Thank you for contributing to the success of the campaign to benefit the Capital Region Economic Development Corporation.

Since 2001, CREDC has packaged over $109 million in loans and grants for businesses and projects • That $109 million leveraged another $225 million in bank financing, match and owner equity • The combined economic impact to our region is $335 million • That also has resulted in the retention and creation of over 11,600 jobs • One dollar invested in the CREDC Campaign results in a return on investment of $61 for our region

1 Hamilton Health Center Groundbreaking Ceremony at their new building in Harrisburg. The project included $3 million in grant funding, administered by CREDC. 2 Black Consulting Services, Cumberland County, Owner Ruthann Black and Husband Tom – CREDC Loan Client 2011. 3 RBS Fabrication, Inc., Hummelstown, Dauphin County – CREDC Loan Client 2008. 4 Harrisburg Area Community College, John J. Shumaker Public Safety Center, new building being constructed as part of a $2.5 million grant administered by CREDC. 5 Triple L Farm, Carlisle, Cumberland County – CREDC Loan Client 2007. 6 Keystone Mobility, new location purchased, Harrisburg, Dauphin County – CREDC Loan Client 2011. 7 Students at Experience Harrisburg, CREDC’s annual “Walking Job Fair.” Students are able to interact with over 40 prospective employers at alternating venues throughout downtown Harrisburg.
### LEADERSHIP

#### CAMPAIGN CO-CHAIRS
- Sharon Ryan, Dasher Services, Inc.
- Jim Nulton, PPL Corporation
- Bub Manning, Quandel Construction Group, Inc.
- Jen Delaye, The JDK Group

#### HONORARY CHAIRS
- Mike Murchie, M&T Bank
- Sharon Ryan, Dasher Services, Inc.
- Mike Murchie, PPL Corporation
- Bub Manning, Quandel Construction Group, Inc.
- Jen Delaye, The JDK Group

#### CAMPAIGN ADVISORS
- Mike Murchie, M&T Bank
- Jim Rehn, PNC Bank
- Brian Hudson, PHFA
- Dave Lavery, Hershey Entertainment & Resorts
- Rick Russell, The Hershey Company
- Dave Kleppinger, McNees Wallace & Nurick LLC.

#### PUBLIC SECTOR CHAIRS
- Hon. Mike Pries, Dauphin County Commissioner
- Hon. Barb Cross, Cumberland County Commissioner
- Hon. Paul Rudy, Perry County Commissioner
- Sue Para, CREDC, Cambrelestone Coffeehouse & Culinary Kitchen
- Maryann Chiavetta, Chamber, Poppendly

#### 2012 BOARD CHAIRS
- Chip Brown, Susquehanna Bank
- Matt Seck, Hershey Entertainment & Resorts
- Dave Lavery, Hershey Entertainment & Resorts
- Jim Nulton, PPL Corporation
- Jim Scheiner, PPL Corporation
- Mike Brenner, McNees Wallace & Nurick LLC.

#### CAPTAINS
- Jewel Cooper, Susquehanna Bank
- Mike Fessler, UGI Utilities, Inc.
- Rick Seitz, Alexander Bldg. Corp.
- Nick DiFrancesco, PACJ
- Chip Brown, M&G Co
- Terry Lehman, Parente Beard
- Laura Williams, Allied USA
- Bub Manning, Quandel Construction Group, Inc.
- Jessica Meyers, JLM Group LLC.
- Tom Wilson, &R Engineering
- Kurt Twiford, Cornwall, Inc.
- Nick DiFrancesco, PACJ
- Matt Stack, Greenbox Partners, LLC.
- Matt Cracker, Crossgates, Inc.
- Tom Wilson, &R Engineering
- Kurt Twiford, Cornwall, Inc.
- Nick DiFrancesco, PACJ
- Matt Stack, Greenbox Partners, LLC.

#### PAST CREDC CHAIRS 1985 TO 2012
- Chip Brown
- Kelly Powell
- Logan
- Matt Seck
- Suzanne Yenchko
- Larry Kluger
- Bub Manning
- Brad Jones
- LeRoy Kline
- Bob Knupp
- Kathy Wildauer
- Jim Scheiner
- Mike Brenner
- Marsha Davis
- Don Mowery
- Bill Hawkins
- Dick Miller
- Brad Foreman
- Bob Knupp
- John Schrantz
- Jerry Morrison
- Bill Rothman
- Bill Alexander
- Keith Clark
- Ed First

#### PAST CHAMBER CHAIRS 1985 TO 2012
- Terry Lehman
- Madlyn Hanes
- Sandi Lay Bell
- Mike Murchie
- Allen Westbrook
- Rick Atkinson
- Russ Ford
- David Lavery
- Carol Cocheres
- Jim Scheiner
- Rob Vowler
- Jim Grandon
- Bob Deitz
- Carl Campbell
- Chloe Eicheberger
- Bob Dolan
- Mike Brenner
- David Smith
- Doug Pfautz
- Steve Burke
- Paul Hoch
- Patricia Gingrich
- Robert Reilly
- Martin Baskin
- David Disney
- John Arnold
- John Chubb
- Jay Cleveland
GOALS OF THE CAMPAIGN

CREDC earns about 50% of its operating expenses in fees and fee-for-service activities related to economic development. The fees typically match the pledges over a four-year period at about a 1:1 ratio.

1. **Operations and Organizational Capacity, EZ/KIZ Match, Target Marketing** –
   In order to be effective as an organization we need to hire talented people, provide training and pay competitive salaries. If we are to continue as a leader in Pennsylvania, we must have the financial strength to maintain and grow our talent, our technology and our facilities. Some state or federal programs require local matches, and from time to time, these funds are used to leverage additional funding for worthwhile projects. We will also do target marketing to industry clusters in partnership with other organizations such as the Life Sciences Greenhouse. $2,200,000 ($550,000 per year)

2. **Murata Business Center & TechCelerator** – Funds will be used to support operations at Murata that are not covered by client rent. As the region’s only full-service incubator, we provide not only space but also professional and personal support to aid Murata clients (currently numbering 13 companies with over 70 employees). Located in Carlisle borough, the Murata Center provides clients with space in the 30,000-square-foot complex, along with business counseling and referral services that include access to an executive director under contract from the Ben Franklin Technology Partner. $550,000 ($137,500 per year)

3. **Business Diversity Initiative** – Since this initiative started in 2004, minority participation in our organization has increased, minority business lending has increased and we are becoming a trusted resource for the minority business community, as well as for the larger business community when it comes to issues of diversification in local businesses. As demographics change in our country, it is vital for all businesses to understand and appreciate the importance of business diversity. $250,000 ($62,000 per year)
DEAR FRIENDS,

The Harrisburg Regional Chamber & CREDC is making a positive impact in our region. That is why we have agreed to lead the 2012 CREDC Making a Difference campaign that will support economic development in our region over the next four years. We are both on the CREDC board and familiar with the capabilities and achievements of CREDC, which makes us extremely proud to lead this fundraising campaign.

Your investment in CREDC is an investment in your region, in the success of your business and the building blocks for the future. Your support makes it all possible. Your investment in CREDC is an investment in your region, in the success of your business and the building blocks for the future. Your support makes it all possible.

We are both on the CREDC board and familiar with the capabilities and achievements of CREDC, which makes us extremely proud to lead this fundraising campaign.

DEAR FRIENDS,

The Harrisburg Regional Chamber & CREDC is making a positive impact in our region. That is why we have agreed to lead the 2012 CREDC Making a Difference campaign that will support economic development in our region over the next four years. We are both on the CREDC board and familiar with the capabilities and achievements of CREDC, which makes us extremely proud to lead this fundraising campaign.

Your investment in CREDC is an investment in your region, in the success of your business and the building blocks for the future. Your support makes it all possible. Your dollars become an investment in our regional business community, and in turn contributes to increasing commerce in our region as well as adding to our growing local tax base.

You have a quality organization with a talented and energetic staff that has helped to package grants and loans for area businesses and projects that have exceeded $335 million over the last 10 years. In that period of time, the return has been $61 for every $1 invested in CREDC campaigns. That also includes the 11,600-plus jobs that businesses were helped to create and retain during the same period time.

We know the economy has not been as strong as any of us would like over the last few years, but we are optimistic about the future and need to be prepared to seize opportunities. With CREDC Making a Difference, we will be prepared.

We are then able to attract and retain quality staff for the organization.

Sincerely,

Sharon Ryan
President & CEO, Dasher Co-chair

Jim Nulton
Regional Community Relations Director, PPL Co-chair

FAQ

1. Q: Don’t the state, counties and municipalities fund economic development in Pennsylvania?
   A: The State and Federal Government provide program funding, but no operational funding. County and municipal funding provides less than 10% of our operational funding, which is greatly appreciated to help garner additional private sector support for CREDC’s mission in our region.

2. Q: How will my gift be recognized?
   A: You will be invited to attend a contributors only reception in conjunction with the annual dinner of the Chamber & CREDC held in March of each year. Additionally, your name as an individual contributor, or that of your business, will appear annually as a CREDC donor in at least one local publication for the next four years.

Q: I pay dues and sponsor events for the chamber. Why should I contribute to this campaign?
A: Chamber dues and event sponsorships support member activities. Support for economic development activities are separate from chamber operations, a distinction that may not be clear because of our combined operations. We realize significant savings since we do not duplicate functions of staff, equipment and physical space. We are then able to attract and retain quality staff for the organization.