

THE TRAILBLAZERS

How a commitment to innovation and evolution is driving some of the region's foremost organizations

GLOBAL IMPACT

Why Lehigh Valley products could be touching your life on a daily basis, even if you don't know it

MY VALLEY

Mario Andretti reflects on why he has called the region home for more than 50 years

Spotlight

AN AMERICAN WAY SUPPLEMENT

JULY 2017

THE LEHIGH VALLEY

A look at the history, diversity and quality-of-life assets that define Pennsylvania's third-largest metro area





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MAKING OF A VALLEY

Need to know



Population:
658,477

GDP:
\$37bn



Businesses:
15,000+

Area:
730 sq.mi.



Exports:
\$3.4bn



FACT FILE

Site Selection named the Lehigh Valley one of the Northeast's top five regions for economic development in 2016, and the best of its size.

1818

Construction begins on the Lehigh Canal, helping the region become a major trade and manufacturing center.

1857

Bethlehem Steel is founded. In time, it would become America's second-largest steel producer.

1920s

A proliferation of mills establishes the Valley as one of the world's foremost silk-producing regions.

1937

Bethlehem adopts the nickname 'Christmas City, USA,' and lights the star that is now a city symbol.

1984

The nation's largest non-gated free music festival, Musikfest, is staged here for the first time.

2009

The creation of a Neighborhood Improvement Zone is a catalyst for the development of downtown Allentown.

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THE TRAILBLAZERS

HOW SOME OF THE VALLEY'S MOST PROMINENT COMPANIES AND ORGANIZATIONS ARE PROMOTING INNOVATIVE THINKING TO STAY AT THE TOP OF THEIR FIELDS



“For the larger-scale challenges that we face in society, a single discipline isn’t going to provide the path forward”

JOHN SIMON, PRESIDENT LEHIGH UNIVERSITY

Founded in 1865 by industrialist Asa Packer, Lehigh University has long contributed to the intellectual capital of Bethlehem and the whole Valley, not only through the education of generations of local leaders and workers, but also as a research institution that tackles the big issues of the time.

Today, the university is leading the way in such modern technologies as biomedical imaging and tissue engineering, while it has placed an emphasis on interdisciplinary research through its Cluster

Initiative—encouraging collaboration between departments to provide the critical mass required to advance the frontiers of knowledge.

“For the larger-scale challenges that we face in society, a single discipline isn’t going to provide the path forward,” says its president, John Simon. “It’s going to be teams of people that come from different fields and different backgrounds, with different vantage points on the problem, that will actually lead to forward-looking solutions.”

“We want to build a truly entrepreneurial culture where every person comes to work saying, ‘This is my company’”

SEIFI GHASEMI, CHAIRMAN, PRESIDENT AND CEO AIR PRODUCTS

Ranked 288th on the 2016 Fortune 500, Air Products is a world-leading industrial gases company that serves more than 170,000 customers with operations in 50 countries, all built upon the expertise of around 16,000 global employees.

“No matter how strong the strategy, it must be executed by every employee in the company with a focus on safety, speed, simplicity and self-confidence,” says chairman, president and CEO Seifi Ghasemi. “We want to build a truly

entrepreneurial culture where every person comes to work saying, ‘This is my company,’ and acts like the CEO of his or her role.”

This approach has led Air Products to be, among other businesses, the world’s leading commercial supplier of helium, while its status as the planet’s largest hydrogen producer is helping it lead the development of new technologies as the gas is increasingly used as an alternative fuel for transportation and power generation.



“I want Olympus to become better known for all of the good that it puts back into the world through all of our offerings and businesses”

NACHO ABIA, PRESIDENT AND CEO OLYMPUS CORPORATION OF THE AMERICAS

Before even opening this page, it’s likely that you’ve heard of Olympus—although that’s likely for its line of cameras, even though that represents just a fraction of the company’s overall revenue. Instead, what may surprise you to know is that the company is also a major player within the medical industry, where its near-100-year history in optics has made it a global leader in such areas as endoscopy, while more than 10 million colonoscopies a year are performed in the U.S. alone using its equipment.

“I want Olympus to become better known for all of the good that it puts back into the world through all of our offerings and businesses, especially our medical business,” says Nacho Abia, president and CEO of Olympus’s American business, which has been located in the Lehigh Valley since 2006. “I do believe that more people will begin to recognize Olympus beyond its cameras, and for its integral role in developing products that treat illnesses, prevent diseases, ensure safety and save lives.”



GLOBAL IMPACT: THE LEHIGH VALLEY

A LOOK AT THE INDUSTRIES, COMPANIES AND ECONOMIC TRENDS THAT ARE
EXTENDING THE REGION'S INFLUENCE FAR BEYOND ITS CORNER OF PENNSYLVANIA

While the Lehigh Valley made its name as a great industrial region, helping to build and clothe America, its economy has diversified in recent decades, to the point where the annual output of its four largest economic sectors all lie within \$650 million of each other. Below, we explore the industries that are driving the Valley forward today, as well as the companies and organizations whose impact stretches even further, across the country and all around the world.

MANUFACTURING

Today, the mills have gone and the old steel plants have closed, but that expertise when it comes to making things remains. More than 32,000 people now work across the region's 680 manufacturing companies, contributing to an industry that still contributes nearly \$6 billion in annual economic output (about 15 percent of the Valley's GDP) and touches almost every corner of the planet.

"This area historically has been a manufacturing center for America, and to some point, the world," says Don Cunningham, president and CEO of the

Lehigh Valley Economic Development Corporation. "While people may not know of the Lehigh Valley, there's a good chance they're familiar with products that are made and created here."

For instance, Crayola is a name known across the globe for its crayons and other art supplies, around two-thirds of which are made in the Lehigh Valley, close to its Easton headquarters. In fact, the company manufactures around 12 million crayons in the region on a daily basis, as part of an ever-growing product line that is shaping how children play and learn in more than 80 countries.

"We're in the business of helping parents and teachers raise creatively alive kids," says president and CEO Smith Holland. "We believe creatively alive kids grow up to be creatively alive adults, and those are the kinds of people that make big change in the world happen."

Similarly, if you've eaten a Peeps at Easter—and, as the number-one non-chocolate candy at Easter for more than 20 years, it's likely that you have done—you've tasted the fruits of Lehigh Valley labor. Bethlehem-based Just Born

produces about 5 million of the treats daily, as well as other such beloved brands as Mike and Ike, and Hot Tamales, which together have made the company the 11th-biggest candy company in the U.S.

"The candy industry is driven by brands and we are certainly no exception," says co-CEO Ross Born. "If your product doesn't say fun on it, if it's not colorful, if it's not recognized, people are not going to buy it."

Further north, C. F. Martin & Co. was founded in 1833 and moved to Nazareth, PA, in 1839, making it one of the oldest surviving acoustic instrument producers in the world. Played by the likes of Johnny Cash, Eric Clapton and Ed Sheeran, the company benefits from international name recognition, which bodes well for the future as it witnesses rising demand for its guitars in global markets and a resurgence in the popularity of acoustic guitar music.

"People say that Martin is the standard of the industry; that everybody else's product is judged against ours," says chairman and CEO Chris Martin, who represents the sixth generation of his family to lead the company. "Because of our longevity, the consumer has voted

"While people may not know of the Lehigh Valley, there's a good chance they're familiar with products that are made and created here"

more often to buy a Martin guitar than anything else.”

Other Valley manufacturers include Lutron Electronics, pioneer of the dimmer switch and now a world leader in lighting control and automated shading solutions. Headquartered in Coopersburg, the company has grown from only two products when it was established in 1961 to more than 15,000 today, making a difference in how people live and work in more than 100 countries.

“We’re a company that helps people improve the quality of their home and the quality of their business life, while also saving energy,” says co-CEO and president Michael Pessina.

Meanwhile, it may not share the same name recognition among the man on the street as some of those mentioned above, but Easton-headquartered Victaulic is contributing to some of the world’s most significant commercial and industrial developments with innovative pipe joining solutions that improve durability, eliminate risk and reduce the time of construction. Founded in 1925, the company has around 3,600 global employees, while its footprint is extensive, with the 10,000-plus products it offers used in more than 125 countries as well as nine of the planet’s 10 tallest buildings.

“Many people are surprised to see the amount of innovation that’s possible in the piping business,” says chairman, president and CEO John Malloy, whose company holds more than 2,000 global patents. “The best compliment we can hear from

our customers is, ‘Nobody can change an industry the way you guys can.’”

All of these examples speak to the depth and diversity of the Valley’s manufacturing sector as the region evolves from its former reliance on heavy industry—and the future remains bright as businesses here can call on such resources as affordable, locally sourced natural gas, as the state’s Marcellus Shale play is developed.

“As a rule, companies were moving out of Pennsylvania, either closing operations or dramatically scaling back operations,” says Robert Beard, president and CEO of UGI Utilities, which serves around 645,000 natural gas companies across 45 Pennsylvania counties. “With the advent of Marcellus, we’ve seen companies move to the area, and we’ve seen a number of companies expanding and improving their operations in our footprint.”

More than 90 percent of the gas UGI Utilities purchases and delivers is now sourced from Marcellus, up from close to zero a decade ago, during which time its customers’ gas bills have typically fallen by approximately 40 percent.

LIFE SCIENCES

The region’s manufacturing prowess also extends into the health and life sciences, where its capabilities have made it a location of choice for those in the medical device industry.

These include B. Braun Medical, part of Germany’s B. Braun Melsungen, the 10th-largest medical and pharmaceutical device manufacturer in the world. Headquartered

in Bethlehem, it also operates one of its primary U.S. manufacturing facilities in Allentown, cumulatively employing more than 2,000 people in the Valley, from where it oversees a business that provides products in infusion therapy and pain management all across the country.

The presence of Olympus also speaks to the region’s international appeal, but that’s not to say there aren’t also a number of locally grown success stories. Foremost among these could be OraSure Technologies, which can trace its history here to 1987, and is now a leader in the development and production of point-of-care diagnostic devices

In particular, it became known for producing the first in-home oral fluid test for HIV, later doing the same for Ebola, while it was awarded government funding in 2016 to advance its rapid Zika tests. Today, its products are sold worldwide, helping to detect and diagnose critical medical conditions discreetly and efficiently wherever they are taken.

“Our rapid, point-of-care tests are very portable, and most of them work with an oral specimen, which enables populations to have access to diagnostic test results that they might not otherwise have,” says president and CEO Douglas Michels.

HEALTHCARE

More Lehigh Valley residents work in healthcare than any other industry, with nearly 30,000 people on the books of the region’s two largest employers, Lehigh Valley Health Network and St. Luke’s

FACT FILE

Some 42% of the region’s expansion and attraction projects in 2015 involved international companies, including the first Chinese manufacturer to open a facility in Pennsylvania.



PPL CORPORATION

*“We understand
that the future
won’t build itself”*

Headquartered in Allentown, with a heritage that stretches right back to Thomas Edison, PPL is a Fortune 500-ranked energy corporation with local roots and a global reach—for not only do its utility companies serve around 1.4 million customers in 29 Pennsylvania counties, but also another 1.3 million in Kentucky and Virginia, and 7.8 million people in the U.K.

These geographies are united by a reputation for customer satisfaction, which has won the company 42 J.D. Power Awards, while the scale and experience of different regulatory environments they provide are helping drive innovation as PPL continues to incorporate more distributed generation and renewable power sources in its energy mix, and explore new technologies such as smart grid automation.

“We understand that the future won’t build itself,” says chairman, president and CEO William Spence. “If we just sit here and do what we did in the past, we’re not going to be successful, so we’re investing more than \$16 billion through the next five years in new infrastructure and technology that will create a smarter, more reliable and resilient grid.”

Photos courtesy of Getty, C. F. Martin & Co., PPL Corporation. Photo on previous page courtesy of Discover Lehigh Valley

University Health Network.

The former of these has been expanding in recent years, with a series of mergers adding new hospitals and outpatient centers to a network that already included such facilities as the region’s only children’s hospital, while it is advancing its commitment to “growing strong families” with this summer’s opening of a new \$93.6-million family health pavilion on its Lehigh Valley Hospital–Muhlenberg campus in Bethlehem.

Says president and CEO Dr. Brian Nester, “It is our vision to build on our foundation as a premier academic community health system and become an innovative population health leader that creates superior quality and value for the patients and communities we serve.”

Meanwhile, St. Luke’s University Hospital has been named one of the 100 best hospitals in the U.S. for three consecutive years by Truven Health Analytics. The network is also notable for training more physicians, nurses and other allied health care providers than any other area institution, with its medical school, affiliated with Temple University, graduating its third class this spring.

“Medical science and technology changes daily,” says president and CEO Richard Anderson. “By having a medical school and also physician residencies, these are younger people who are aspiring to learn and grow, who bring a certain passion and

thirst for knowledge that challenges those around them.”

LOGISTICS AND ECOMMERCE

The Lehigh Valley’s proximity to such major metropolitan areas as New York City and Philadelphia, plus available land and established infrastructure, has put the region front of mind for those in the rapidly growing ecommerce industry.

In recent years, it has witnessed an escalation in warehouse and distribution center development, with some of the nation’s most recognizable logistics companies increasing their footprint in the market, while employment in the sector has grown to more than 25,000—close to Bethlehem Steel’s post-war peak.

For further evidence of these trends, look no further than Lehigh Valley International Airport, where the amount of cargo moved in 2016 increased by 165.7 percent over the year before, and is which now responding with further capital improvements to take advantage of these opportunities.

“We can be very competitive for access and operations in the long term,” says Charles Everitt, executive director of the Lehigh-Northampton Airport Authority, whose organization already has a regional economic impact in excess of \$500 million annually. “We certainly have a long enough runway and we



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ACADEMIA

As the competition for educated workers continues, and the need for employees to have qualifications beyond a high school diploma becomes ever more critical, the quality of the Lehigh Valley’s colleges and universities has emerged as one of the region’s most valuable economic assets.

Here, it’s helped by the presence of such nationally acclaimed institutions as Lehigh University and Easton’s Lafayette College, which distinguishes itself by complementing its strengths in the liberal arts with discipline-specific degrees in engineering and STEM fields—making it one of only a handful of undergraduate colleges nationwide to do so. And while Lafayette has taught engineering for 150 years, this combination could now

be more important than ever before, as employers increasingly place value not only on an applicant’s technical ability, but also on their communication and analytic skills in a changing work environment.

Says president Alison Byerly, “The fact we have these strong STEM programs along with the classical liberal arts disciplines gives us a great balance of the ideal and the practical in our curriculum, which we feel is really well suited to the needs of today’s students.”

In Allentown, Muhlenberg College is a fellow private school that is preparing students for the working world by going beyond traditional liberal arts, in this case with a curriculum that also embraces pre-professional subjects such as in accounting and public health—while also maintaining some unique strengths like theater, in which its undergraduate program was named the best in the country by the *Princeton Review* in 2016.

Says president John Williams, “We think

that a liberal arts education, salted and peppered with some applied disciplines, is really the ideal preparation for future leaders, both from a career sense as well as in a lifelong learning sense.”

Kutztown University can count more alumni in the Lehigh Valley area than any other local college or university. With Business, Education, Liberal Arts and Sciences, and Visual and Performing Arts colleges, these graduates come from a wide range of academic programs, which are backed up by a commitment to undergraduate research, internships and hands-on opportunities that encourage curiosity beyond the classroom.

“What I continually hear is companies want students who have practical, applied experience when they go out into the workforce,” says president Kenneth Hawkinson. “In order to be successful in the future, universities have to not only teach but they have to apprentice their students.”

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BUILDING THE VALLEY

HOW THE REGION IS LOOKING TO THE FUTURE WHILE RESPECTING ITS PAST

Just as the economy of the Lehigh Valley has evolved and diversified in recent times, the same can be said for its amenities, attractions and many of the lifestyle elements that contribute to the quality of life for both newcomers to the area and those that have called the Valley home for many years.

After decades of suburbanization, its downtowns have found new joie de vivre as residential projects, festivals and sports arenas draw younger generations to the urban core—appealing to a wider variety of employers and lengthening the day, with stores, bars and restaurants keeping the streets busy even when work is over.

“The biggest single weakness when I arrived here was the lack of consistent, quality, nighttime entertainment,” says Michael Stershic, president of Discover Lehigh Valley. “We don’t have that problem anymore. Right now, there are often too many things to do at any given time or weekend for one person to be able to make a decision on which they want to do.”

1. Since 2012, City Center Lehigh Valley has brought close to 2,000 more workers to downtown Allentown

2. In large part because of City Center, in 2014, Fortune named Allentown as one of five cities with up-and-coming downtowns

3. The Hoover-Mason Trestle is a reclaimed, elevated linear park connecting SteelStacks’ Levitt Pavilion to the Sands casino

4. Sands is working with partners such as ArtsQuest, PBS and the National Museum of History on community programs

Below, we look at the region’s biggest cities, and the developments that are shaping how people will live, work and play in the coming years.

ALLENTOWN

In today’s market, companies are increasingly recognizing that they need to be where their employees want to live—and for the latest generation of workers, that increasingly means being in urban areas. In turn, that puts the onus on cities nationwide to create a vibrant environment to attract and retain this talent—something that the state’s third-largest city began taking steps to address when the Pennsylvania State Legislature created a Neighborhood Improvement Zone (NIZ) in 2009, to encourage investment across 128 acres of downtown Allentown and along its waterfront.

So far, all signs point to this being a success. By 2016, the Urban Land Institute had named Allentown as a national success story in using innovative partnerships and financing for successful

redevelopment, while downtown has been reenergized by the PPL Center, home to the Lehigh Valley Phantoms ice hockey team, and the surrounding City Center Lehigh Valley mixed-use project.

The latter of these accounts for more than \$300 million of investment to date in the NIZ, adding 300-plus new apartments and more than 1 million square feet of Class A office space across six square blocks, in addition to shops, the city's first new hotel in 35 years, and coworking facilities. Future plans include the Valley's tallest office tower and a 30,000-square-foot indoor-outdoor entertainment complex that opens onto a new park.

"What we were focused on when we started planning this five or six years ago is the idea of creating development scale and bringing in all of these compatible mixed-use projects relatively simultaneously," says J.B. Reilly, president and CEO of development company City Center Investment Corporation.

"Having new office product come online with new apartments, and the retail and restaurant scene emerging, creates that vibrant urban environment and that live-work opportunity which is so critical to millennials."

BETHLEHEM

When the Bethlehem Steel plant closed in 1995, it not only left the city dealing with a loss of employment, but also with a 126-acre site that could easily have become a symbol for industrial decline if no new use could be found.

Instead, what followed can be held up as an example of how to breathe new life into such facilities, as a variety of public-private partnerships and funding initiatives, including the creation of a tax increment financing district, have revitalized the site, turning it, and the city as a whole, into an emerging art, culture and entertainment destination.

One of the most significant contributors

has been the Las Vegas Sands Corporation, which acquired the land in 2007 to build the Sands Casino Resort Bethlehem in what was one of the largest privately owned brownfield redevelopment projects in the nation. Today the facility is one of the region's largest employers, with close to 3,000 people working here, while attracting visitors from far beyond the region.

"This has been a tremendous asset to Bethlehem and for the Lehigh Valley from just about any kind of perspective you would want to measure it on," says the casino's president Mark Juliano. "Whether it be the employment we have provided, whether it be the great community partnerships we have developed, or just the spark it's given to Bethlehem where this is the place to go and the place to entertain yourselves."

The casino also donated land that was used in the creation of SteelStacks, a 10-acre arts and culture campus set against the old blast furnaces of the steel mill.

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VALLEY MARKETPLACE

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Allentown Art Museum

Now in its 83rd year, the Allentown Art Museum is a cultural hub of the Lehigh Valley. With dynamic programming, special exhibits of the world's most exciting art, and a permanent collection that boasts Old Masters, modern and contemporary works, and a Frank Lloyd Wright-designed library, the AAM is more than just a collection of rare and beautiful objects. Add in a Museum Café and Gift Store and the Museum becomes a unique destination for an engaging afternoon.

31 N Fifth St., allentownartmuseum.org



SteelStacks

Offering more than 1,000 concerts and a dozen different festivals annually, SteelStacks is a ten-acre campus dedicated to arts, culture, family events, community celebrations, education and fun. Once the home plant of Bethlehem Steel, the site has been reborn through music and art with stars like John Oliver, David Crosby and Norah Jones gracing the stage of the Musikfest Café presented by Yuengling. Set against a backdrop of the iconic Bethlehem Steel blast furnaces, the past and present converge in this music lover's paradise. steelstacks.org

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Managed by local non-profit ArtsQuest, the site hosts more than 1,000 festivals annually, contributing to Bethlehem's new post-industrial aura and creating a hook for future growth.

"Our vision is just continuing to grow the importance of arts and culture when it comes to economic development and urban revitalization," says ArtsQuest president and CEO Kassie Hilgert, whose organization also oversees the annual Musikfest festival. "I think there are few tools that are as successful at long-term sustainability than what arts and culture can bring to the table."

EASTON

Far from outdone, the smallest of the Valley's three cities is witnessing a downtown resurgence of its own. Here, a great deal of credit goes to its creative classes, who are building on its historic farmers' market and other established assets to become an arts and culinary



The community-supported Easton Public Market hosts a variety of festivals and is designed to bridge farm and fork

destination with a reputation that goes beyond what you would expect from a community its size.

Around half a million tourists already visit the city's urban core and attractions such as Crayola Experience each year,

but there are increasingly more reasons for people to come into town, from new, eclectic boutiques and restaurants, to venues such as the Easton Public Market, an extension of the farmers market that opened in 2016.

Photo courtesy of Discover Lehigh Valley



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The Lehigh Valley is ranked one of the top five regions for development in the Northeast and the number one region of its population size. Able to trace our roots back over 100 years, Norris McLaughlin has been very much a part of the growth of the Lehigh Valley, and our attorneys work with our business clients in all areas, from entity formation, funding, intellectual property, executive and employee compensation and benefits, labor and employment matters, to real estate and more.

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ALLENTOWN

POPULATION 120,207

AREA 18.0 square miles

NICKNAMES Queen City, Band City USA

THE STORY The largest city in the Lehigh Valley by population, and third-largest in the whole state, Allentown has evolved over the years from a small community of Pennsylvania Dutch farmers, to a hub for the manufacturing industry, to a modern center of commerce and culture

MAJOR COMPANIES Air Products, PPL Corporation

THE BIG NEWS In recent years, downtown Allentown has undergone a tremendous renaissance, with more than \$500 million of investment since 2009

CAN'T MISS First held in 1852, the Great Allentown Fair is one of the oldest in the country, and balances modern entertainment attractions with traditional agricultural events

WHAT THEY SAY "The collaborative nature of business, economic, educational, and philanthropic organizations in the area that continually work to improve the quality of life make it an outstanding headquarters location"—Seifi Ghasemi, Air Products

WHAT OTHERS SAY *Fortune* named Allentown one of the nation's 10 best cities for finance and IT operations, in 2015

FACT FILE Allentown has more acres of parkland per capita than any other American city its size



BETHLEHEM

POPULATION 74,892

AREA 19.4 square miles

NICKNAME Christmas City USA

THE STORY Instantly recognizable for the blast furnaces on the former Bethlehem Steel site, the city was founded by Moravians as a communal society in 1741 and now blends the old and the new, with more original 18th-century structures than Colonial Williamsburg standing alongside modern entertainment and arts facilities

MAJOR COMPANIES B. Braun Medical, Just Born

EDUCATION In 2017, the *Princeton Review* named Lehigh University as one of 50 schools that launch careers by going beyond the classroom

THE BIG NEWS Bethlehem lies at the heart of the Valley's innovation and startup scene, thanks to the impact of Lehigh University and Ben Franklin Tech Partners' award-winning TechVentures incubator

CAN'T MISS Opened in 1745, the Moravian Book Shop in Bethlehem is the world's oldest continuously operating bookstore

WHAT OTHERS SAY In 2016, *Money* magazine ranked Bethlehem as the best place to retire in the Northeast

FACT FILE The electric Star of Bethlehem, which overlooks the city from South Mountain, was erected in the 1930s and is 81 feet high with 246 light bulbs



EASTON

POPULATION 26,915

AREA 4.7 square miles

THE STORY In 1776, one of the three original readings of the Declaration of Independence took place in Easton—just one milestone along this riverside city's development into an interesting arts, business and food destination that's not afraid to embrace its creative side

MAJOR COMPANIES Crayola, Victaulic

EDUCATION Lafayette College is planning the construction of a new \$75-million Integrated Science Building to support its work in engineering and other STEM fields

THE BIG NEWS In 2016, the Da Vinci Science Center announced plans to open a new downtown facility with aquarium

CAN'T MISS The PA Bacon Fest grew out of the historical Easton Farmer's Market, and now attracts more than 80,000 attendees across two days

WHAT THEY SAY "We like to think it's the best of both worlds. You can have the advantages of a little smaller place, but it's big enough and has access to a two of the major cities in the country, so you can have that slice of life as well"—Smith Holland, Crayola

WHAT OTHERS SAY Easton's Main Street Initiative was named Pennsylvania's best-performing main street program of 2015

FACT FILE German settlers in Easton are believed to have erected the first Christmas tree in the U.S., in 1814



Growing Strong Families Together

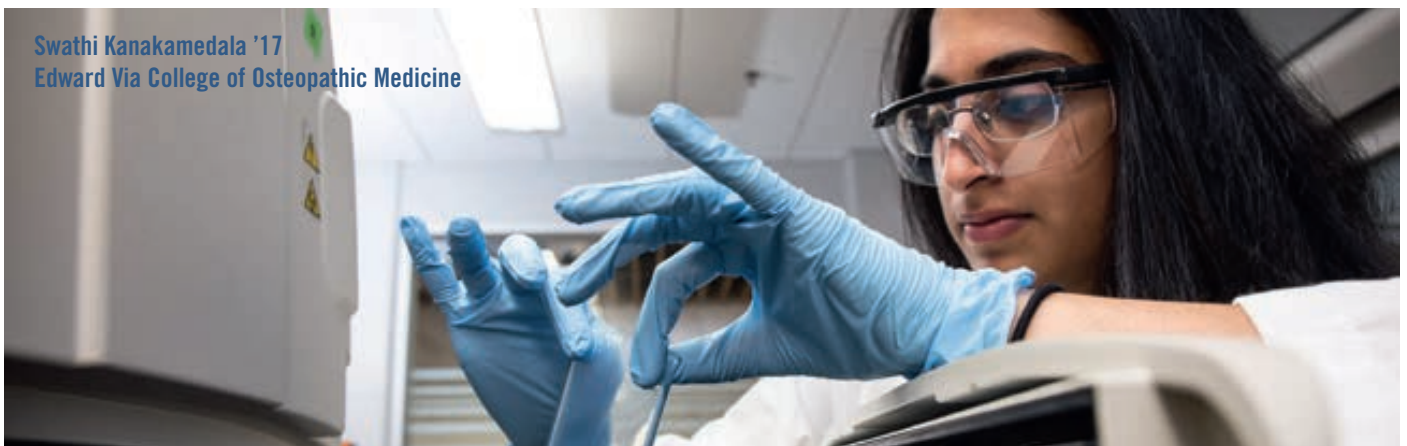
There's no need to travel great distances to ensure your child's health and well-being. Get the best care right here from your friends and neighbors at Lehigh Valley Children's Hospital, the only hospital in the region dedicated entirely to children.

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Swathi Kanakamedala '17
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MY VALLEY

MARIO ANDRETTI

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The only driver to ever win the Indianapolis 500, Daytona 500 and the Formula One World Championship, Mario Andretti is one of the most revered names in the history of motor racing. Born in Italy in 1940, he moved with his family to the Lehigh Valley in 1955, and has lived here ever since.

How did you come to live in the Lehigh Valley, and why have you stayed here all these years?

“When we came over from Italy, this was where we settled as we had a relative on my mother’s side that lived right here in Nazareth. Me, my brother and my sister were quite young when we came to the United States. We all had different paths in life and mine, for many reasons, kept me here.

“At the beginning, I wanted to stay here because of my parents. I had many opportunities, even pressures, to move to the West Coast because the teams I was driving for at the time were based there, but I never felt that I needed to succumb to that. As life went on, I raised my family here, and was happy to do so.

“This part of the world can be very charming. I’m on the road a lot, and I enjoy many other places in the United States, but it’s always nice to come home.

“I could not, from my standpoint, feel that I would be better off anywhere else in America than here.”

“I could not, from my standpoint, feel that I would be better off anywhere else in America than here”

What made the region a great place to raise a family?

“It’s a very quaint community, with great schools, which is important and was a big plus in raising my family.

“The proximity of the city of New York is also a big attraction. I love New York because I don’t have to live there. I can go there and enjoy what it has to offer, which could be business or pleasure, and then come home to somewhere I have the freedom and space that I enjoy.”

The Valley has changed a lot since you first came here. How optimistic are you about the region’s future?

“Just like anywhere in the country or anywhere in the world, things evolve. I think the Lehigh Valley has remained progressive. The growth we have seen on the economic side suggests it has to be an attractive place to do business.”

VALLEY TOUR

AS CLOSE AS THEY MAY BE, THE REGION'S VARIOUS CITIES AND TOWNSHIPS ALL HAVE THEIR OWN HISTORIES, CUSTOMS AND UNIQUE EXPERIENCES TO UNCOVER. THAT MAKES FOR A DIVERSE VARIETY OF THINGS TO DO FOR LOCALS AND VISITORS ALIKE—HERE ARE JUST FOUR POSSIBLE TRIP IDEAS, PROVIDING A FLAVOR OF EVERYTHING THE VALLEY HAS TO OFFER

FACT FILE

The football game between the Lafayette Leopards and the Lehigh Mountain Hawks is the most-played college football rivalry in the nation.

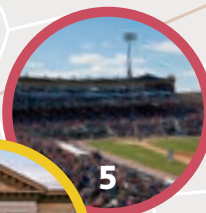
ALLENTOWN

FACT FILE

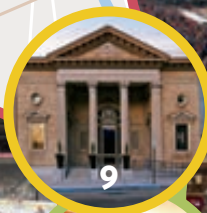
Around 4.6m people stay overnight in the Valley annually, contributing to almost \$2bn in visitor spending and 22,500 tourism-related jobs.



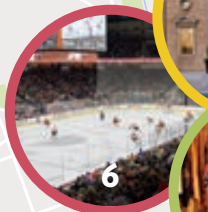
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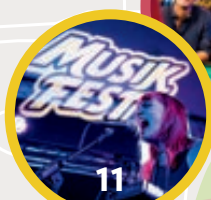
FACT FILE

Established in 1752, when the city was founded, the Easton Farmers' Market is the oldest, continuous, open-air market in America.

BETHLEHEM



14



11



8



13



7

EASTON



10



THE FAMILY-FRIENDLY TOUR

The Valley has plenty to offer the younger traveler, from kid-oriented museums to great outdoor spaces, as well as unique facilities such as Easton's **Crayola Experience (1)**, which features 26 hands-on, creative and colorful exhibits over an area larger than a football field. To the west, near Allentown, **Dorney Park & Wildwater Kingdom (2)** can trace its roots to the 1800s, but has continually evolved to where its 200 acres are now home to more than 100 rides, shows and attractions. Close by, the **Da Vinci Science Center (3)** looks to awaken a passion for science among its young guests as it welcomes more than 100,000 people a year to experience such exhibits as a robotic dinosaur and a hurricane simulator, while the **Lehigh Valley Zoo (4)** hosts more than 100 species of animal within the surroundings of the 1,100-acre Trexler Nature Preserve.

THE SPORTS AND REC TOUR

Even though the Valley only lies a short distance from such major sports cities as Philadelphia and New York City, it's still established itself as one of the nation's most vibrant minor league markets. For example, baseball's Lehigh Valley IronPigs have drawn more than 5.5 million fans to **Coca-Cola Park (5)** since the team moved here in 2008, while the Lehigh Valley Phantoms ice hockey team has frequently sold out the **PPL Center (6)** since it opened in 2014, earning a reputation for its lively gameday atmosphere. For those that prefer playing to watching, the region also has plenty to offer when it comes to hiking, fishing and even cross-country skiing in locales such as **Jacobusburg State Park (7)**, while indoor fun comes from the likes of **Sands Casino Resort Bethlehem (8)**, where around 200 table games are complemented by live performances and luxury shopping.

THE ART AND MUSIC TOUR

The **Allentown Art Museum (9)** has been a local institution for more than 80 years, with a collection of 17,000 works that ensure it retains its place at the heart of the Valley's thriving arts scene. Elsewhere, Easton's **State Theater (10)** hosts everything from touring Broadway shows to headline musical acts, and is named on the National Register of Historic Places, while Bethlehem has hosted **Musikfest (11)** since 1984, over which time it has grown to be the largest non-gated free music festival in the U.S. with more than 300 performances across 10 days—bestowing the city a reputation for live music that is backed up by the 1,000-plus concerts hosted at the **SteelStacks (12)** art and culture campus each year. Then, if all that live music leaves you wanting more, head north to Nazareth, where the **Martin Guitar factory tour (13)** lifts the lid on nearly 200 years of craftsmanship.

THE HISTORY TOUR

The story of the Lehigh Valley is a fascinating one, from the years it spent building America as part of the country's industrial heartland, to its early Dutch and Germanic roots—the latter of which can be explored at Bethlehem's **Moravian Museum (14)**, a National Historic Landmark and the largest surviving log house in the U.S. Elsewhere, the **Liberty Bell Museum (15)** celebrates Allentown's shelter of the bell during the British occupation of Philadelphia in 1777; the National Museum of Industrial History is dedicated to the preservation of America's industrial heritage, within a 100-year-old former Bethlehem Steel facility; and **America on Wheels (16)** features more than 75 vehicles that trace the development of transportation from the 1800s to what we can expect to see in the future.



Site Selection Magazine, 2017

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"The Lehigh Valley offers an area where we can provide market-leading benefits for employees, affordable housing options, and an excellent quality of life all around – everything from cost of living and good schools to recreational opportunities and easy access to cultural activities."

— **Nacho Abia,**
President and CEO of Olympus Corporation of the Americas



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