



**EAST STROUDSBURG UNIVERSITY**

**2023  
ECONOMIC  
OUTLOOK  
SUMMIT**

May 19, 2023



**POCONO**

**ECONOMIC TRANSFORMATION**





# 2023 ECONOMIC OUTLOOK SUMMIT

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## AGENDA

- 7:30 a.m.**      **Breakfast and Networking**
- 8:30 a.m.**      **Poconos: 10 Year Reflection Video**
- 8:40 a.m.**      **Welcome and Opening Remarks**  
*Kenneth Long*  
*President, East Stroudsburg University*
- 9:00 a.m.**      **Keynote Address**  
*Rick Siger*  
*Secretary, PA Department of Community and Economic Development*
- 9:30 a.m.**      **Pocono Economic Scorecard Data Presentation**  
*Ryotaro Tashiro*  
*Senior Outreach Economist, Federal Reserve Bank of Philadelphia*
- 10:15 a.m.**     **Networking Break**
- 10:30 a.m.**     **Housing Underproduction in the Poconos**  
*Mike Kingsella*  
*CEO, Up for Growth*
- 11:15 a.m.**     **Carbon, Monroe, Pike and Wayne County  
Commissioners' Video Update and Q&A**
- 11:45 a.m.**     **Amtrak Service to the Poconos: Rail Update**  
*John Blake*  
*District Director and Economic Development Specialist*  
*Office of U.S. Congressman Matt Cartwright*
- 12:00 p.m.**     **Closing Remarks**  
*Kenneth Long*



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### **Kenneth Long**

*President*

**East Stroudsburg University**

Kenneth Long was appointed president of East Stroudsburg University of Pennsylvania by the Board of Governors for Pennsylvania's State System of Higher Education, effective November 2, 2022, after serving more than two years as the interim president. Long brings more than 35 years of progressive experience in higher education to the position. Prior to the interim appointment, which began July 31, 2020, Long served as the university's chief administrative, financial, and operations officer. Among his many accomplishments at ESU, he has been responsible for: stabilizing the University's financial condition; increasing the University cash reserves and reducing capital debt; lowering costs and increasing availability and access to student health services by partnering with a regional medical center; initiating the university's first academic space utilization study; enhanced campus accessibility; coordinated the development of an athletic master plan and upgrading athletic facilities, including adding air conditioning and a generator in Koehler Fieldhouse, painting and branding Eiler-Martin Stadium, replacing the turf for all outdoor sports, and partnering with the local municipality and little league for baseball and softball facilities; coordinating the construction of a new student housing building which included new counseling and testing centers and the offices of the Dean of Student, Student Conduct, Accessibility Services and Title IX; and facilitated the land development plans for a new student center.

Prior to joining ESU, Long held leadership positions at two other Pennsylvania State System institutions, Kutztown and Cheyney universities. He served five years as assistant vice president of administration and finance at Kutztown University and during that time he worked six months as interim vice president for finance and administration at Cheyney University, in a loaned executive capacity. Prior to coming to the Pennsylvania State System, Long held multiple leadership positions at the University of Toledo and University of Toledo Physician Practice Group and played an instrumental role in the merger of the University of Toledo with the Medical University of Ohio. Long started his career in higher education at DeVry University – New Jersey where he worked for 18 years beginning as an assistant director of the office of student accounts and working his way to the chief administrative and financial position of the New Jersey campus.

Long earned his bachelor's degree in math and political science from Drew University in Madison, N.J., and an M.B.A. from Monmouth University in West Long Branch, N.J. He has experience teaching college courses in business administration, financial accounting, and managerial accounting and statistics, and during his career has made numerous presentations at regional and national meetings and conferences. In 2013, Long was selected to serve on the Board of Directors for the Eastern Association of College and University Business Officers (EACUBO) and in 2017 he was selected as the association's treasurer, which he served until he was appointed ESU's president in 2022. While serving as interim president of ESU, Long was selected to serve as the chairperson of the PASSHE Freedom of Speech and Title VI Task Group and President Liaison for the PASSHE Board of Governor's Governance Committee, a role he continues to hold.

Long is married to Evelyn and has three daughters, Alysha, Peyton, and Taylor.



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### Keynote Address



#### **Rick Siger**

*Secretary, PA Department of Community and Economic Development*

Secretary Siger, Governor Josh Shapiro's nomination, was unanimously confirmed by the PA Senate on May 3, 2023. In his current role, he leads the commonwealth's efforts to grow the economy and build a better future for Pennsylvanians. He is committed to helping small businesses thrive, spurring innovation, and increasing opportunities in communities to make Pennsylvania a national leader in growth and innovation.

Prior to his current role, Secretary Siger served as chief of staff and senior advisor to the president at Carnegie Mellon University (CMU) in Pittsburgh and led CMU's growth strategy at Hazelwood Green, a former Pittsburgh industrial site re-envisioned as a new model for economic development and translational research.

Secretary Siger served President Barack Obama for more than seven years in multiple roles, including as chief of staff at the White House Office of Science and Technology Policy (OSTP) and deputy chief of staff at the Department of Commerce. He also worked as former Governor Tim Kaine's Deputy Secretary of Commerce and Trade in the Commonwealth of Virginia.

Secretary Siger is from Pittsburgh and holds a B.A. in political science from Columbia University.



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### 2023 Economic Scorecard Data Presentation



#### **Ryotaro Tashiro**

*Senior Outreach Economist*

*Federal Reserve Bank of Philadelphia*

As a senior outreach economist, Ryo Tashiro travels across the Third District, speaking to various groups about the economic outlook and the functions of the Federal Reserve. He tries to avoid using economic jargon so that those without economic backgrounds can participate in the conversations.

Ryo views these interactions with the public as two-way streets. Not only does he see the importance of informing the public about what is going on with the economy and at the Fed, Ryo also thinks it is important to hear what individuals across the District are experiencing in the economy. Many of the research topics Ryo has pursued were inspired by these conversations with the public. Those topics include his two main areas of focus, labor economics and demographics. Among his many contributions to the Bank, Ryo is notably responsible for the Chamber of Commerce for Greater Philadelphia Economic Outlook Survey.

Prior to joining the Bank in June 2016, Ryo was a business analyst for Bloomberg, where he conducted research on issues related to equity data quality. He has a master's degree in economics from the University of Michigan–Ann Arbor and a bachelor's degree in economics from Kenyon College.



# Housing Underproduction in the Poconos



**Mike Kingsella**

*CEO, Up for Growth*

Mike Kingsella is the Chief Executive Officer of Up for Growth, a national cross-sector network committed to solving the housing shortage and affordability crisis.

The Up for Growth organization uses data-driven research and evidence-based policy to address the nation's housing affordability/availability crisis. The organization recently published 2022 Housing Underproduction in the U.S. which assessed housing underproduction which occurs when communities fall short of meeting housing needs.

Prior to launching Up for Growth, Mike founded and served as executive director of Oregon Smart Growth, the first statewide affiliate of Smart Growth America's LOCUS coalition of responsible developers and investors. Oregon Smart Growth represents more than 40 developers, investors, and development industry firms that support state and local policy enabling and promoting development of dense, walkable, sustainable neighborhoods.

Kingsella is an expert in urban development and housing policy with over 15 years of experience in housing, commercial real estate investment, capital markets and asset management. He has a Bachelor of Science in community development and real estate development from the Toulon School of Urban Studies and Planning at Portland State University in Portland, Oregon.



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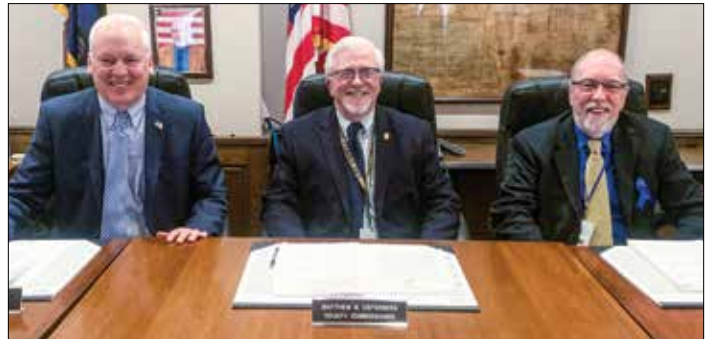
## Carbon County Commissioners



*Chris Lukasevich; Wayne E. Nothstein, Chair; Rocky Ahner*

The Carbon County Board of Commissioners constitutes the chief governing body of the county. Statutory authority of the commissioners is both administrative and policy-making powers. The commissioners are vested with selective policy-making authority to provide certain local services and facilities on a county-wide basis. Administrative duties of the commissioners encompass registration and elections, assessment of persons and properties, human services, emergency management, veterans' affairs, appointment of county personnel and fiscal management. The commissioners, according to judicial code, also provide accommodations, supporting facilities and services for the Courts.

## Pike County Commissioners



*Ronald R. Schmalzle; Matthew M. Osterberg, Chair; Anthony Waldron*

The Pike County Board of Commissioners are responsible for implementing the county's budget as well as overseeing contracts and expenditures. The commissioners are the executive governing body for administration of county programs, personnel, property and facilities in order to provide the highest level of service to the citizens of the county, while also maintaining vigilance with taxpayer dollars. The commissioners constitute the chief governing body of the county. The commissioners are the sole contractors for the county; as such, they make contracts and purchases for all purposes expressly or implicitly authorized by law.

## Monroe County Commissioners



*John D. Christy; Sharon S. Laverdure, Chair; John R. Moyer*

The duties of the Monroe County Commissioners are mainly administrative in nature, with certain policy making and limited legislative authority. Duties include responsibility for voter registration, elections, veterans' services, assessment of property, children and youth services, area agency on aging services, county fiscal management, county budget, contracts and agreements for county government, maintenance of county property and the appointment of individuals to numerous county boards, commissions and authorities. The commissioners are also statutory members of the county Salary Board, Retirement Board and of the Prison Board of Inspectors.

## Wayne County Commissioners



*James Shook; Jocelyn Cramer; Brian W. Smith, Chair*

The Wayne County Board of Commissioners oversees the entire fiscal operation of the county and represents the best interests of the citizens. The commissioners are responsible for administering the budget for the Court of Common Pleas and the magisterial district courts, and protecting public health and safety. Commissioners serve on various boards, including the Prison Board, Salary Board, Retirement Board, Human Services Governing Boards, Election Board, and Board for the Assessment and Revision of Taxes. The Board of Commissioners serve as both the executive and legislative branches of government. They approve budgets, oversee spending and hire employees.





## 2023 ECONOMIC OUTLOOK SUMMIT

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### Northeastern Pennsylvania Alliance (NEPA)



*Jeffrey K. Box  
President & CEO*



*Kurt R. Bauman, MBA  
Vice President, Community & Economic Development Services  
Executive Director, Nonprofit & Community Assistance Center (NCAC)*



*Steven N. Zaricki  
Research & Information Manager*

The NEPA Alliance provided the data and analytics for the 2023 Pocono Mountains Economic Scorecard. The NEPA Alliance, a regional community and economic development agency, serves the seven counties of Northeastern Pennsylvania including Carbon, Lackawanna, Luzerne, Monroe, Pike, Schuylkill and Wayne. NEPA Alliance services include federal and state grant assistance, business financing, government contracting assistance, international trade assistance, nonprofit assistance, transportation planning and research and information. For more information about NEPA Alliance, visit [www.nepa-alliance.org](http://www.nepa-alliance.org) or call 866-758-1929. "This institution is an equal opportunity provider and employer."



The NEPA Alliance, a regional community and economic development agency, serves the seven counties of Northeastern Pennsylvania including Carbon, Lackawanna, Luzerne, Monroe, Pike, Schuylkill and Wayne. NEPA Alliance services include Federal and State grant assistance, Business Financing, Government Contracting Assistance, International Trade Assistance, Nonprofit Assistance, Transportation Planning and Research and Information.

## Programs & Services

- **Business Development Services**

- ~ Business Financing
- ~ International Business Development
- ~ Government Contracting Assistance

- **Community & Economic Development Services**

- ~ Regional Grants & Tax Credits
- ~ Economic Impact Modeling
- ~ Regional Data

- **Transportation Planning Services**

- ~ NEPA MPO
- ~ Transportation Improvement Plan
- ~ 2045 Long Range Transportation Improvement Plan

- **Nonprofit & Community Assistance Center**

- ~ Grant/Funding Strategy Sessions
- ~ Customized Funding Searches
- ~ RACP Application Assistance

## Impact Report

**\$1,622,477**

IN FEDERAL GRANT ASSISTANCE

**374**

BUSINESS FINANCING JOBS SUPPORTED

**452**

GOVERNMENT CONTRACTING JOBS SUPPORTED

**462**

NONPROFITS TRAINED/ASSISTED

**\$1,464,141**

FEDERAL GRANT ASSISTANCE FUNDS LEVERAGED

**\$12,394,650**

FUNDS LOANED

**1,017**

INTL. BUSINESS DEV. JOBS SUPPORTED

**\$677,000,000**

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Construction of ESU's new University Center began in Fall 2022 and the University looks forward to a new facility that will house a large ballroom, bookstore, theater, food court, and offices for student clubs, organizations and services in an environmentally friendly, state-of-the-art building.

The 156,233-gross-square-foot four-story building is being built in the heart of campus, replacing the existing facility that was built in 1968 when ESU's enrollment was roughly 2,400 students. The current 5,000-plus students will all benefit from the new structure, which will also enable ESU to bring large functions back to campus.



*(L-R) Joe Akob, executive director, ESU Student Activity Association, Inc.; Sonia Wolbert, president, East Stroudsburg Borough Council; Paul Shemansky '96 M'01 M'04, secretary, ESU Council of Trustees; Thomas J. Grayuski '84, ESU Council of Trustees; Brian Akonu, president, ESU Student Government Association; Kenneth Long, president, East Stroudsburg University; ESU's Warrior mascot; John Christy, commissioner, Monroe County; Joseph Lee, Acting Secretary of General Services, Commonwealth of Pennsylvania; State Rep. Rosemary Brown; and State Sen. Mario Scavello were on campus on November 17, 2022 to celebrate the groundbreaking of the new University Center.*

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**CONTACT: Patrice Dume**  
**Director, Business Accelerator and Entrepreneurship**  
**pdume@esu.edu • 570-422-7953 • esu.edu/J1Visa**





# 2023 ECONOMIC OUTLOOK SUMMIT

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## Thank You and Recognition

East Stroudsburg University extends its sincere appreciation to the Economic Outlook Summit Committee, to the event sponsors and to the supporting partners who assisted in marketing and planning the event.

## ESU Economic Outlook Summit Committee

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- Pocono Chamber of Commerce
- Pocono Mountains Economic Development Corporation
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