

YoCo CONNECT

A publication of the York County Economic Alliance **MAR / APR 19**

VISIONARIES LEADING A VIBRANT YORK COUNTY



- › Women Welders Blazing a Trail at United CoolAir
- › Supporting Women Business Owners
- › Understanding REAL ID

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Featured on the front cover:
Photography by Eric Forberger, YRK Creative

Elaine Bonneau, Downtown Inc; Dr. Roxanna L. Gapstur, PhD, RN, WellSpan Health; Myneca Ojo, Borough of Hanover; Demetra L. Middleton, Harley-Davidson Motor Company. Learn more about these women leaders in YoCo on pages 07-13.

Special thanks to the York County History Center for use of the Agricultural & Industrial Museum in Downtown York for this edition's feature story photo shoot location.

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View the digital version of *YoCo Connect* online at www.yceapa.org

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YCEA *YoCo Connect* is published bimonthly.

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In this issue of YoCo Connect, we present a special note from Claire Forbush, Chair of the YCEA Board of Directors, as we celebrate Women's History Month.

Celebrating Shattered Ceilings

BY CLAIRE FORBUSH
CHAIR OF THE BOARD OF DIRECTORS
YORK COUNTY ECONOMIC ALLIANCE

It's with great excitement that we celebrate March as Women's History Month! As board chair of the York County Economic Alliance, I am incredibly proud of what has been accomplished by women in our community.

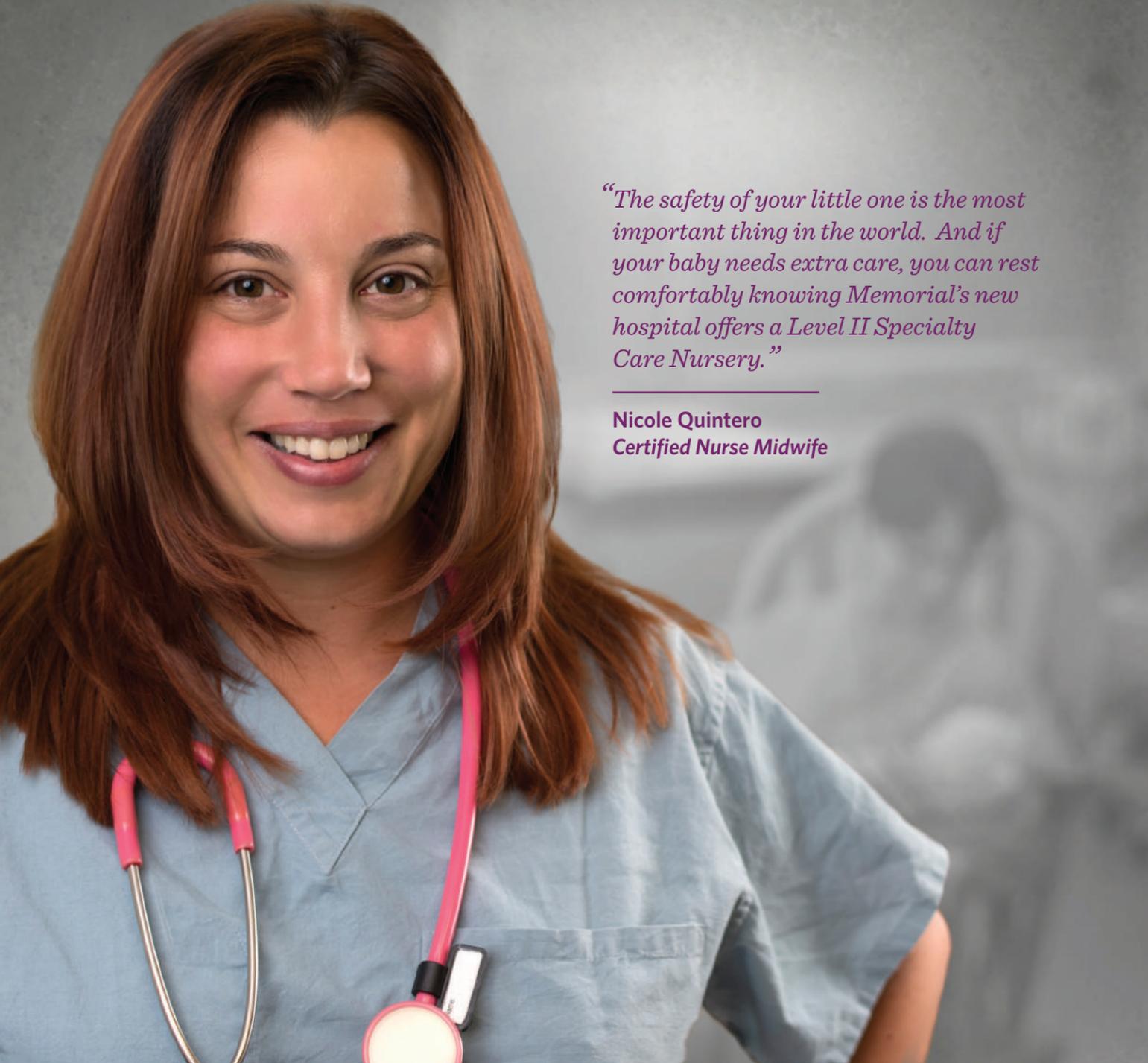
This past election season, Pennsylvania achieved a milestone by sending a record-setting number of women to Capitol Hill. Pennsylvania had been the largest state with an all-male delegation, not including a woman since 2015. In 2018, voters sent a historic gain of four women to Congress. Locally, we've been fortunate to have our York County Commissioners led by President Susan Byrnes, as well as state Senator Kristin Phillips-Hill's successful election this past cycle. Add to that, the York County delegation has state Representatives Carol Hill-Evans and Kate Klunk, and newly appointed mayor of Hanover, Myneca Ojo. In York County, women continue to advance representation in all levels of government.

Despite making up 61 percent of the workforce in York County, women remain underrepresented in leadership roles, be it in elected office, executive offices, or boards of directors. That said, we continue to make strides. The YCEA team is predominantly female (comprising 50 percent of our leadership team), and our Women's Business Center Organization (WBCO) program has risen to over 180 professional women as members. This past year, the WBCO launched a mentorship program to connect professional women and help the career pathway for our next generation of female leaders. This spring, we will host the first Women's Business Summit focused on each stage of business from startup to growth and success. For the first time ever, we will dedicate one YoCo Bloom small business grant to a woman-owned business via the WBCO.

Recently, our local chapter of ATHENA award recipients announced the 33rd York ATHENA honoree is Lyn Bergdoll. Lyn is well-known for her career of service to the York community, most recently leading The Belmont Theatre (formerly York Little Theatre) and launching the Distinguished Young Women program.

Lyn is one of the many amazingly accomplished female leaders of York County. Together with those on the cover of this magazine, these individuals are just a small representation of many women. From government and nonprofit to major manufacturing and health care, CEOs, doctors, engineers, social workers, and entrepreneurs...YoCo's success is only guaranteed when more women have leadership positions in all industries and from all walks of life. We are eagerly striving for the day when women hold the same percentage of leadership roles as their counterparts' percentage in the workforce.

This is what the month of March is about. Let's celebrate those who have shattered ceilings before us, and let's raise up those who are before us now, ready to shatter more for generations and communities to come...**YoCo Proud!**



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Certified Nurse Midwife

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CELEBRATING THE ACCOMPLISHMENTS OF WOMEN LEADERS IN YoCo



In recognition of Women’s History Month this March, YoCo Connect celebrates the accomplishments of women leaders in YoCo.

On the following pages, you’ll meet four women leaders promoting economic growth, advancing health care, developing human resources, and enhancing community development (pages 08–13) in YoCo. Learn how female welders are blazing a trail in a traditionally male-dominated field of welding (pages 16–17). Plus, find out how the Women’s Business Center Organization (WBCO) and its first annual Women’s Business Summit will give women business owners and mom-preneurs the resources they need to launch and sustain new businesses (page 18).

VISIONARIES LEADING A VIBRANT YORK COUNTY

BY MICHAEL VYSKOCIL
YRK CREATIVE
PHOTOGRAPHY BY ERIC FORBERGER



YoCo Connect convened a roundtable of four extraordinary women leaders dedicating themselves to Make Things Happen through economic growth, health care, human resources, and community development.

Roxanna L. Gapstur, PhD, RN
President and Chief Executive Officer, WellSpan Health

Myneca Ojo
Mayor of the Borough of Hanover

Demietra L. Middleton, PHR, SHRM-CP
Business Services Human Resources Manager, Harley-Davidson Motor Company | York Vehicle Operations

Elaine Bonneau
Director of Downtown Inc

How did you attain your current leadership position within your company and organization?

Demietra Middleton:

"I started with Harley-Davidson on a three-month temporary contract as an HR generalist in 2011. My contract was extended six months, then a year, and before I knew it, I was there as a contractor for two years. A full-time opportunity in HR opened up in 2013. I applied, interviewed, and was offered the position.

In 2015, an opening for an HR manager in Kansas City was posted. I never visited Kansas City or had any interest in moving to the Midwest, but I wanted to be a HR manager and stay with Harley-Davidson. I interviewed for and was offered the KC HR manager position, so I relocated my family to Kansas City in July 2015. In August 2018, I was offered the York HR manager position and officially relocated to York in January 2019."

Elaine Bonneau:

"I spent the first part of my career growing through the ranks at various marketing and communications firms in the Baltimore area—from my first job as a media buyer at The Campbell Group (a small ad agency in downtown Baltimore, which eventually merged with GKV) to media director. In 2005, I launched *Expresión Magazine*, a bilingual magazine for the Hispanic community of Greater Baltimore. Then I started a marketing and business development consultancy working with national and local companies, government agencies, and nonprofit organizations.

Growing up, I remember my parents sitting at the kitchen table talking about how to sustain and grow the family business. As an entrepreneur and business owner, you have to be willing to look beyond what exists to see the potential of what can be and take that leap of faith. That's what drew me to this position as Director of Downtown Inc. It's an opportunity to work with local business owners and help them connect with the necessary resources to take their business to the next level of success, create a legacy for their families, and build a healthier economy and community in York."

What were some of the challenges you faced with respect to career development within your industry?

Elaine Bonneau:

"I started my career in the advertising industry, often considered glamorous and 'sexy,' which can lead to being viewed on a very superficial level. One of the challenges I faced is feeling like you have to fit into a mold—that, as a woman, you're expected to be 'nice' and accommodating. That was compounded by stereotypes about African-American women, of which there were very few in advertising at that time. Through experience and the guidance of my mentors,

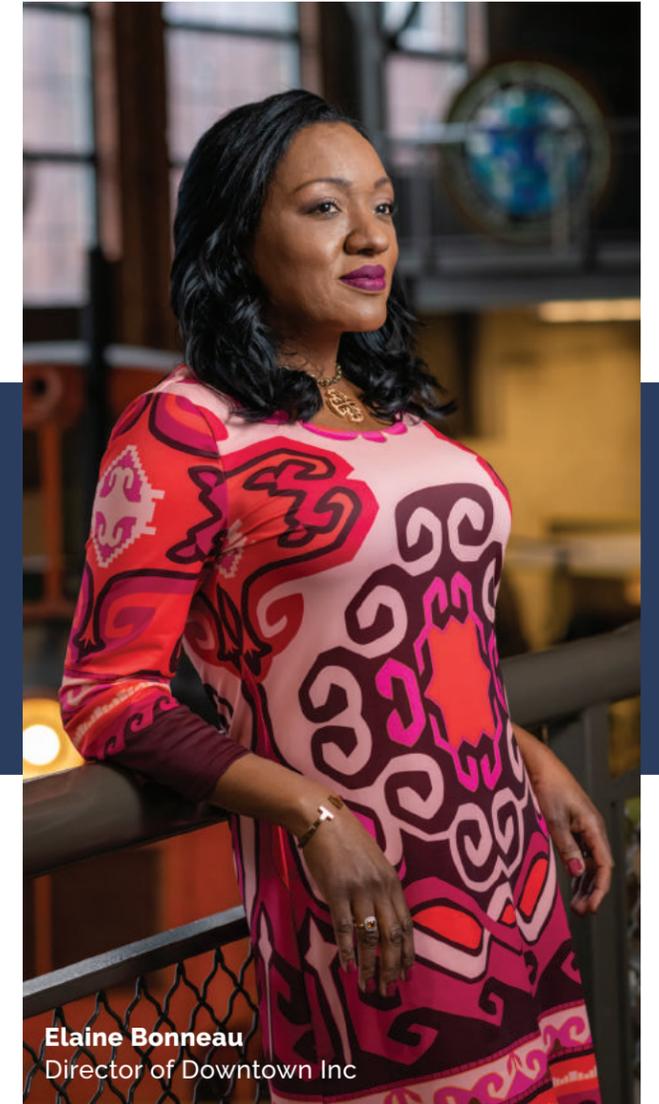
I learned how to find my own voice and claim my place at the table. We all bring something unique to the conversation.

Dr. Roxanna Gapstur:

"Health care is an industry where most of the workforce is female. However, this is not true of the leadership and boards in health care. It's relatively easy for women to have a career in health care, but more difficult to attain promotional opportunities and senior leader positions. The basic challenge is very similar to what is experienced in other industries. Therefore, it's important to be persistent in the pursuit of your goals, speak up in appropriate settings and meetings, align yourself with strong mentors and sponsors, and create as many opportunities as possible to demonstrate your competency."

Demietra Middleton:

"I cannot say that I faced challenges with respect to career development in my industry. I began my career with a bachelor's degree in psychology. I then pursued a master's degree in human resources and business management. Throughout my career, I've been a member of the Society for Human Resources Management. I have my PHR and SHRM-CP certifications. Every employer I've had has supported my professional career development."



Elaine Bonneau
Director of Downtown Inc

Myneca Ojo:

"Fortunately for me I had a baseline, drawing from previously working with local governments in Texas as the project director of the Texas Conference of Black Mayors for many years, so I knew where to look and what to look for. Now that I have assumed the role of mayor, I have been meeting with the community which expressed their concerns, taking a listening tour with the council and manager to understand borough priorities, holding meetings with community organizations and the business community, and reaching out and meeting local mayors in the region. Kim Bracey, who was mayor of York, has been a tremendous mentor."

What do you feel is your greatest motivation as a leader?

Demietra Middleton:

"I am motivated through the positive energy and relationships. A leader can create positive energy that helps to empower those around them. Max Depree said, 'The first responsibility of a leader is to define reality.' My leadership style involves creating a reality that is full of a positive energy that gets results.

I am motivated knowing that I've helped to empower others to be leaders."

Elaine Bonneau:

"To be a source of motivation and inspiration. To mentor others as they grow in their careers and continue to seek opportunities to personally learn and grow professionally from others."

Dr. Roxanna Gapstur:

"For me, the mission of a nonprofit organization is a big motivation. WellSpan has a strong focus on improving the health of communities, serving all, and removing barriers to care. Ensuring local health care services are available close to where people live is a key focus. Other things that motivate me as a leader include creating and developing teams, setting a consistent and highly engaged culture, and [promoting] continuous improvement throughout our organization."

Myneca Ojo:

"Always to lead with honesty, integrity, and a purpose to achieve the goal that benefits all."



Demietra L. Middleton, PHR, SHRM-CP
Business Services Human Resources Manager, Harley-Davidson Motor Company | York Vehicle Operations

What was the best piece of advice you've received and from whom did you receive it?

Dr. Roxanna Gapstur:

"The best piece of advice I ever received was from my grandmother and my mother is 'never give up.' I have always been an optimist with a 'can-do' attitude. This has served me well as a senior leader in the health care field. Many important things in life are a marathon, not a sprint. Understanding there will be good days and not-so-good days is important.

Although there can be times when it seems like you won't reach a goal, if you keep trying, it's possible."

Demietra Middleton:

"The best piece of advice I received was not exhibited in words but in actions. The leaders that stand out in my memory exhibited actions based on this quote by Maya Angelou: 'People will forget what you said. People will forget what you did, but people will never forget how you made them feel.' That is how I live my life. That is the best piece of advice that I've read, I've witnessed, and I've followed."

Myneca Ojo:

"The best advice I received has come from virtual leaders. Ursula Burns, former CEO of Xerox, speaks of being true to yourself in this quote: 'I realized I was more convincing to myself and to the people who were listening when I actually said what I thought, versus what I thought people wanted to hear me say.' This has guided me in my career, and for the good and bad, you should give yourself the best so the best can be shared with others."

Elaine Bonneau:

"My mom and dad have always been my ultimate mentors and my greatest source of inspiration because they led by example. I could write a book filled with the advice they've given me over the years. But, I'd say a universal piece of advice they gave me is 'treat everyone you meet with the level of respect you feel you deserve.' It's the 'Do unto others...' principle taken a step further."



Roxanna L. Gapstur, PhD, RN
President and Chief Executive Officer, WellSpan Health

What advice or knowledge would you share with the next generation of women leaders in your industry?



Myneca Ojo
Mayor of the Borough of Hanover

Myneca Ojo:

"Never compromise your integrity and self-worth to advance because you do not [advance this way]. At all position levels,

women must uplift each other and move them forward because there is room for everyone when the field is expanded."

Elaine Bonneau:

"Know your worth but be humble. A college degree doesn't equate to greatness; life experiences, adaptability, and progressive thinking will take you to greater heights. Shun competition and comparisons; seek mentorship and collaboration."

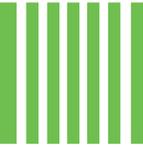
Dr. Roxanna Gapstur:

"Create your own possibilities. Think of ways you can make a positive impact in your workplace. You don't always have to wait for someone to hand you that special project. Being self-motivated is an important part of success."

Demietra Middleton:

"In the future, there will be no female leaders, there will just be leaders" (Sheryl Sandberg, CEO of Facebook). I work in a male-dominated industry. I am more than just a woman leader. I am a leader who happens to be a woman. Being an effective female leader is not about pretending to be anyone else. It's about understanding your strengths so that you can be a highly effective leader. Always use your voice."

What possible opportunities do you think may exist for women leaders in your industry in the future?



Elaine Bonneau:

"It's a new era. Truly, the opportunities are endless. With the extraordinary growth in women and minority-owned businesses in this country, there's certainly an opportunity for women in leadership roles to effect change in community and economic development. I hope women will lead the charge in creating an environment of diversity, equity, and inclusion for the growth and improvement of York businesses, its workforce, and the community as a whole."

Myneca Ojo:

"Women are natural leaders when they are motivated by their own truths. As a woman of color, my perspective is shaped by my environmental and social experiences, and that adds value when you are a leader in local government. No longer is the single perspective considered, rather many. I see women being capable leaders and working alongside men, so long as they maintain their authenticity and not believe they need to be like the male leader. We are valued for the diversity we bring to the table. Once there, use it to your advantage."

Demietra Middleton:

"There are a vast amount of manufacturing careers available to women in all areas of this field. There are endless possibilities. There are leaders at all levels from the hourly assembly worker, welders, engineers, supervisors, managers, directors, and CEOs. The opportunities are there. It is up to you to take the chance."

Dr. Roxanna Gapstur:

"In health care, I think the sky is the limit for women leaders who have a passion for this industry. There are so many interesting ways women can contribute to improving health care. We need more women who can help lead health care organizations and contribute in meaningful ways to the many improvements we need to make in this country. Women can succeed and excel in any number of areas of health care—from the C-suite level and physician and nursing leadership roles to more technical roles like information technology, finance, and analytics."



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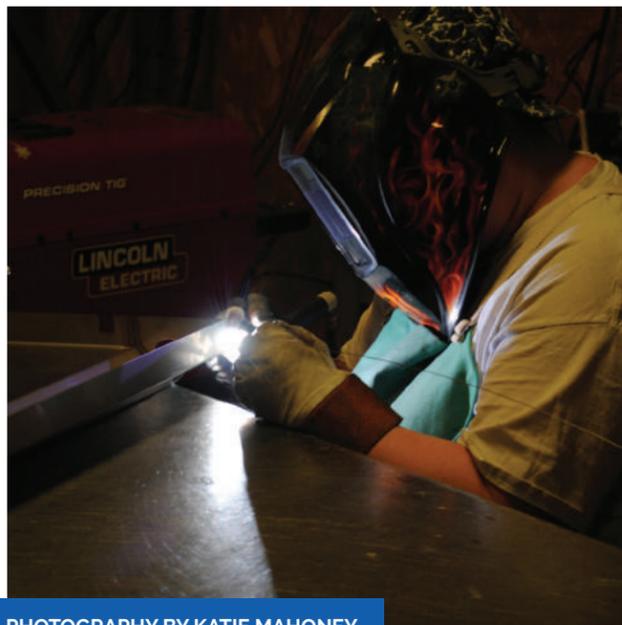
#whatwillyourlegacybe



BLAZING A TRAIL

HOW THREE FEMALE WELDERS ARE CHANGING THE FIELD WITH AN EMPLOYER THAT SUPPORTS THEM

STORY BY KATIE MAHONEY
VICE PRESIDENT, MARKETING AND COMMUNICATIONS
YORK COUNTY ECONOMIC ALLIANCE



PHOTOGRAPHY BY KATIE MAHONEY

THREE DIFFERENT WOMEN, THREE DIFFERENT JOURNEYS, AND THREE DIFFERENT EXPERIENCES AS WOMEN IN A MALE-DOMINATED FIELD OF WELDING.

Margie has been with United CoolAir for about three years. More than a welder, she also performs electrical and brazing work as well. Crystal has worked for United CoolAir for a few months. Throughout her more than 20-year career, she has worked for Baltimore Steel Erectors, where she could see her work at the Ravens M&T Bank Stadium, the Baltimore Aquarium, and Johns Hopkins Hospital. Amanda joined United CoolAir about four years ago. She previously worked at Metso for 10 years before its closure.

While all women come from different professional experiences, they can all agree on one thing: they love their occupation—and the money is really great. “And you get to play with fire,” Crystal adds with a joke. The ladies have an incredible rapport, and they agree that United CoolAir supports and encourages their success as women.

“Not many companies will give you a chance,” says Margie, who is self-taught in her occupation. “I love my job in general, and I love the company. They treat you really well and the best feeling is feeling appreciated.” She adds that it’s hard to get an opportunity in a field that’s mainly men. She promised United CoolAir they wouldn’t regret it. “They don’t!” she says with a smile.

The ladies joke about the scars and burn marks on their arms, but they are quick to add that these marks are common in a field for those who like hands-on activity and creativity. “Seeing the outcome, from start to finish, is what I like,” says Amanda. “It’s a learning experience, piecing it together. But I tell people it’s also for creative people—you could make metal art. It’s more than just what we do.” Amanda was the first Asian-American female welder at Metso, and she even created pieces for her brother to use at his job at RHI Magnesita. Amanda considers herself lucky; her instructor in school helped her to get a job.

Sadly, their experience is the anomaly. Crystal, with more than 20 years in the construction industry, started her career differently. “United CoolAir is the first place I haven’t had to deal with someone saying a woman doesn’t belong,” she explains. She began welding in the ‘90s and realized she wasn’t getting many interviews from her applications. “I started using C. Hunter, instead of Crystal, and then got some calls.” On her first day, she was told the company that hired her didn’t need a woman there. But nevertheless, she persevered. “You can’t let them discourage you,” she says. “Don’t take no for an answer.”

Margie agrees, “Crystal really opened the door for us to walk through. Twenty-nine years ago, even 10 years ago, you had to bend over backwards. In order to work in a man’s world, you have to have strong shoulders. You have to get your foot in the door and show them.”

Crystal adds, “You have to be better than them to be taken seriously.”

These women have done just that, and they are thriving at United CoolAir. When asked about what advice they would give to women reading this article, or young women who are interested in your career, Amanda quickly says, “Stay strong.”

“Don’t take no for an answer,” Crystal adds, to which Margie says, “Accomplish everything you can accomplish. Learn everything you can.”

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SUPPORTING WOMEN BUSINESS OWNERS AND MOM-PRENEURS



STORY BY SULLY PINOS
DIRECTOR, BUSINESS SOLUTIONS AND INNOVATION
YORK COUNTY ECONOMIC ALLIANCE

Since the Women's Business Center Organization's (WBCO) launch under the York County Economic Alliance (YCEA), more than 170 professional women have been able to benefit from the resources available through programming, mentorship, and networking.

In York County, the number of women-owned businesses surpassed 9,500. Nationally, women own four out of every 10 businesses in the United States. These statistics may not come as a surprise as one can simply walk around the shops of our main streets in Downtown York and Downtown Hanover to see the number of women-owned storefronts. For some of these businesses, they are the single source of income for women. Often, exploring growth and financing opportunities are not easily accessible to them.

To assist women in business and address some of the issues above, we're excited to host the first "**WBCO Women's Business Summit**" on **Tuesday, April 9**, in the morning at Heritage Hills Golf Resort. This summit is open to women at all levels of a business model, from jotting ideas in your notepad to having a storefront. During this morning, a panel of expert resources will present on starting a business, sustaining a business, and growing your professional portfolio and investments. After this summit, we hope you can stay for lunch and hear Rynn Caputo from Caputo Brothers Creamery share her story about starting a delicious culinary retail business.

To register for this event and the WBCO luncheon, go to yceapa.org and check the events calendar.

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And, I believe, the way it should be.

Judith Kopinski, MD
Total Joint Specialist
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UNDERSTANDING REAL ID

STORY BY DAVID GONZALEZ JR.,
MANAGER, ADVOCACY
YORK COUNTY ECONOMIC ALLIANCE

You have likely heard about REAL ID, but what do you know about it? We've compiled answers below to some of your most frequently asked questions.

WHAT IS REAL ID?

It resulted from a federal law that established minimum federal ID standards in response to September 11, 2001.

DO I NEED A REAL ID?

The standard Pennsylvania ID will not be enough to get into a secured federal facility, such as a military base, or to get through TSA at an airport. Having a REAL ID will allow you to travel by plane domestically, without purchasing a passport. REAL ID may be a good option for people who often fly within the country.

WHAT IS THE COST FOR A REAL ID?

There is a one-time fee of \$30, plus a renewal fee (the current renewal fee is \$30.50 for a four-year, noncommercial driver's license or a photo ID) for a final cost of \$60.50 for noncommercial drivers. The expiration date of the initial REAL ID product will include any time remaining on your current license or ID card, plus an additional four years.

This expiration date structure means that no time will be lost that was already paid for. After the initial REAL ID expires, there will be no additional fee, beyond regular renewal fees for a REAL ID.

HOW CAN I GET A REAL ID?

Starting March 1, REAL IDs will be available in Pennsylvania. Residents can pre-verify in person up until March 1 and online anytime. By going online after March 1 when the IDs are available, residents can complete the application and pay the required fees. The REAL ID will be mailed within 15 business days.

If you received your first license before September 2003, you can go to any PennDOT Photo License Centers and bring these documents:



Original Birth Certificate
Or Passport



A Social
Security Card



Two Proofs of
PA Residency



A proof of Name Change,
if Applicable

New REAL ID centers have been set, and after March 1, visitors can pick up a REAL ID on site. These locations are in East Lampeter Township, Lancaster County, and East Pennsboro Township, Cumberland County. Additional centers will be added over the next few months.

For more information, visit www.penndot.gov.



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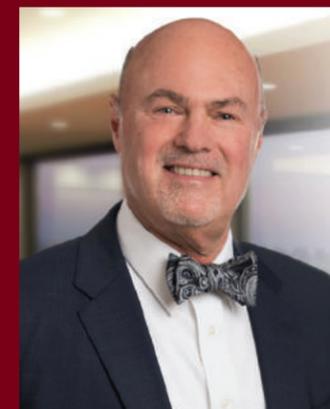
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Welcome to the firm

LARRY C. HEIM



Barley Snyder is proud to announce the hire of longtime York County attorney Larry C. Heim, who has been practicing in the York area for more than 40 years. Heim has a wealth of experience in both litigation in local, state and federal cases and in the hospitality industry helping businesses obtain and defend their liquor license.

Heim will be based out of the firm's York office. He said joining Barley Snyder will elevate his practice thanks to its abundant resources as one of central Pennsylvania's largest firms.

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YCEA EVENTS

MARCH 19 **Business After Hours sponsored by Doceo | 5–7 p.m.**
Easterseals at Heritage Hills Golf Resort, 2700 Mount Rose Ave., York

MARCH 21 **Small Business Roundtable | 3:30–5 p.m.**
York County Economic Alliance, YCEA Callahan Conference Room, 144 Roosevelt Ave., Ste 100, York

MARCH 27 **Economics Club Breakfast featuring Women Executives Panel | 7:30 a.m.**
Wyndham Garden York, 2000 Loucks Road, York

APRIL 9 **WBCO Luncheon | 11:30 a.m.**
Heritage Hills Golf Resort, 2700 Mount Rose Ave., York

APRIL 12 **Showcasing YoCo: Annual Dinner | 5 p.m.**
Wyndham Garden York, 2000 Loucks Road, York

APRIL 16 **Workforce Summit | 7:30–11 a.m.**
HACC York Campus, 2010 Pennsylvania Ave., York

APRIL 23 **Business After Hours sponsored by Doceo | 5–7 p.m.**
Bailey Coach, 1708 Route 116, Spring Grove

APRIL 24 **Economics Club Breakfast–Early Learning | 7:30 a.m.**
Wyndham Garden York, 2000 Loucks Road, York

Our Global Outlook presented by Bank of America Merrill Lynch and the World Trade Center | 11:30 a.m.
York College Center for Community Engagement, 59 E. Market St., York



Celebrate spring with the following events taking place in Downtown York.

Events for March/April 2019

MARCH 20 **Business Series presented by PNC Bank | 8:30 a.m.**
York College Center for Community Engagement, 59 E. Market St., York

MARCH 23 **Sweetest Pint | 2 p.m.**
Locations Throughout Downtown York

MARCH 28 **Downtown First Awards | 6 p.m.**
Logos Academy, 250 W. King St., York

APRIL 5 **First Friday/ First Friday Latino | 5-9 p.m.**
Locations Throughout Downtown York

APRIL 20 **Go Green in the City | 2 p.m.**

@DowntownYorkPa /DowntownYorkPa @DowntownYorkPa

ANNUAL WOMEN'S SHOW OCTOBER 5 & 6



It's back. The 22nd Annual Froggy 107.7/Rocky 98.5 Women's Show is happening on October 5 and 6, 2019. Held at the York Expo Center, the show features shopping, exhibits, wine tastings, cooking, fashion shows, prizes, and more. Your \$4 admission includes all entertainment and prize entries.



Attendees will also enjoy themed areas including, but not limited to, Winery Row, the Pet Zone, and the Kid's Corner. Vendors will offer products and services ranging from jewelry, self-defense, and health aids to cookware, home improvement, and travel accommodations. Thousands of dollars in prizes will be given away to lucky attendees—no purchase necessary.



Booth spaces are still available. A special discount is offered to members of the York County Economic Alliance. Interested businesses are asked to contact the Women's Show headquarters at 717-637-3831.

For more information, visit www.ForeverYork.com. We'll see you at the 22nd Annual Women's Show, presented by Froggy 107.7 and Rocky 98.5.



144 Roosevelt Avenue
York, PA 17401



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