milking a herd of about 730, writes in an email that while things may change in the future, she does not view hemp as the answer for dairy farmers looking to diversify.

"As a dairy farmer, I think it's irresponsible for anyone to suggest growing this crop could help right now," she writes. "This would not be an easy fix for us. Starting anything new takes time and money and can be risky. Growing hemp is no exception and looks to be even more problematic."

A promising pilot project

Experimentation will be key to working through a long list of potential issues.

Bill Roberts has been growing hemp for a couple of years now as one of Pennsylvania's first hemp pilot research projects. He and his wife, Martha, own Perry County Land & Cattle in Juniata Township. They're trying to learn about hemp's potential as animal feed.

He's compared a group of heifers fed hemp against a group of heifers fed a more traditional feed mix and says the hemp heifers grew a bit better. He initially enticed the hemp group with molasses but the cows soon ate the hemp without that enticement, he says.

Roberts had to take a loss on those test heifers because hemp as animal feed is not currently legal — a decision that's been at issue lately in New Zealand — a major player in the world milk market. Roberts says he sees no reason why hemp as animal feed won't be approved eventually in the United States. He says it could be valuable to those who raise beef, dairy and poultry.

"If you think (hemp) is going to save you in the next six months or even the next couple of years, you're putting your hopes in something that may not come through for you," Roberts says.

But in the long run he says hemp could make sense — and money — for farmers dairy and otherwise wanting to plant a few acres.

"We think this will be a very valuable product," Roberts says. "A farmer will be able to add it to his quiver of products that add economic value."

PHOTO ILLUSTRATION: GETTY IMAGES, PIXABAY, FILE PHOTOS

WHAT IS BLOCKCHAIN AND WHY SHOULD YOU CARE?

More than just bitcoins, the technology could one day impact finance, agriculture, medicine, the art world and more

REBECCA LOGAN
LNP CORRESPONDENT

When it comes to business buzzwords, "blockchain" is high on today's list.

Don't understand what that is? Time to catch up.

Basically, blockchain is the technology behind cryptocurrencies such as bitcoin. The concept involves blocks of digital data that are connected, distributed and validated in ways that proponents say make it resistant to tampering. An unknown person (or people) going by the name Satoshi Nakamoto is credited with developing the first blockchain database — technology that could end up impacting a wide variety of industries from agriculture to finance.

One can wander down the YouTube rabbit hole for hours watching a cast of intriguing characters trying to break down blockchain for the masses. One man stacks colorful blocks that he pretends are politely agreeing to attach themselves to one another. Another video equates blockchain to a system of railroad ties. But get beyond the simplified props and the concept of blockchain is hard to describe.

Just ask Four54 Grill owner Leigh Menkes. He added a bitcoin machine to his New Holland Avenue restau-

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rant in 2014.

"People would call and want me to get into some long explanation about how all that works," Menkes says. "I didn't have time for all that."

Menkes says he kept the machine for just over a year before it became too much of a hassle. He says he was skeptical of some of the clientele, who he says also attracted the attention of an FBI agent. Menkes says one cryptocurrency customer was particularly rude to his wife. The next day he had the machine removed.

The next sliced bread?

No doubt the decentralized, anonymous nature of cryptocurrency can open the door to dark web usage and image issues. Those aren't helped by headlines like early this year when a "crypto-anarchist" with an online following and U.S. drug charges was reportedly gunned down at his home in Acapulco, leaving his girlfriend pleading for help via a social media video.

Yet such headlines could end up being just minor blips on the long-run blockchain timeline. Major players in the fields of finance, agriculture, medicine and other arenas are hustling to determine how much of an impact blockchain could have on their worlds.

Universities like Penn State, Penn and Temple have added courses and seminars on blockchain. Bora Ozkan, assistant professor of finance at Temple, recently took students to San Francisco where they saw blockchain innovation underway.

"There's a group of people who think this technology is going to change everything. It's going to impact the labor market and increase efficiency and productivity and just really be the next sliced bread," Ozkan says. "Then there's another very skeptical group questioning, 'Why does this matter?' Why blockchain? Why not our current cloud technology?' In my opinion the reality is somewhere in between."

Ozkan says that in Lancaster County, farmers in particular need to keep blockchain on their radar.

In December, the Pennsylvania Department of Agriculture commissioned a $25,000 blockchain study by Temple's Fox School of Business. Findings are to be presented in May.

"Theoretically, blockchain technology can enable consumers to know more confidently where their food originated, and what went into its production at every step from farm to table," writes Shannon Powers, press secretary for the department. "Researchers will examine whether claims of the technology's powerful potential to improve food safety and security are exaggerated, or truly represent revolutionary change for consumers, whether they are buying for their household, a business like

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> ***There's a group of people who think this technology is going to change everything. It's going to impact the labor market and increase efficiency and productivity and just really be the next sliced bread. Then there's another very skeptical group questioning, 'Why does this matter?' Why blockchain? Why not our current cloud technology?' In my opinion the reality is somewhere in between.***
>
> — Bora Ozkan,
> *assistant professor of finance, Temple University*

Blockchain

Continued from 19

a restaurant, or an institution like a school or hospital."

The study also aims to examine limits, challenges and policy implications for the state as it promotes and regulates food safety, animal health and other aspects of the food system, Powers writes.

Last fall, Walmart announced that all suppliers of leafy green vegetables for Sam's and Walmart need to upload their data to the blockchain by September. That move came on the heels of the E.coli romaine lettuce debacle and after more than a year of Walmart working with IBM on a blockchain solution.

A bitcoin ATM inside the Sunoco at 1637 Lincoln Highway in East Lampeter Township is flanked by gaming machines and a Mini-Bank ATM.

BLAINE SHAHAN | STAFF PHOTOGRAPHER

Blockchain challenges

The supply chain idea has its skeptics. Among them is Rosco Schock, chief technology officer of Lancaster-based Powch, an Aspire company. Schock sees problems with a departure from the truly open nature of the original blockchain concept.

"Also, let's say a fisherman catches some tuna. How do you record that on blockchain? Even if you give this lot of fish a unique number, all you can track is that someone in the supply chain says this lot of fish moved from point A to point B to point C," he says. "But how do you prove that these fish are the same from point to point? The only way to be able to prove it would be DNA test these fish at each location which would be impossibly expensive."

Though the landscape is evolving, Schock still views cryptocurrency as blockchain's only real use at the moment. Evidence of interest in same isn't abundant in Lancaster County, where only one cryptocurrency ATM is listed on the site Coinatmradar.com. That's at a Sunoco in East Lampeter Township. The investor bubble burst last year for cryptocurrencies like Bitcoin, Litecoin and Ethereum, with prices dropping drastically.

More headlines came this February with the reveal that $190 million in the Canadian cryptocurrency exchange QuadrigaCX was apparently frozen after its founder died, reportedly taking his password with him.

The decentralized nature of cryptocurrency means it's not like calling your bank if you forget your password, Schock says. There's no one to appeal to. A user could write their keys down in 100 different places but that's not secure, he says. That's what Powch is working on.

"We have patented technology that we're using to make cryptocurrency keys as convenient as sending an email but as secure as keeping them in a safe deposit box," he says. "This will be a secure mobile app you use to send and receive cryptocurrency but easy to use like Twitter or text messaging."

Looking to the future

Schock says it's crucial to remember that blockchain is in its infancy and that the internet of 1993 was vastly different than the internet of today. And as with the internet, the actual inner workings of blockchain will likely remain somewhat of a mystery to most, he says.

"People understand 'email address' and 'Twitter' and 'website,' " Schock says. "There will be new terms that serve a similar purpose for cryptocurrencies and blockchains. That is all they will ever have to know. Right now, blockchain is complicated enough that the general public can't use it."

Blockchain did cause ripples in the art world last summer with a cryptocurrency auction of some of Andy Warhol's work. Art aficionado Zach Richardson missed all that.

"Oh, cryptocurrency? What I know about that is to stay away from it," Richardson says. "Too scary."

Richardson — co-owner of the Gallery of Modern Masters in Penn Square and owner of the gallery's original location in Sedona, Arizona — has been watching the auction circuit for years and can't picture the conservative crowd getting onboard with tokenization anytime soon. Richardson adds that he won't close his mind entirely, as the last one to the table of any new technology tends to miss out.

Ozkan says even he has doubts when it comes to the tokenization of something like art, but stresses that big changes are likely on the horizon.

"Just look at the large companies. They're all talking about blockchain. But the reality is they're just testing the waters," Ozkan says. "They're not going full-scale implementation. Yet. But you don't have this much hype and this amount of investment without something happening."

LANCASTER COUNTY'S TOP EMPLOYERS

1. Lancaster General Hospital
2. Mutual Assistance Group
3. Dart Container Corporation
4. County of Lancaster
5. Nordstrom Inc
6. Masonic Villages of the Grand Lodge
7. Lancaster School District
8. LSC Communications US LLC
9. Manheim Remarketing Inc
10. Federal Government
11. Lancaster Lebanon Intermediate Unit
12. Willow Valley Retirement Communities
13. Weis Markets Inc
14. Eurofins Lancaster Laboratories Inc
15. Giant Food Stores LLC
16. State Government
17. Ephrata Community Hospital Inc
18. QVC Network Inc
19. Lancaster General Medical Group
20. Fulton Financial Corp
21. Franklin & Marshall College
22. Urban Outfitters Wholesale Inc.
23. CNH Industrial America LLC
24. Alumax Mill Products Inc
25. Armstrong World Industries Inc
26. SUPERVALU TTSJ Inc.
27. Wal-Mart Associates Inc.
28. Tyson Poultry Inc.
29. THLP Co Inc.
30. TH Minit Markets LLC
31 .Hempfield School District
32. PA State System of Higher Education
33. RR Donnelley Financial Inc
34. Manheim Township School District
35. Pepperidge Farm Inc.

HIGH PRIORITY OCCUPATIONS IN LANCASTER COUNTY

General & Operations Managers
Financial Managers
Purchasing Agents
Human Resources Specialists
Market Research Analysts and Marketing Specialists
Accountants and Auditors
Personal Financial Advisors
Computer Systems Analysts
Computer User Support Specialists
Industrial Engineers
Electro-Mechanical Technicians
Industrial Engineering Technicians
Child, Family and School Social Workers
Social & Human Service Assistants
Elementary School Teachers
Registered Nurses
Emergency Medical Technicians and Paramedics
Licensed Practical & Licensed Vocational Nurses
Nursing Assistants
Dental Assistants
Medical Assistants
Police and Sheriff's Patrol Officers
Supervisors: Food Preparation and Serving Workers
Fitness Trainers & Aerobics Instructors
Insurance Sales Agents
Supervisors: Office and Administrative Support Workers
Bookkeeping, Accounting and Auditing Clerks
Customer Service Representatives
Dispatchers
Production, Planning and Expediting Clerks
Shipping, Receiving and Traffic Clerks
Medical Secretaries
Secretaries
Farmworkers, Farm, Ranch and Aquacultural Animals
Supervisors: Construction Trades and Extraction Workers

Source: Department of Labor & Industry Center for Workforce Information & Analysis

RKL eSolutions

On the surface, implementing configurable business management software may not sound like a particularly glamorous occupation. The team at RKL eSolutions thinks contrarily as they help high profile clients improve their internal processes, which has ultimately led to business growth for several iconic American companies.

Headquartered in the blue glass RKL building on Fruitville Pike, just off of Route 30, RKL eSolutions is a national provider of business software and IT/networking solutions. They support clients across the country in a variety of industries, including services like health care and non-profit, as well as consumer and industrial products like manufacturing, food processing and distribution.

On the West Coast, RKL eSolutions supports a variety of clients in the entertainment industry, including talent management giant XIX Entertainment, and content producers Avalon Television and Legendary Entertainment. When Legendary came to RKL eSolutions, the renowned media company, best known for producing blockbusters like "Jurassic World," "The Hangover" and the upcoming "Godzilla: King of the Monsters," was growing rapidly and looking for a solution to better manage their multi-entity enterprise. After learning more about the business needs of their company, RKL eSolutions worked with them to implement Sage Intacct business management software, ultimately saving them 70 percent more time on their accounting and finance tasks.

Since the software launch, former SVP Finance for Legendary Entertainment, Dino Gioia, has become an avid supporter of the Lancaster-based firm, spreading the story of their partnership at industry events up and down the West Coast. In speaking of their partnership, he recalls RKL eSolutions "not as a vendor or a software implementer, but as a partner in the business – one that always acts in our best interest".

Today Legendary manages over 20 legal entities through their new software system and has built more than 60 customized reports to help manage their business operations. The time savings gained through Sage Intacct has allowed them to take the focus off of their accounting processes and turn it back to bringing action-packed films to the big screen.

Across the country, a performance engineering company came to the RKL eSolutions team with an especially unique use case. North Carolina-based Roush Yates Engines is the exclusive engine builder to Ford Motorsports Performance for global race events, including the NASCAR Xfinity Series, Monster Energy NASCAR Cup and the FIA World Endurance Championship. As a company which almost exclusively builds engines for race cars, Roush Yates Engines has to track multiple bills of materials components along with lot and serialization traceability at a higher degree of complexity than other manufacturing businesses. They need to maintain a record, not just for the engines but also of the history of each component, and what happens at the racetrack. Then Roush Yates Engines needs to have the ability to disassemble the engines to determine which parts could be reused and what needs to be scrapped. In a sport where seconds differentiate winners and losers, Sage Enterprise Management provides immediate diagnostics of part failures and predictive intelligence to minimize engine failure while maintaining peak performance.

After working extensively with RKL eSolutions through customization, implementation and training, Roush Yates Engines has a flexible, solid system that can be configured to accommodate constant changes that their business faces daily. They now have better visibility of their data at a faster pace than they had been used to, bringing their month-end close time from two to three weeks down to one or two days.

Locally, RKL eSolutions supports many snack food manufacturers like JJ's Bakery, high-tech innovators such as Photonis, and several retail centers, including Kitchen Kettle Village. Recent efforts have been focused on enabling nonprofit organizations to forward their missions by better managing their finances and demonstrating proper use of funds. They also have clients in the health care industry, centralizing their payables and automating business processes, all while keeping them HIPPA compliant.

Is your business still using paper documents and manual processes? The team at RKL eSolutions can help you modernize those dated practices through automation and train your team on a new, flexible system, tailored to your business needs. Contact them at sales@rklesolutions.com to see how they can help your company grow.

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EDUCATION

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Stories from the LNP Archives: March 14, 1936

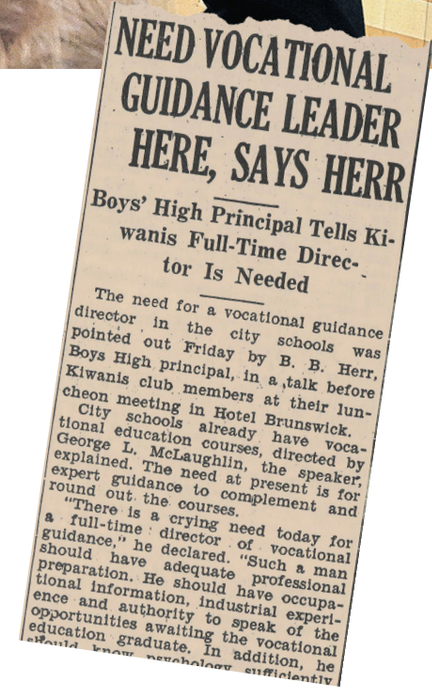
Just as county high schools today are putting a focus on career readiness, so too did Lancaster Boys High School principal B.B. Herr, who spoke on the topic at a Kiwanis Club luncheon in 1936.

Herr said that while city schools offered vocational education courses, they also needed a vocational guidance leader to complement the courses and advise each student.

He proposed a placement service to help graduates find work, as well as keeping in touch with graduates to determine the value of the courses offered in relation to the working world and to see if changes needed to be made.

The article in the March 14, 1936, Intelligencer Journal reported that Herr told Kiwanis members that the vocational guidance counselor would work with employers in the community to develop an analysis of various jobs. The goal would be to determine job qualifications and the future outlook for employment so students could make better career decisions and schools could improve their training.

"There is a crying need today for a full-time director of vocational guidance," Herr said. "Such a man should have adequate professional preparation. He should have occupational information, industrial experience and authority to speak of the opportunities awaiting the vocational education graduate. In addition, he should know psychology sufficiently to avoid giving mistaken guidance to any boy or girl."



NEED VOCATIONAL GUIDANCE LEADER HERE, SAYS HERR

Boys' High Principal Tells Kiwanis Full-Time Director Is Needed

The need for a vocational guidance director in the city schools was pointed out Friday by B. B. Herr, Boys High principal, in a talk before Kiwanis club members at their luncheon meeting in Hotel Brunswick.

City schools already have vocational education courses, directed by George L. McLaughlin, the speaker, explained. The need at present is for expert guidance to complement and round out the courses.

"There is a crying need today for a full-time director of vocational guidance," he declared. "Such a man should have adequate professional preparation. He should have occupational information, industrial experience and authority to speak of the opportunities awaiting the vocational education graduate. In addition, he

VINNY TENNIS | STAFF PHOTOGRAPHER

Max Wetzel of Elizabethtown Area High School grinds a piece of metal in the Precision Machining & Computer Aided Manufacturing class at the Lancaster County Career & Technology Center in Mount Joy.

WORKFORCE OF THE FUTURE

County's nationally recognized CTC looks to local businesses to guide its curriculum

CATHY MOLITORIS
LNP CORRESPONDENT

Forbes magazine has recognized Lancaster County Career & Technology Center as the fifth-best trade school in the country.

It's the second time the Lancaster County school has made the list. In 2017, it ranked 21st.

For the list, Forbes compares data over four components: post-graduate success, affordability, completion rate and student experience.

"We at LCCTC are honored," says Stuart Savin, administrative director. "We owe this success to our team members, each and every one of them, our supportive county, our joint operating committee and the sending school districts, and most importantly, all of our students who help build our success."

With more than 50 programs for both high school students and adults, Lancaster County CTC offers training in practical nursing, truck driving, welding, veterinary technology and more.

"We're constantly working to improve our offerings and make our programs as relevant as possible," says Mike Moeller, supervisor of curriculum and special projects. "We work with organizations like the Lancaster Workforce Development Board and we're governed or advised by three committees."

These committees (the general advisory committee, the joint operating committee and the professional advisory committee) all work together to provide the most effective resources for students.

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CTC

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"These committees work with people from businesses all over the county who help us look at and provide information on what their needs are in terms of employees," Moeller says. "Every one of our programs has an occupational adviser committee that is made up of specific employers from that industry. They look at our equipment, our facilities, our labs, what our students are leaving with in terms of experience. They offer co-ops and externships and they will hire our graduates. This helps us keep up to date on industry trends."

The professional advisory committee is made up of superintendents from every school district.

"These committees help us keep up with education trends and workplace trends," Moeller says. "We work to blend these two areas together."

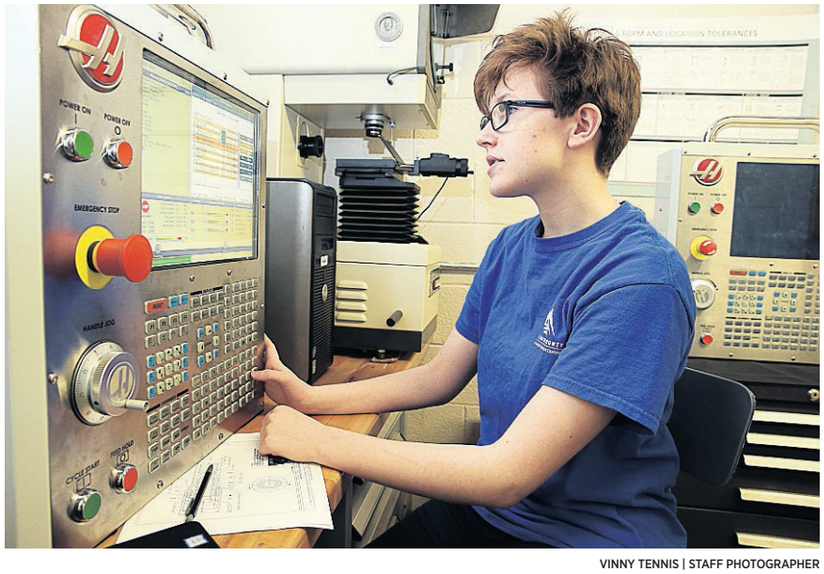
Currently, more than 1,500 students are enrolled in CTCs campuses. The school offers programs for both current high school students and adult learners, with secondary students making up 76 percent of full-time enrollments and post-secondary students making up 24 percent. Of post-secondary students, practical nursing is the largest program.

And, the school is constantly working to provide relevant and meaningful programs for its students. This fall, it will launch a dental hygienist program and plans are in the works for a summer pre-apprenticeship program.

"We're developing three programs in manufacturing, automotive and construction, targeting high school seniors who are undecided on what they're doing after graduation," Moeller says. "These are students who have not previously attended the CTC but will instead go through a seven- to eight-week summer apprenticeship program and get hired at the end."

Ranking so high on the Forbes list has prompted the CTC to continue to strive for excellence, Moeller says.

"A lot of our focus has been on making sure we are doing everything we can to stay student-focused and get students the skills they need to be successful and productive in the workforce," he says. "We have some really great post-secondary schools here in central PA and all of us need to keep doing what we're doing so industry stays in the county and continues to flourish."



VINNY TENNIS | STAFF PHOTOGRAPHER

McKenna Naher of Lancaster Catholic High School works on a program in the Precision Machining & Computer Aided Manufacturing class at the Lancaster County Career & Technology Center in Mount Joy.

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LIFE AFTER HIGH SCHOOL

County schools focus on career readiness

CATHY MOLITORIS
LNP CORRESPONDENT

FILE PHOTO

With career readiness as their focus, county high schools are changing their graduation requirements, with the ultimate goal of preparing students for life after high school.

This past fall, state lawmakers delayed graduation requirements that all Pennsylvania high school students pass the Keystone exams, a standardized test that measures proficiency in three subject areas: algebra, literature and biology. With the graduation requirement component delayed until at least 2022, schools now have the opportunity to let seniors demonstrate readiness for life after high school in other ways.

"The Keystones are still an important facet of what we have kids do. It's still our standard," says Phil Gale, principal of Penn Manor High school. "The Keystones set the standard, or the benchmark, that students have to shoot for."

Gale says the Keystones cover important subjects for students to demonstrate proficiency and readiness for life after graduation, so the school plans to continue to administer the tests for the foreseeable future.

But just as the state has acknowledged that there may be alternate ways to demonstrate readiness for post-high school life, schools are creating graduation projects that reflect that fact as well.

"Our focus is on career exploration for students," Gale says. "For the graduation project, students look at areas of interest they may possibly pursue once they leave high school. They start on this from the time they are a freshman and they present their project at the end of their junior year, telling us, 'This is what I'm going to do next year, as a senior. These are the schools I'm going to apply to or the type of job I see myself doing.' "

Gale says the school has seen an increase in the past five years of students who attend a two-year school after graduation.

"About a quarter of our seniors will attend a two-year school, where they can get the specific training they need for their job," he says.

Manheim Township has changed the focus of its graduation project to emphasize a Career Readiness Portfolio in response to the new state career education and work standards, says Deborah Niemi, principal on assignment.

The new requirements emphasize four areas: career awareness and preparation, career acquisition (getting a job), career retention and advancement, and entrepreneurship.

"Our graduation project has evolved into a Career Readiness Portfolio that shows students have successfully met the career education and work standards as well as participating in at least one job shadow or internship experience and one visit to a post-secondary education facility," Niemi says. "The post-secondary visit could be to a two-year or four-year college or technical school that will assist the student in attaining their future career plans."

At Warwick High School, students do not complete a specific graduation project, says Ryan Axe, director of secondary education, but the school offers a variety of opportunities to assist in life after school.

Students are offered teacher-assistant opportunities, open campus classes and internships as part of the school's career experience program-

CAREER, page 27

> ***Our focus has shifted to helping students understand that there are many pathways available to them to reach their future career goals. ... We want both students and parents to realize that a four-year college may not be the best or most cost-effective option to achieve success in the future workplace.***
>
> **— Deborah Niemi,**
> *principal on assignment,*
> *Manheim Township High School*

Career

Continued from 26

ming.

"We also have dual enrollment and college in the classroom with Harrisburg University," Axe says.

Additionally, the school continues to build its career experience program yearly.

"Each year, we are adding more businesses to our internship program as a way to emphasize all the opportunities for students post-graduation," he says.

And while proficiency in all Keystone subject areas is currently not a graduation requirement, the schools still see value in the testing.

"Although they have created additional pathways for showing successful academic performance, we are continuing to have all students take the Keystone exams as the initial pathway for meeting requirements since the majority of our students are successful in scoring in the proficient or advanced range on the tests," Niemi says.

Gale says all students at Penn Manor will take the Keystones at least once, no matter what their plans are after high school.

"What is changing is what we do with those students who are not proficient," he says. "We are still emphasizing and preparing students for the Keystone exams, but now we have the possibility of different options than just demonstrating proficiency on Keystone.

"Say a student isn't college bound. They're going to CTC (Lancaster Career and Technology Center) and that's the right place for the student. We would never use their performance on the Keystones to hold them back. Instead, we would allow them to demonstrate their proficiency through tests they would take at the CTC."

Above all, he says, the school works to make sure students get access to the resources that are best for them.

"We would never take a student out of a program that would be truly beneficial for them after they leave high school just because they haven't demonstrated proficiency on a Keystone test," Gale says.

The delay in requiring Keystone proficiency for graduation has given Penn Manor the freedom to help more students find the right fit for life after high school, he says.

"Now we have more opportunities, more avenues for students to demonstrate that they're ready to graduate from high school," he explains, including proficiency tests for CTC programs, opportunities for dual enrollment at local colleges and changes in the curriculum offered in high school classes.

For example, while English classes have focused on persuasive writing for years, teachers have tweaked the curriculum to better prepare students for the workforce.

"Our teachers are now having students write cover letters to go along with their resume, because that's a type of persuasive writing," Gale says. "It's helping students connect their writing to real life."

Additionally, Penn Manor also has begun to focus on teaching soft skills such as communication and interviewing.

Ultimately, Niemi says, the goal is to help students see that there is more than one route for life after high school.

"Our focus has shifted to helping students understand that there are many pathways available to them to reach their future career goals," she says. "This is why we have changed our graduation project to the Career Readiness Portfolio. We want both students and parents to realize that a four-year college may not be the best or most cost-effective option to achieve success in the future workplace."

Overall, Gale says, the pushback of Keystone graduation requirements has only benefitted Pennsylvania schools.

"It's really given us a lot of flexibility in helping our students find their path for life after high school," he says.

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Stories from the LNP Archives: Dec. 14, 1952

Over $3,700,000 In New Churches Built Or Started Here In 1952

Wave Of Religious Construction Gives Lancaster County $1¾ Million Worth Of Completed Structures, $1½ Million More Underway; Boom To Continue

One of the greatest church-building years in history has given Lancaster County $3,700,000 worth of new church structures either completed or started in construction during 1952.

Completed new church plants total $1¾ million. Buildings started during the year represent well over $1½ million more. In addition, before 1953 is many months old, another three-quarters of a million dollars in church construction will be under

Thanks to an early-1950s church-building boom here, a Sunday News article on Dec. 14, 1952, reported that thousands of Lancaster County residents would be attending Christmas services that year in brand-new churches, and even more would worship in new Sunday school rooms.

The two costliest local projects were Sacred Heart Catholic Church at $425,000, which was well underway at the time the article was published, and Trinity Lutheran Church's parish house, a $450,000 project to be started the following spring.

New construction finished in the city in 1952 included: Calvary Independent Church, Grace Evangelical Congregational church school, Otterbein Evangelical United Brethren annex, Bethel Mennonite, Manor Ridge and St. Matthew's Lutheran parsonage.

Among the county church projects completed in 1952 were new sanctuaries for Trinity Lutheran and Church of the Nazarene in Ephrata; a church school annex at Metzler's Mennonite Church near Akron; Salem Evangelical United Brethren church school in Manheim; Conestoga Church of the Brethren in Bareville; Salome Evangelical United Brethren in Columbia, and New Providence Church of God.

Many additional projects were started in 1952, and hundreds of thousands of dollars more were spent on church renovations in the county, following a national trend, the Sunday News reported.

VINNY TENNIS | STAFF PHOTOGRAPHER

Tawana Winder-Nock in the new memory support residences at Homestead Village in Lancaster.

DEALING WITH DEMENTIA

County retirement communities offering new approaches for memory support

CAROLE DECK
LNP CORRESPONDENT

Dementia is at the heart of health care news today. The Alzheimer's Association says 5.7 million people in the U.S. have dementia and estimates that will grow to 14 million by 2050.

To meet those growing needs, some of Lancaster County's continuing care retirement communities are building free-standing facilities. Others have remodeled existing ones or are prepared with current memory support choices. For some, a smaller-scale household model is eliminating the old institutional one.

Here is a look at some current and future projects:

Garden Spot Village

Plans are in place to build MeadowView Memory Support this spring. The free-standing one-floor, 40,000-square-foot facility will be located on 3 acres of the Sycamore Springs campus. It will replace the current Laurel View Memory Support on the main campus.

"We want to help people living with dementia to have rich fulfilling lives in an environment specifically designed for them," says Steve Lindsey, CEO of Garden Spot Village Communities.

Melody Karick, Laurel View director, says she receives calls every week from people seeking a place for loved ones with dementia. Garden Spot residents have priority, with nonresidents accepted upon availability.

"We hope expanding our current 21 to 40 beds will help serve nonresident needs," Lindsey says.

Staffing will double, Karick says, from the current 35 employees to 70.

MeadowView will have two households, each consisting of 20 private rooms with baths organized around a shared living-dining-kitchen area. Clusters of four bedrooms will weave around the perimeter for a shorter distance to engage in household activity. A connector hallway will lead to Main Street, bringing a small town ambiance for residents to access a hair salon, coffee shop, fitness area and activity/chapel/multipurpose room. Two independent living apartments will be available for spouses of those in memory support.

Five courtyards — two outdoors and three indoors — will allow for active or quiet times. Cutting-edge technology will include tunable lighting to replicate natural sunrise/sunset and sensor-driven lights to help defuse disruption for residents during nighttime bathroom trips.

"Different color schemes are used to cue wayfinding for residents along with different styles of door handles for door recognition by feel," Lindsey says.

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Memory

Continued from 30

Homestead Village

Memory support was doubled with the opening of Harvest House on Feb. 12.

"We saw a need for people living with dementia, who do not require skilled nursing," says Rebecca Glass, director of care services.

Harvest House is the second memory support household at Homestead, located on the second floor of Gelhard House, the first one completed in 2010. Both occupy the former Westvue skilled nursing home remodeled to accommodate the two-story memory support households.

Like the first one, the new household has 13 private rooms with baths. All are a short distance from a spacious, colorfully decorated open area featuring a living room-dining room/kitchen-sunroom and outdoor deck. Residents have access to outdoor gardens, gazebos and patio areas.

"We're pleased Harvest House enables us to double our memory support occupancy for 26 residents," says Tawana Winder-Nock, personal care administrator.

Winder-Nock and Glass are quick to note the households provide memory support as opposed to memory care for quality of life. "Our residents thrive when we find ways to 'do with' them rather than 'for them,' " Glass says.

Residents have first choice for memory support. "Right now we do have openings at Harvest House and welcome nonresidents seeking support," Winder-Nock says.

Willow Valley Communities

Plans for a two-story Memory Care Center are on the drawing board to occupy 7½ acres on the Lakes Campus, says David Haverstick, special projects consultant.

Influenced by the Hogewey Dementia Village in the Netherlands, which Haverstick visited, the center will focus on an innovative lifestyle dementia program.

"Our new model will enable those with dementia to live as normal a life as possible with minimal confinement so they thrive in their living arrangement," Haverstick says.

Like those living at Hogewey, residents will live in the time period when their short-term memories stopped functioning. The program seeks to eliminate the fear or dread for those needing to place a loved one in memory support.

The center will include six urban households in the common building, with eight suburban households of two single-story and three two-story standalone buildings. All 140 residents in the 14 households will have access to their own village-type grocery store, ice cream parlor, hair/nail salon, health spa, meditation area, fitness/dance room, greenhouse, entertainment stage, bistro and courtyard. Designated areas for clubs, such as gardening or music, will be offered for any of the households' residents to visit anytime.

Also part of the center will be the Brain Institute.

"The institute's goal is to raise awareness and educate people about ways to prevent or delay dementia," Haverstick says. "It will set us apart from other communities."

Residents and visitors can enjoy a brain fitness and training area that includes leading-edge technology using interactive games to stimulate areas of the brain. A Brain Cafe will serve healthy food for the brain.

"Studies have shown a healthy lifestyle, exercise and nutrition can make a difference," says Juanita Angelini, memory support resource coordinator.

Residents get first rights to memory support, but Haverstick believes the new center will be able to serve individuals beyond Willow Valley Communities.

Construction of the center is anticipated within the next five years.

Meeting needs without expansion

Several other retirement communities say building expansion is not currently necessary to meet the needs of memory support residents.

Landis Homes introduced memory support households in 1998. Today, it has Lititz House for personal care memory support, with 16 private rooms/baths, and Lancaster House for health care memory support, with 12 private rooms/baths and one semi-private with shared bath. Both have rooms centered around a country kitchen/dining room-living room and smaller family room with courtyards.

"In skilled care, we've reduced our memory support households from two to one, a reduction of 13 rooms," says Judy Zdanceciwz, director of nursing.

Michelle Sipel, director of in-home services, says the reduction is due to residents with memory loss being taken care of at home. Landis at Home aides help with personal care as well as provide socialization and mental stimulation and respite care for caregivers.

"Technology can help with monitoring and supervisions as well as at-home services," says Linford Good, Landis Homes vice president of facilities planning. "Persons with memory loss can receive support in residential settings, reducing the need for memory care facilities."

Technology used at Landis Homes includes smart TVs and iPods.

Dave Rayha, president of operations and chief operating officer of Brethren Village in Lititz, says he also believes technology and research are needed for solutions to dementia, rather than more buildings.

Brethren Village has personal care memory support with 25 private rooms/baths plus a dedicated nursing center memory support with 14 private rooms/baths and six rooms with a shared bath. All rooms share household-designed living space and outdoor courtyards.

The memory support program is tailored to meet resident preferences and prior routines similar to how they lived at home, says Dixie Kiehl, personal care administrator.

GIRL SCOUTS MEETING CHALLENGE

New strategies helping local council boost membership, donations

CATHY MOLITORIS
LNP CORRESPONDENT

SUBMITTED

The Girl Scouts offers a variety of experiences designed to develop confidence and character.

Although Boy Scouts of America has begun admitting girls, that hasn't negatively affected membership in Girl Scouts, at least not on a local level.

"Since 2015, Girl Scouts membership was declining nationally, and at our council as well," says Amy Mountain, director of communications for Girl Scouts in the Heart of Pennsylvania. "But at the end of our 2018 program year, we were ranked No. 1 out of 112 Girl Scout councils across the nation for a 15.33 percent increase in girl members from 2017 to 2018. It was a phenomenal achievement."

Girl Scouts in the Heart of Pennsylvania earned this achievement, she says, by creating programming that caters specifically to the needs and interests of today's girls, and by strategically recruiting in specific areas.

"We meet weekly to discuss troop openings and this is something that is unique to only a handful of councils," Mountain says. "We understand that knowing your markets, knowing your data in your markets is the way to grow an organization consistently and confidently."

Girl Scouts in the Heart of Pennsylvania covers 30 counties throughout central Pennsylvania and has a current membership of 17,500. By looking for unique ways to attract and retain girls, the council has tapped into areas where troops have openings or where there are girls specifically looking to join Girl Scouts.

This past summer, the council partnered with United Way of Lebanon County to offer Girl Scout programming at a day program run through the county.

"The girls could have the troop experience integrated into their day camp experience and at the end, the United Way paid for those girls to become members of Girl Scouts," Mountain says.

Through the program, girls were introduced to some of the core values of the Girl Scout troop experience — developing leadership and communication skills.

"The girls had a great time and one of the outcomes of a program like this is word spreads to other areas and school districts and now we have a relationship with school districts in Centre County," she says. "They were looking for an after-school leadership program and instead of reinventing the wheel, we said 'we already have a leadership program with Girl Scouts, so let's bring that in and use our program model.' "

Success for Girl Scouts in the Heart of Pennsylvania has come from breaking away from the traditional weekly troop meetings and focusing on using the model of a troop in other settings.

"We're growing our base of program partners we work with, where we can partner with adult volunteers in an organization and bring in our program team, who knows the Girl Scout structure and how to develop curriculum with our program partners so girls can participate and earn a badge for the program," she explains.

Along with expanding its offerings beyond the traditional troop structure, Girls Scouts in the Heart of Pennsylvania has also thrived thanks to creative recruitment methods.

"In the past, recruiting happened haphazardly," Mountain says. "Our recruiting staff has taken a more proactive approach in building relationships with school districts and community organizations and in holding fun events like GIRL Con, which was an entertaining and fun event for girl members who were encouraged to bring a non-Girl Scout friend along for additional perks."

Emphasizing differences

Mountain says Girl Scouts in the Heart of Pennsylvania is working hard to distinguish its programs from those of Boy Scouts, and to emphasize the value of a girl-lead experience.

No one knows that better than Beth Katz, who has been both a Girl Scout leader and a Boy Scout leader in Lancaster County since 2001. She is currently part of a group working to form a Penn Manor Scouts Boy Scouts of America troop for girls.

While both organizations have similarities, such as their focus on developing character, citizenship and leadership in youth, they are different on an organizational level and in how activities are carried out, Katz says.

"The Girl Scout program is designed to help girls develop confidence and character," she says. "Independence is important. The programs are flexible in that the girls can explore a variety of activities such as camping, STEM, first-aid, entrepreneurship, crafts, cooking and the environment. They do not have strict requirements for advancement. So, it is possible for a troop to not do outdoor activities. However, older girls are leading their troops and planning their activities, so they should be doing what they want to do within the Girl Scout program."

The Boy Scout programs, on the contrary, have more structure, Katz says.

"At each age, there are requirements that must be completed to advance," she says. "Those requirements include outdoors, environment, safety, citizenship and duty to God."

Emphasizing the flexibility of the Girl Scout program is one way Girl Scouts in the Heart of Pennsylvania is working to address the ongoing issue of recruiting and retaining older girls, Mountain says.

"We're emphasizing that girls can self-define their Girl Scout experience and create an experience that works for them, whether it's a traditional troop, dropping in for specific activities, just going camping, whatever the girl wants to do," she says.

That independence is something Katz has loved about the program since her own days as a Girl Scout.

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Scouts

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"I was a quiet little girl," Katz says. "No one would accuse me of that now. What happened? I became a Girl Scout where I could help plan activities, lead my troop and make a difference in my community ... Girl Scouts encourages girls to find their voice."

Getting along locally

While Girl Scouts in the Heart of Pennsylvania has a friendly relationship with the local Boy Scout council, nationally things have been tense, with Girl Scouts of the USA recently suing the Boy Scouts over the use of the word "Scout."

Locally, however, she says Boy Scouts admitting girls hasn't made much of an impact on the Girl Scout council.

"We recognize that it's an issue particularly in some parts of the country where it's almost a day to day battle, but for us, it's really a nonevent," she says. "We're confident in how GSHPA is growing and thriving."

Not only is membership up, but so are donations, she says.

"As a result of our strategic planning and how we're positioning ourselves in the market, we have seen corresponding support from donors," she explains. "Both individual donations and foundation, corporate and company donations are up significantly."

She says she doubts Girls Scouts in the Heart of Pennsylvania would ever consider admitting boys or merging with local Boy Scout councils.

Katz sees benefits to both Boy Scouts and Girl Scouts, and notes that each provides unique opportunities.

"I could see girls being involved in both programs and deciding which one best fits their needs," she says.

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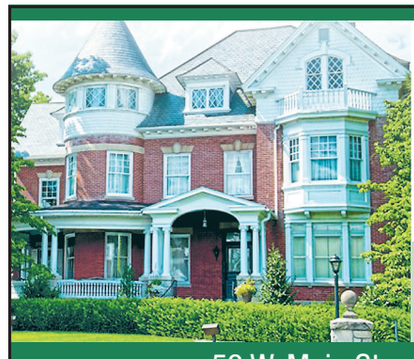
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CITY GETS AGE-FRIENDLY STATUS

DONNA REED
LNP CORRESPONDENT

The burgeoning revitalization of the City of Lancaster continues to attract attention and garner accolades.

Among the top recognitions was last year's Forbes.com designation of Lancaster as "one of the 10 coolest U.S. cities to visit in 2018."

Lancaster, it stated, was a "newly hip Victorian city." The components for this included a bustling restaurant scene, vintage architecture including some beautifully executed repurposed commercial structures, and an arts community that salutes the established and new cultures in the city.

And while being named as hip may be an obvious draw for millennials, it's important to note that the Forbes recognition may have led to another just months later when, in October, U.S. News & World Report named Lancaster the No. 1 place to retire in America.

That ranking centered on consumer survey responses to six factors: housing market affordability, desirability, retiree taxes, happiness index, job market and quality of health care. The answers were garnered from respondents age 45 and above. The survey was conducted in the fall of 2017.

Rounding out these 2018 accomplishments was one more: The City of Lancaster received a designation as an Age-Friendly Community later in October, a recognition formalized through a resolution of Lancaster City Council and heartily supported by Mayor Danene Sorace.

"Part of my platform is focusing on neighborhoods and safe streets and this designation goes hand in hand with that," Sorace says.

A formal designation

Sorace says there has been an increasing urbanization of Lancaster, leading empty-nesters, baby boomers and millennials to move back to the city.

The roots of the effort to get the Age-Friendly designation stretch back a dozen years, when the World Health Organization published "A Guide to Age-Friendly Cities."

Officials with Lancaster Area Senior Services, formed in 2016, took a look at the initiative. The senior services group is a consortium of 19 nonprofit retirement communities that collectively provide homes and services for more than 13,100 Lancaster residents, employing more than 8,200. Renny Magill, vice president of development for Brethren Village, led the way, stepping up to serve as coordinator for what is now the group's age-friendly information program.

By 2017, work on the designation began in earnest, he says.

Brought on board was Chris Kennedy, an Age2Age consultant who had experience with Age-Friendly Communities from the start; Evon Bergey, vice president of community initiatives for Landis Communities; and Melissa Ressler, executive director of Lancaster Downtowners, dedicated to those who choose to live in center city for their retirement years.

Sorace is clear to give credit where credit is due in making the designation happen.

"Chris Kennedy, Melissa Ressler and Evon Bergey came to my office and starting talking and saying this made sense," she says.

A gathering interest

Armed with data gleaned from a variety of sources, including Millersville University research efforts, Magill and his team convened a meeting of stakeholders in early 2018. The participants, in addition to seniors and retirees, included folks in the transportation, housing and social services fields, the Lancaster Chamber, the county Office of Aging, businesses and workers.

Because planning is critical to the designation, Places 2040, the county's developing comprehensive plan, was also taken into consideration.

"It was a true collaboration between sectors of the community," Magill says.

Ressler agrees, noting that follows the philosophy of Lancaster Downtowners, an organization primarily geared to seniors, but including members as young as their late 40s. Many of its retiree members still work part time or in consultant ca-

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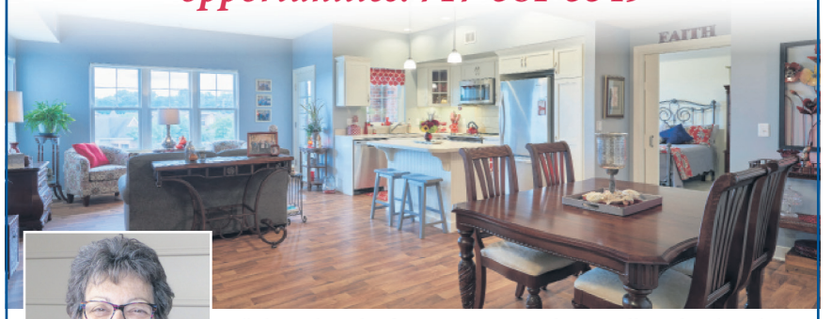

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Age

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pacities.

"Lancaster Downtowners really emphasizes the great parts of city living from the perspective of all ages," she says. "Social connections and community are so important. We sort of provide an automatic support system."

That support system encourages established residents to reach out to those new to living in the downtown.

What exactly constitutes the downtown? Ressler says that, in the early 2000s when Lancaster Downtowners was established, the downtown was considered any location within walking distance of Lancaster Central Market.

That sits well with the mayor.

"I agree with Melissa's definition of downtown as being able to walk to Central Market — it's like the heartbeat of the city," Sorace says. "We pride ourselves in being a walkable city. We're committed to safe — and interesting — walks for all our residents."

Aspiring ... after the fact

The criteria to become an Age-Friendly Community is a bit different in that it is "aspirational," Ressler and Magill say.

"We aspire to be age-friendly and then, after getting the designation, we get immersed in the planning," Magill says. "It's been a little more of a challenge to embrace the concept. The usual way of doing things is to first plan, then implement the plan and evaluate the outcome."

Municipalities with the designation must commit to five years of planning, implementing and evaluating projects that make them great places in which to grow old.

AARP, which administrates the program for the World Health Organization, has established eight "domains" of livability analysis to substantiate the designation. They are outdoor spaces and buildings; transportation; housing; social participation; respect and social inclusion; civic participation and employment; communication and information, and community and health services.

The request for formal action by the city sealed the deal to move forward.

"We strongly support this effort," Bergey said at the time. "We believe the city is good for all ages and all ages are good for the city."

Landis Communities, Bergey's employer, is the developer of downtown Lancaster's Steeple View Lofts rental apartments for ages 55 and over.

With the 19-member Lancaster Area Senior Services, Magill says there has been an outreach to the Lancaster County Commissioners to have them approve a resolution to designate the entire county as an Age-Friendly Community.

"We have been asked to gather more information," he says, noting the board is particularly interested in the work of Millersville University. A partnership of the school's social work and geography departments has students surveying and collecting data regarding senior services throughout the county. When completed, this "environmental scan" will be mapped and shared.

Up next: The county

Joshua G. Parsons, chairman of the Lancaster County Commissioners, says he is interested in learning more through the county Office of Aging.

"We attended a community meeting about this," he says, "and we saw it as a positive. We just want to know more of what's involved."

Like the mayor, he is gratified by the national recognitions Lancaster has been receiving.

"Lancaster city and county are attractive to all ages," Parsons says, "and we are interested in attracting retirees from all over the country.

"We have a good quality of life and types of places to live — urban, suburban, and rural. There are lots of things to do. I'm happy and proud of that."

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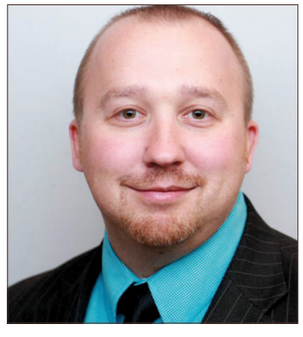
Please Welcome **DR. FALOWSKI** to our **BRAIN** & **SPINE** team.

Dr. Steven M. Falowski, a neurosurgeon who underwent his neurosurgical training at Thomas Jefferson University, with a focus on spinal cord stimulation and pain management, complex spinal procedures, and treatment for movement disorders such as deep brain stimulation, has joined ARGIRES MAROTTI NEUROSURGICAL ASSOCIATES OF LANCASTER .

Patients suffering from chronic pain, facial pain, Parkinson's disease, or tremor may soon find relief thanks to specialized minimally invasive procedures that Dr. Steven Falowski brings to the practice. Coming from the Lehigh Valley, Dr. Falowski led a neuromodulation program that was nationally recognized for its ground breaking research, low complication rate and high success rates. He is a board member and secretary of the North American Neuromodulation Society, where he is involved in the education and training of new physicians. He is also involved in numerous clinical research studies and novel developments for spinal cord stimulation, pain management, deep brain stimulation and spinal procedures.

Neuromodulation, one of the fastest-growing segments in health care, involves implanting electrodes onto the brain or spinal cord to modulate or change the way the nerves function. The small implantable devices, which include electrodes attached to a battery, are placed under the skin during an outpatient procedure that typically takes less than an hour. The device doesn't cause sensations and it doesn't require maintenance, other than replacing the battery every five to seven years. Patients can even control the wireless devices from their iPhones.

For chronic pain, the treatment is also unique in that patients can test drive it through a simple office procedure in which a temporary electrode is inserted through a needle. For our patients, neuromodulation offers the possibility of pain relief for conditions that historically may have required major invasive procedures or pain medication. It has been used to treat Parkinson's disease and tremor for over 20 years with amazing success.



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HEALTH

Walkers on the Warwick to Ephrata Rail Trail in 2018.

FILE PHOTO

LNP | LancasterOnline 225 Always Lancaster

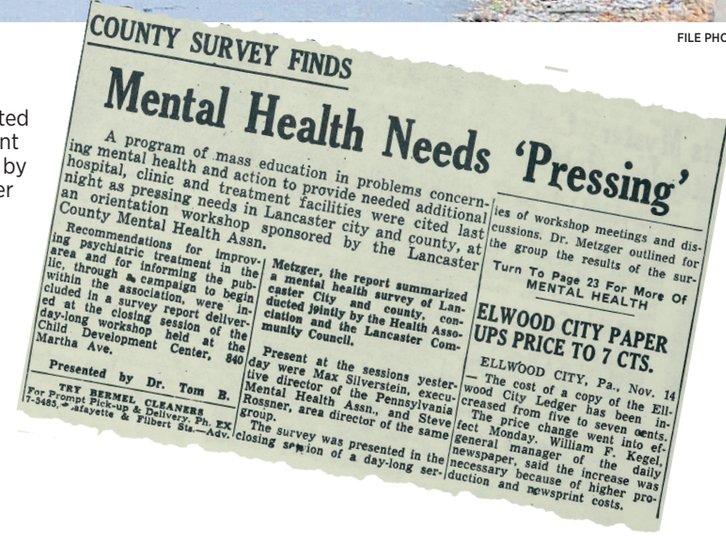
Stories from the LNP Archives: Nov. 15, 1956

A Nov. 15, 1956, article in the Daily Intelligencer Journal reported on the need to improve mental health education and treatment in Lancaster city and county, based on the results of a survey by the Lancaster County Mental Health Association and Lancaster Community Council.

The survey cited poor integration of community services, inadequate services and a lack of knowledge of psychiatric resources.

Lancaster had no hospital beds for the mentally ill and the county prison was "deplored as an emergency psychiatric facility," the survey found.

Of the 1,169 teachers who responded, 756 said they had one or more emotionally disturbed children in their classroom, but the survey found a lack of trained counselors, psychologists and specialized teachers in the schools.



COUNTY SURVEY FINDS

Mental Health Needs 'Pressing'

A program of mass education in problems concerning mental health and action to provide needed additional hospital, clinic and treatment facilities were cited last night as pressing needs in Lancaster city and county, at an orientation workshop sponsored by the Lancaster County Mental Health Assn.

Recommendations for improving psychiatric treatment in the area and for informing the public, through a campaign to begin within the association, were included in a survey report delivered at the closing session of the day-long workshop held at the Child Development Center, 840 Martha Ave.

Presented by Dr. Tom B. Metzger, the report summarized a mental health survey of Lancaster City and county, conducted jointly by the Health Association and the Lancaster Community Council.

Present at the sessions yesterday were Max Silverstein, executive director of the Pennsylvania Mental Health Assn., and Steve Rossner, area director of the same group.

The survey was presented in the closing session of a day-long series of workshop meetings and discussions. Dr. Metzger outlined for the group the results of the survey.

Turn To Page 23 For More Of MENTAL HEALTH

ELWOOD CITY PAPER UPS PRICE TO 7 CTS.

ELLWOOD CITY, Pa., Nov. 14 — The cost of a copy of the Ellwood City Ledger has been increased from five to seven cents. The price change went into effect Monday. William F. Kegel, general manager of the daily newspaper, said the increase was necessary because of higher production and newsprint costs.

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VINNY TENNIS | STAFF PHOTOGRAPHER

Registered nurse Jules Arment takes a blood pressure reading at WellSpan Ephrata Community Hospital in Ephrata.

A REBOUND FOR NURSING

After shortage, hospitals here now report healthy pool of candidates

CATHY MOLITORIS
LNP CORRESPONDENT

The nursing shortage that has plagued much of the country in recent years is coming to an end in Lancaster County. Local hospitals report a consistent pool of qualified applicants and high retention rates.

"We have a steady stream of applications and we fill positions rather quickly," says Tina M. Citro, vice president of patient care services and chief nursing officer for WellSpan Ephrata Community Hospital. "We don't have a lot of vacant positions, but when we do, they're filled very quickly."

WellSpan benefits from being part of an integrated health system so it can access a large pool of potential nurses from other facilities and it also follows the practice of other hospitals in offering sign-on bonuses to new nurses.

"What really draws employees to Ephrata is our designation as a Pathway to Excellence hospital," Citro says. "That helps to recognize our commitment to professional development for nurses."

Pathway to Excellence recognizes hospitals that have a work environment where nurses can flourish and feel empowered. WellSpan Ephrata Community Hospital is the first hospital in the county to earn the designation.

Additionally, WellSpan offers a year-long onboarding residency

NURSES, page 42

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Nurses

Registered nurse Crystal Smith pulls medicines for patients at WellSpan Ephrata Community Hospital.

VINNY TENNIS | STAFF PHOTOGRAPHER

Continued from 40

program that helps transition new nurses to the hospital and offers an extern program to help nursing students gain clinical experience at the hospital.

Citro says while WellSpan is not experiencing a nursing shortage, she sees a potential problem down the road with nursing schools.

"I've been in nursing leadership for 30 years and like anything, it can be quite cyclical," she says. "What I've seen mostly over the past decade is that schools of nursing have the harder job recruiting and retaining faculty, which can then affect how many nurses we're bringing into the profession."

At Penn Medicine Lancaster General Health, nursing supervisors agree that a shortage of nurses is not a problem.

"Our overall shortage is lower than that across the nation," says Lanyce Roldan, chief nurse executive. "Our unemployment rate is low."

Where they are seeing a challenge is in recruiting experienced nurses.

"We have a wonderful pipeline for new nurses with the College of Health Sciences right here, but these new and inexperienced nurses still have a lot of learning to do once they come on board," she says.

To look for nurses, LGH has expanded is recruitment area, says Kay Brady, vice president of human resource client services.

"We now do over 50 recruiting events across Pennsylvania, Maryland and Delaware," Brady says.

For new nurses, the hospital has a summer extern program that provides nurses with a signing bonus at the end of the summer and another one when they graduate and come to work for LGH.

To find experienced nurses, the hospital has come up with creative ways to find qualified applicants.

"We started some targeted interviewing events. They're like speed dating," Roldan says. "We take an afternoon and we advertise widely about the event and then we interview. With such a low unemployment rate, we're really attracting nurses away from their current job, so this might be a nurse looking for a new challenge."

Human resource representatives are on site for the events, she says, ready to offer jobs on the spot to qualified candidates.

The closing of UPMC Pinnacle Lancaster has provided a pool of applicants for both WellSpan and LGH as well.

"We have a collaboration in place with UPMC," Brady says.

Both Roldan and Brady note that nursing is an up and down industry, with shortages occurring over time.

"Right now, we're at a point where experienced nurses are starting to retire and that compounds the shortage a little," says Roldan, who is a 38-year veteran of the health care industry.

This puts added pressure on retaining new nurses, she says, which the hospital is addressing by offering a comprehensive benefits program, including tuition assistance and competitive salaries as well as unique programs such as the Home in the City program.

"This program offers you an interest-free loan as long as you purchase your home within a certain area of the city," Brady says.

And, the hospital offers a one-year nurse residency program to help nurses develop professional skills as well as a nurse manager residency program.

"We really are experiencing less of a shortage of nurses than anyone else regionally," Roldan says. "We are working hard to find creative ways to attract nurses and compete for the best talent around."

> ***We started some targeted interviewing events. They're like speed dating. We take an afternoon and we advertise widely about the event and then we interview. With such a low unemployment rate, we're really attracting nurses away from their current job, so this might be a nurse looking for a new challenge.***
>
> — Lanyce Roldan,
> *chief nurse executive,*
> *Penn Medicine Lancaster General Health*

HOW HEALTH DATA CAN SAVE MONEY

Business Group on Health works to make health care more cost-effective

CATHY MOLITORIS
LNP CORRESPONDENT

FILE PHOTO

Diane Hess, executive director of the Central Penn Business Group on Health.

We'd all like to save money on health care. That's especially true when it comes to costs businesses are laying out for employee coverage.

The Central Penn Business Group on Health was formed to collect and analyze data and help businesses lower health care costs.

Originally founded in 1984 as the Lancaster County Business Group on Health, the organization was renamed early last year to reflect an expansion to its reach and the needs of the community.

Today, it covers seven counties throughout central Pennsylvania.

In fall 2016, the organization's leadership saw the need to work with an independent aggregator of health care data to collect information on health care costs in the region.

"We formed a partnership with Innovu, based out of Pittsburgh," says Diane Hess, executive director of the Central Penn Business Group on Health. "They have very robust tools designed to allow employers to gain insight into what's going on with their data."

To complete the study, the organization reached out to large, self-funded employers in their market and asked them to contribute their data. Once the data was collected and analyzed, Hess says, they were ready to reveal what it showed.

"We believe it's our obligation to share what we're learning with the larger community," she says.

In summer 2018, the organization hosted its first "data reveal event," she explains, noting, "the goal is to say, what is the data telling us on a more global basis? Is there programming we should push for in our region? Is there a trend in the region that should be addressed?"

The organization has now hosted two such events, with the second one held in January.

"They have provided insights around what's happening from a cost perspective and what employees are doing to either maintain or improve their health," she says.

Looking at the data involved a deep dive, more than just a surface approach, Hess says.

"For example, we can see the percentage of people in our region who are diabetics and according to our data, our percentage is lower than the national average," she says. "That's a good thing, at least that's our initial assumption, but when you start looking at the percentage of people who are not going in for routine screenings, our numbers are very high, so you can't just naturally draw the conclusion that we have a lower-than-average diabetes rate."

The data is also driving employers to consider making changes to help keep costs down for employees.

"We're looking at where is the most cost-effective place to receive care? That's a thing that's a big challenge for people," Hess says. "From there, employers can look at things like do they want to make plan design changes to incentivize people to go to a specific facility since costs there may be so much lower."

This site-of-care focus shows employers how they can experience significant cost savings by directing employees to go to certain facilities for care.

"For instance, folks who need to have medicines infused on a monthly basis, if they go to an outpatient setting of a hospital, it costs $20,000 for every injection they need," Hess says. "If they go to an outpatient center or infuse at home, they are probably going to spend about $2,200. Shouldn't we be encouraging people to go to the places where you can get the more cost-effective care? We know not everything can be done in those settings, but shouldn't we be figuring out ways to make that happen?"

Health care companies already are making changes based on the data received by Central Penn Business Group on Health, Hess says.

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Health

Continued from 43

"Highmark rolled out a new program that began in January that is a site-of-care program," she says. "They're getting engaged and saying we can help you set up your care in one of these most cost-effective settings."

Capital also has initiated a program with a lower co-pay for employees if they get bloodwork done in an outpatient lab.

To make sure the data represents a good cross section of people, Hess says the organization needed a credible data set and the initial target was 100,000 people.

"We reached that benchmark last summer and currently have 102,000 people who report their data on a monthly basis," she says.

Data is "de-identified," meaning it doesn't reveal a particular person or particular company, but just provides an overall view of what's happening in the region.

"Our goal is to host data reveal events every six months," Hess says, with another goal to continue to grow the database. "The whole concept is not to reduce care or push more care on the employee. Our philosophy is to help employers provide good quality, cost-effective care. How can we make it happen that employees are knowledgeable about their benefits, that both employers and employees are making good decisions that in the long run will benefit everyone?"

HEALTH CARE INSIGHTS

The Central Penn Business Group on Health, together with data analytics partner Innovu, gathers health care data from approximately 100 different employers representing over 102,500 covered lives. Data comes from eight different medical carriers and six different pharmacy benefit managers. Total claims reported represented a health care spend of over $575 million, 85 percent of which was spent by employers and 15 percent paid by members.

Below are insights from the group's most recent semi-annual data reveal:

- **Site of care matters:** For our covered population, if we just moved 30 percent of people to a more cost-effective site of care for CT scans, MRIs, PET scans and ultrasounds, our employers would save a combined $3.7 million.
- **The implications of non-adherence to medical guidelines are huge:** Although only 6.6 percent of our population is diabetic, of those diagnosed, 2.5 percent have had no medical or pharmacy claims in the last year. With the average cost of a diabetic hospital stay for an uncontrolled diabetic being $22,500, this creates a potential liability of $3.8 million for those patients.
- **Controlling risk in the population is an imperative:** The average cost of care for one year for an individual with one risk factor is $3,600. The average cost of care for one year for an individual with 3 risk factors is $8,400.
- **Opportunities exist to better manage our region's high cost claimants:** Less than 1 percent of our population generated 28 percent of all paid claims. Early detection and intervention, chronic disease management services and pre-audit and compliance billing are all services that can help manage the costs associated with these patients.

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ENVIRONMENT

LNP | LancasterOnline 225 Always Lancaster

Stories from the LNP Archives: May 8, 1964

Lancaster County's agricultural community had reason to celebrate in May 1964 as it continued to outrank other Pennsylvania counties in crop and livestock production.

The county led the state in 27 of 42 categories, including every livestock and poultry category (with the exception of sheep), according to the Pennsylvania Crop Reporting Service in Harrisburg. It also topped other counties in total cash receipts in excess of $56 million.

The front page article in the May 8, 1964, edition of the Daily Intelligencer Journal reported that Lancaster County ranked 12th in the state for total land area (604,160 acres) and second in land in farms (482,579 acres), but first in the number of farms (6,200) and first in the proportion of land in farms (79.8 percent).

According to the most recent statistics available, Lancaster County currently has 5,462 farms and 425,336 acres of farmland, representing 68 percent of total land.

"We lead all the rest"

Farm corner

By Jack E. Keyser

Lancaster Co. dominates Pa. farm picture

Lancaster County — the 13th richest agricultural county in the United States, continues to dominate the state farm picture.

The Garden Spot led the state in 27 of 42 crop and livestock categories compiled this week by the Pennsylvania Crop Reporting Service in Harrisburg. Pennsylvania counties were ranked on the basis of their relationship to the state total for

Turn To Page 44 For More Of FARM CORNER

COUNTY PUTS WASTE TO GOOD USE

CATHY MOLITORIS
LNP CORRESPONDENT

Think of trash and you might not have a positive impression. But Lancaster County Solid Waste Management Authority is working to change that.

"Most people view trash negatively. It's material that no longer has value," says Kathryn J. Sandoe, chief communications officer for the authority. "Our tagline is we believe waste is a resource for making great things happen in our community."

The authority's roots date to the 1950s and the creation of its predecessor, Lancaster Area Refuse Authority.

"Our mission is managing waste disposal in Lancaster County," says Robert Zorbaugh, chief executive officer. "Our original edict was planning for waste management in the county for the future."

The authority stands out among waste management facilities, he says.

"We are unique compared to other areas of the country because we have an integrated system and we use several facilities for waste management," he says.

Among them are a transfer station and household hazardous waste facility, both located in Lancaster; a landfill in Conestoga and a waste-to-energy facility in Bainbridge.

Very early on with the company, the focus has been on the environment, Sandoe says.

"Because of the rich agricultural heritage of Lancaster County, we want to be sure we are minimizing landfill use and doing everything we can to protect the environment," she says.

The core of the authority's operations is its waste-to-energy facility, built over 30 years ago, Zorbaugh says.

"Not every community has one of these in the U.S.," Zorbaugh says. "In this country, the primary focus is landfilling. We wanted to combust our waste, reduce the volume of trash and preserve our landfill space, thereby preserving farmland."

At the waste-to-energy facility, energy is created as a byproduct of combusting waste and is used as a fuel source. In fact, the authority powers one in five homes in the area with energy created from waste.

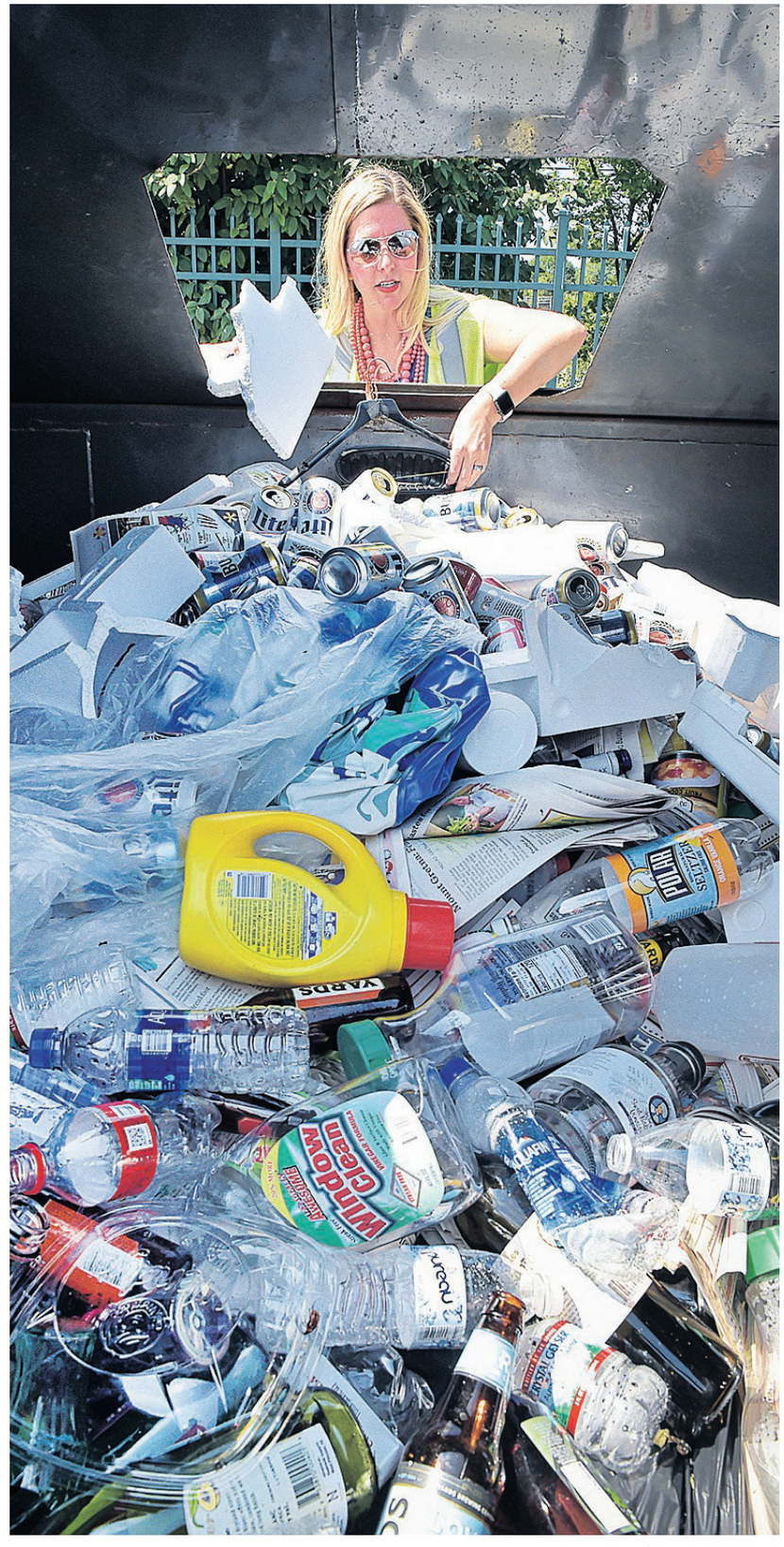
Waste volumes in the county have varied over the years, Zorbaugh says.

"They can be highly influenced by economic cycles," he explains. "We have seen that repeatedly here in Lancaster County. If the economy is doing well, there is growth in waste

WASTE, page 47

WASTE BY THE NUMBERS

- **2,500:** Tons of waste the Lancaster County Solid Waste Management Authority receives on any given day
- **69,000:** Customer visits to the hazardous household waste facility in Lancaster County in 2018.
- **2.6 million:** Pounds of electronic waste last year.
- **1 in 5:** Homes in the area powered by energy from waste



DAN MARSCHKA | STAFF PHOTOGRAPHER

Kathryn Sandoe of the Lancaster County Solid Waste Management Authority sorts through single-stream recyclables at the authority's headquarters.

Waste

Continued from 46

volumes. When we hit the recession in 2008, those volumes declined."

Although changes recently have been made to recycling programs in the county, Zorbaugh says it hasn't affected waste volumes significantly.

"The goal of the revision of our recycling program was to create a sustainable product for the single-stream recycling markets," he says. "We needed to reduce the contamination that has been gradually occurring with wishful recycling."

The focus is to reduce the amount of trash or contaminants in the recycling bin, which may not reduce the amount of trash significantly, but can make less work in the long run.

"It's important, because it's less the recycling processor has to pick out of the material they've received," he says. "The less trash that's mixed in with the high-quality materials to be sold to market, the better."

Along with its waste-to-energy facility, the authority has seen a significant increase in traffic through its hazardous household waste facility.

"Last year, 69,000 customer visits went through that facility, producing 3.5 million pounds of material," Zorbaugh says. "Of that, by far the largest component is electronic waste, which accounted for 2.6 million pounds."

He says the authority is constantly looking ahead and working to continue to streamline operations in a way that's effective and good for the environment.

It is working to extend the life of the landfill by increasing waste through combustion and by expanding the landfill over the existing footprint to provide capacity for another 20 years.

The business is thriving because it's finding financially sustainable and cost-effective ways to do business.

"One of the things we've always prided ourselves on is the way our system is set up. We're very diverse in the projects we're involved in," Zorbaugh says, noting an emphasis on renewable energy sources such as wind turbines adjacent to the landfill, which provide energy to Turkey Hill Dairy, and an agreement with a soybean processing plant to purchase steam and power their facility adjacent to the waste-to-energy facility.

"We are constantly evaluating and planning for the future in order to handle growing waste volumes over time," he says.

Adds Sandoe, "People take for granted that their waste is collected, and it disappears, and it's done in a way that protects the environment. It takes a considerable amount of planning and execution to do this."

On any given day, Zorbaugh says, the authority receives 2,500 tons of waste.

"That has to go somewhere," he says. "It just doesn't happen by chance, or easily. It's always a concern for us to make sure we have the capacity well into the future to handle waste. We're always planning. That's what we do all day, every day."

> ***People take for granted that their waste is collected, and it disappears, and it's done in a way that protects the environment. It takes a considerable amount of planning and execution to do this.***
>
> — Kathryn J. Sandoe,
> *chief communications officer, Lancaster County Solid Waste Management Authority*

SUBMITTED

Lancaster County Solid Waste Management Authority's waste-to-energy facility in Conoy Township.

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Eventually, Martin's established other divisions designated as Martin Water Conditioning, Pure-Test Water Lab, and Martin Furniture & Mattress. Over these next several years we have continued to grow with a total of six stores located in Lancaster, Lebanon, and Berks Counties, along with an exceptional team of more than 300 employees. Regardless of how large the company grows, you can still be assured that we will continue to focus on the old fashioned core values that have helped us grow to this day.

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HOME

VINNY TENNIS | STAFF PHOTOGRAPHER

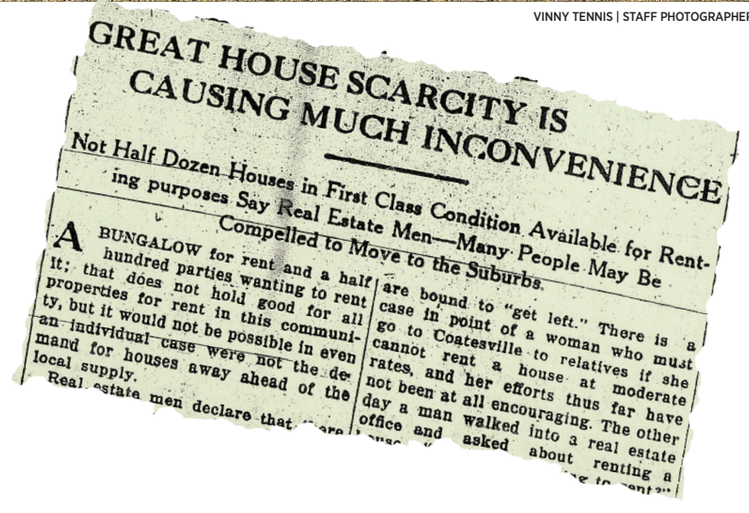
LNP | LancasterOnline 225 Always Lancaster

Stories from the LNP Archives: March 10, 1919

The end of World War I caused a housing shortage in Lancaster in 1919. An influx of returning workers, more people coming to town from the country, and the fact that construction was suspended during the war all contributed to what the March 10, 1919, Daily New Era called the "Great House Scarcity."

Apartment houses were full and rental homes were scarce. "Small houses are sought after almost as though they were gold mines," the paper reported. And one man who walked into a real estate office asking if there was a house to rent was told, "Not even a tent." The same was true for business space.

With rental costs in the city rising 5 to 10 percent or more, and the same true for home prices, the "only avenue of escape" for buyers and renters appeared to be the country, the Daily New Era reported.



GREAT HOUSE SCARCITY IS CAUSING MUCH INCONVENIENCE

Not Half Dozen Houses in First Class Condition Available for Renting Purposes Say Real Estate Men—Many People May Be Compelled to Move to the Suburbs.

A BUNGALOW for rent and a half hundred parties wanting to rent it; that does not hold good for all properties for rent in this community, but it would not be possible in even an individual case were not the demand for houses away ahead of the local supply.

Real estate men declare that ... are bound to "get left." There is a case in point of a woman who must go to Coatesville to relatives if she cannot rent a house at moderate rates, and her efforts thus far have not been at all encouraging. The other day a man walked into a real estate office and asked about renting a

VINNY TENNIS | STAFF PHOTOGRAPHER

LACK OF AFFORDABLE HOUSING A COUNTYWIDE ISSUE

LAURA KNOWLES
LNP CORRESPONDENT

There is little disagreement that Lancaster County has a shortage of affordable housing.

It's more difficult to define what constitutes affordable housing. Is it the cost of rent? The cost of a home and the monthly mortgage payment? Or is it more complicated than that?

Matthew Sternberg, executive director of the Lancaster County Housing and Redevelopment Authorities, says it is commonly recommended that the cost of housing not exceed 30 percent of income in a lower-income household. If housing costs exceed that 30 percent figure, it is likely that households will have difficulty affording vital expenses, such as food, utilities and transportation.

"It is a complex problem," Sternberg says, adding there are multiple definitions of affordable housing. "The HUD (Department of Housing and Urban Development) standard, that housing should not cost more than 30 percent of a family's income, doesn't just apply to those below the median income. Affordability is important for mid-level workers as well. Even the more affluent townships need housing for people who work there."

Sternberg points out that many companies are having trouble recruiting workers because of the lack of housing that is affordable for those workers. He expects that may change as more apartment construction takes place across the county.

For a period of years, developers were reluctant to build market-rate rental units, since Lancaster County's market has focused on homeownership.

"Recent trends are changing that, and perhaps it will result in more affordable units coming on the market," Sternberg says.

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Housing

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The biggest problem, he says, is the gap between what it costs to build housing and what low- to moderate-income households can afford to pay in rent. It's a problem that isn't likely to go away without a major economic shift. Construction costs keep going up, and so the cost of housing continues to go up.

The shortage of affordable housing is a countywide issue, Sternberg says. While the city and boroughs tend to have more concentrations of affordable housing due to the age and density of their housing stock, opportunities for affordable housing are needed everywhere in the county.

"It is a big mistake to think of the lack of affordable housing as a city problem," Sternberg says.

In his role as executive director of Lancaster Housing Opportunity Partnership, Ray D'Agostino assists in establishing and implementing the organization's strategic vision. He is passionate about affordable housing issues, with nearly 20 years experience as a municipal manager in planning, budgeting and infrastructure.

"There is a disconnect between the jobs that are available and the opportunities for affordable housing here in Lancaster County," D'Agostino says, adding that the solution for coming up with affordable housing opportunities will have to come from a combination of legislators, employers, builders, developers and planners.

There is no "silver bullet" that can instantly fix the problem, he says. The simple truth is that there is a shortage of all housing in Lancaster County, not just affordable housing. When supply is low, it increases demand, thus increasing costs.

"There is a shortage of affordable housing in Lancaster County, and a shortage of available housing in a very tight market," D'Agostino says. "Some of that is due to the regulatory environment, which increases costs for developers."

Rick Jackson, president of Lancaster Housing Opportunity Partnership and chairman of the Coalition for Sustainable Housing, notes that in 2014, the median rental cost in Lancaster County was $896 and the median mortgage cost was $1,438. Those figures have continued to increase rapidly, and the fact that it is so desirable to live in Lancaster County means that the demand will continue to increase for a supply that is limited.

"Lancaster County is a great place to retire and to raise a family," Jackson says, noting that demographics such as those on fixed incomes, single parents, one-income families, care workers and others with limited resources may have trouble taking advantage of the benefits of living in the county.

Jackson says some employers are taking the situation in hand by focusing on providing affordable housing opportunities for their employees. One example is Moravian Manor in Lititz, which has planned affordable housing into its long-term objectives.

"Retirement and health care employers benefit greatly when employees live nearby, so it is in their best interest to be involved in providing affordable housing opportunities," Jackson says.

Transportation to and from work is another factor that must be considered in the affordability of housing. If workers have a long commute, no access to public transportation or an older vehicle, they will have fewer resources to put toward housing.

When it comes to affordable housing, planning is key.

As Scott Standish, director of countywide planning for the Lancaster County Planning Commis-

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Housing

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sion, points out, there are several indicators that suggest Lancaster County is experiencing a shortage of affordable housing, and possibly even a shortage of housing more broadly.

"We're seeing high levels of housing-cost burden, particularly among renters and households with lower incomes. We're seeing lower housing vacancy rates and high housing costs, which suggest a tight housing market," he says. "Residential building permits are only now reaching 2008 levels again, meaning that new housing has not been coming online as quickly as it did pre-recession. There are waiting lists for housing assistance."

In places2040, the county's comprehensive plan for its future, affordable housing was a designated focus. Planners listened to public feedback that ranged from, "It's tough to find housing" to "My rent is going up again."

> ***There is a disconnect between the jobs that are available and the opportunities for affordable housing here in Lancaster County.***
>
> — Ray D'Agostino, *executive director, Lancaster Housing Opportunity Partnership*

One solution is subsidized affordable housing projects, most based in Lancaster city and Columbia, with other subsidized affordable housing developments in areas such as East Donegal Township, East Lampeter Township, Ephrata, Mount Joy, Manheim Township and Quarryville.

Using median gross rent costs as an indicator for affordability, many of the boroughs, such as Terre Hill, Columbia, Marietta and Ephrata, and more rural townships, such as Bart, Brecknock and Elizabeth, tend to be more affordable. Suburban townships, such as Manheim Township and Warwick Township, tend to be more expensive.

"Housing is part of the essential infrastructure of our community. In the same way that we need roads, bridges, water and sewer pipes, we need housing that people of all incomes can afford," Standish says. "This is in large part because the people who live in affordable homes include essential workers. Our communities simply can't function without EMTs, bank tellers, janitors, security guards and preschool teachers, many of whom earn a low to moderate wage."

Standish emphasizes that affordable housing is important to keeping the economy healthy by allowing a strong workforce. When housing is not affordable to families, it can cause instability and transience. It's also important that affordable housing be safe and healthy, since poor-quality housing can increase the incidence of health issues such as asthma or lead poisoning.

"Lancaster County is expected to grow over the next 20 years. We need to provide for this population, not only in terms of accommodating residential needs by providing a range of housing choices, but also by accommodating the employment, recreational and institutional needs of this population," Standish says.

Richard Boas Jr., of Berkshire Hathaway HomeServices Homesale Realty and new president of the Lancaster County Association of Realtors, puts the shortage of affordable housing in Lancaster County into perspective. While the median home value is $220,000, that is still far more affordable than in many other markets.

"Real estate values continue to appreciate and interest rates are low," Boas says. "It's a pretty stable market, and it is still possible for first-time homebuyers to find a starter home they can afford."

VINNY TENNIS | STAFF PHOTOGRAPHER

The Chestnut Hill Neighborhood of Lancaster city is one of several areas popular with millennials, empty-nesters and baby boomers.

CITY LIVING DRAWS MILLENNIALS AND EMPTY-NESTERS

ROCHELLE A. SHENK
LNP CORRESPONDENT

City living is trending among both millennials and empty-nesters.

"What's happening in the city is amazing," says Richard "Rick" Boas Jr., of Berkshire Hathaway HomeServices HomeSale Realty and president of Lancaster County Association of Realtors. "When I first started in real estate in 1994, a home in Lancaster city might be a year on the market before it sold. Now city properties are really hot."

About 800 single-family homes and condos were sold in Lancaster city in 2018; that figure does not include multi-family homes and commercial properties.

"Last year I sold city houses to millennials, empty-nesters and investors," says Boas, a city resident himself. "There's a new vitality in the city — new restaurants and galleries opening, events like First Friday, and a number of cultural activities. There's always something happening in the city. Plus it's also very walkable."

Two neighborhoods that are trending are Chestnut Hill and Musser Park.

Christina Diehl, a Coldwell Banker Realtor and city resident, says Old Town is also popular, as is Cabbage Hill, which is also known as "SoWe" (or Southwest Lancaster neighborhood).

For millennials, who are first-time buyers, Lancaster city is affordable.

"They can purchase a home in the city for about $200,000," Boas says.

Diehl adds that millennials are most

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often looking for a move-in ready home.

"Over the past several years, city properties have attracted flippers, so many properties are already renovated," she says. "Hardwood floors are a huge draw for both millennials and boomers, and granite seems to be a staple."

Millennials, she adds, are also seeking properties with more of an open floor plan.

Gretchen Karr, a Realtor with Berkshire Hathaway HomeServices HomeSale Realty, agrees that a move-in ready home is a key consideration for most millennials, as well as getting as close to downtown as their budget will allow.

"They're willing to spend a bit more to purchase a home that's already been renovated," she says.

Karr says some of the homes that have been flipped are more high-end, with pricing starting near $300,000, a price point she says may attract boomers rather than millennials.

Design trends include the urban farmhouse style, with black-and-white kitchens and sliding floor-mounted doors, and a more modern-style farmhouse sink, Karr says. (Urban farmhouse style is known for its warmth and simplicity, characterized by natural textures and materials such as wood or galvanized steel.)

Boas says empty-nesters are looking at how they live and the space they need, as well as the lifestyle they'd like to have.

"As a general rule, the boomers are more likely to insist on off-street parking — garages are considered ideal," he says.

"What I often see from boomers is a preference for an off-street parking space — preferably two cars. Renting spaces in a nearby garage is an option," Diehl says. "Parking isn't as much a concern for millennials — they may only have one car, or can bike or walk to their destination."

VINNY TENNIS | STAFF PHOTOGRAPHER

Lancaster city's Musser Park neighborhood is popular with homebuyers.

Karr says some boomers already may live in the city, but are looking for a different floor plan. They also may be downsizing, but that could mean losing the outside maintenance rather than decreasing space. And, not all of the boomers or empty-nesters are county residents looking to enjoy the new vibe of the city. Karr says they can include people from surrounding states or Washington, D.C., who have visited the county and have discovered the city.

All three agree that boomers are more likely to consider condos. Boas says they've already had a house and are now looking to eliminate outside maintenance, such as mowing and snow removal.

"Condos tend to be at a price point that's beyond the reach of millennials. Boomers are often looking for first-floor living or at least a first-floor master, and condos fit that bill," Diehl says.

Condo living in downtown Lancaster has been around for several decades, with options such as the Hager Arcade on West King Street and Steeplehouse Square at Duke and Orange streets.

"Five or six years ago there were more limited options for those seeking condos in the city, but there have been a number of recent condo projects," Karr says, "There's a lot of demand for being right downtown."

Recent condo options include Magnolia Place at the corner of Duke and Chestnut streets and The Press Building at Prince and Lemon streets. She points out that in addition to one-floor living, The Press Building also offers elevator access, an onsite fitness center and a rooftop deck.

Sixteen condos also are part of the mix of uses that will be featured at 101NQ (the former Bulova building at 101 N. Queen St.), which is currently under construction.

"I think locals take pride in living in Lancaster city and telling people about it. That helps encourage other people to consider it," Diehl says.

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TOWNHOUSE TREND

Homebuyers attracted by lifestyle, location, local builders say

ROCHELLE A. SHENK
LNP CORRESPONDENT

Townhomes are an increasing part of today's housing mix.

A National Association of Home Builders 2018 report indicates that townhome starts were 7 percent higher in the four quarters ending in April 2018 than they were in the prior four quarters.

The organization anticipates "future gains in the share as townhouses are a useful bridge from rentership to homeownership for younger prospective home buyers."

Two area builders say the increased interest in townhomes is also a trend here.

"We're seeing an interest in townhomes for a number of reasons, including lifestyle and location," says Rob Bowman, president of Charter Homes and Neighborhoods.

With regard to lifestyle, Bowman says townhomes and detached homes typically come with lower maintenance, and that appeals to a wide range of age groups, from millennials to empty-nesters and boomers.

> ***Anything close to work, shopping or dining is popular. Today there's more of a focus on walkability and open space than there was about a decade ago.***
>
> — Rob Bowman,
> *president, Charter Homes and Neighborhoods*

Randy Hess, president of Hess Home Builders, agrees there's a shift away from maintenance.

"We see interest split between first-time homebuyers and empty-nesters," he says, "Also in the past five years we're seeing a shift toward rental townhomes. But whether they're rentals or units to purchase, the demographic of buyers is about the same."

He points out that for younger buyers, who he says are mostly singles rather than couples, affordability is what's driving the market. It's also a factor for builders.

"Considering the cost of land and cost to develop the land, it's hard to build a $200,000 townhome in Lancaster County — it's more like $300,000," Hess says.

Both Hess and Bowman agree that suburban locations such as Manheim Township, East Hempfield, East and West Lampeter townships continue to be popular for townhome starts. However, Hess says, "You're seeing more townhomes in areas of the county where you haven't seen them

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Townhome

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before."

"Anything close to work, shopping or dining is popular," Bowman says. "Today there's more of a focus on walkability and open space than there was about a decade ago."

He adds that the townhomes at Belmont in Manheim Township are a great example — as part of the mixed-use development, they're close to shopping and dining, and there's a walking path that interconnects the commercial and residential uses.

Townhome designs also have evolved over the past decade. Features such as granite and hardwood floors have almost become a standard, Hess says. Bowman adds there's also a focus on natural light, floor plans that promote flow from one space to another, and a clear line of sight from front to back.

VINNY TENNIS | STAFF PHOTOGRAPHER

Townhomes like these in the Devon Creek community in East Lampeter Township are increasingly popular with homebuyers.

Both Hess and Bowman agree that having a garage is "a must."

"Garages have become as important an amenity in townhomes, whether they're for rental or purchase, as they are for single-family homes," Hess says.

"Today every townhome we build comes with a garage. They're not only for cars, but garages also provide an opportunity to store items," Bowman adds.

LANCASTER COUNTY BY THE NUMBERS

- **208,751:** Housing units
- **$193,200:** Median value of owner-occupied units
- **$957:** Median gross rent
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Source: American Community Survey

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