

JLMANN
CONSULTING

+


TRIAD
STRATEGIES



JL Mann Consulting + Triad Strategies

About JL Mann Consulting

JL Mann Consulting connects clients to key decisionmakers to advance their business goals. By utilizing a national network, more than 20 years of experience and a stellar reputation, JL Mann Consulting has achieved success for clients across all industries.

Starting with a client needs assessment, JL Mann Consulting provides a roadmap for its clients to expand their business. It may include addressing regulatory issues, identifying potential buyers for their products/services and/or accessing available public funds. JL Mann identifies a customized pathway to help its clients achieve their goals.

President, Jennifer Mann, has leveraged her extensive connections with national networks of legislators across the country for her clients. While in office she chaired a statewide network of democratic elected officials and has represented her clients to national organizations including the Council of State Governments (CSG), Democratic Legislative Campaign Committee (DLCC), Democratic Governors' Association and the National Federation for Women Legislators (NFWL).

Outside of JL Mann Consulting, Jennifer served for 10 years on the board at PHEAA, served 9 years on the Allentown Campus Board at Saint Luke's University Health Network, and currently serves on the Board of Governors at the Lehigh Valley Community Foundation.

When Jennifer is not engaging in consulting work or serving on various boards, she enjoys going to the beach and spending time with family.

About Triad Strategies

Triad Strategies is a bipartisan public affairs firm headquartered in Harrisburg, PA, with offices in Philadelphia and Pittsburgh and a consulting network spanning the state. Triad provides government affairs, advocacy and communications and association management services to organizations seeking to influence and create opportunities in the public and private sectors.

Triad's business is to understand your business. Together, the team will apply their insights, creativity and experience to help you achieve your goals. Triad brings a team of public affairs professionals with decades of experience managing public policy issues.

With bipartisan relationships across the broad scope of government, at local, state and federal levels, Team Triad's experience crosses a multitude of industries and organizations, in dozens of policy areas.

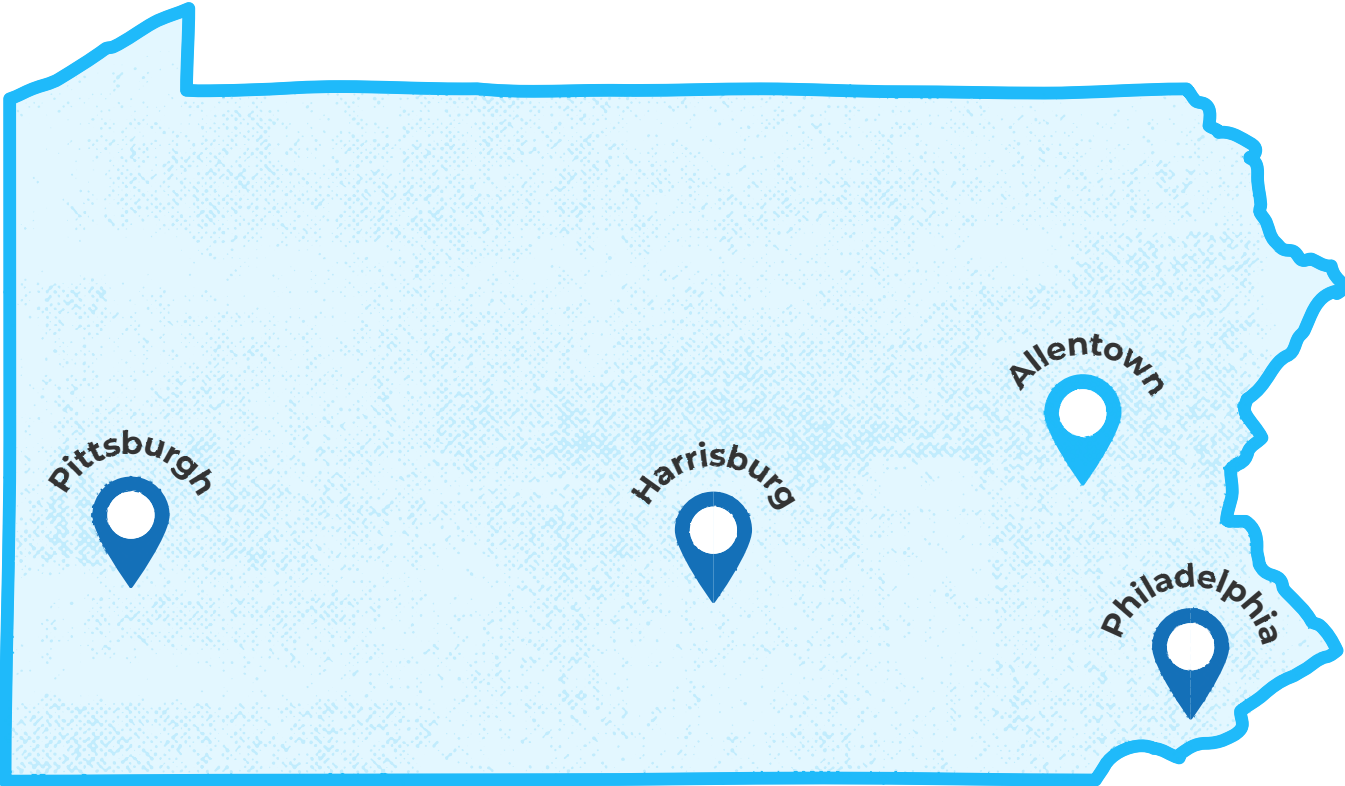
Triad finds success because they work to find the common ground.

And as a bipartisan firm, they have deep legislative relationships with leadership, rank and file members and the governor's office. These relationships bring valuable knowledge of circles of influence.



Strategic Partnership Benefits:

Through this strategic partnership with Triad Strategies, JL Mann leverages its strong business consulting expertise and augments its client service offerings to include expanded government relations and advocacy and communications support.



Team Approach

Triad Strategies takes pride in their work product. But often what separates them from their worthy rivals is their collaborative team approach which consistently achieves success for their clients. At Triad, you will have a dedicated team assembled which can fully execute any strategic plan, and if that plan needs to be adjusted by employing new tactics, your team will adjust accordingly. Adding JL Mann Consulting maximizes Triad's footprint and allows the team to better serve clients in the Lehigh Valley as well as nationally.



Team Approach Continued

Triad is uniquely positioned to support our clients' public affairs needs, and it starts at the top level of the firm. Led by President Roy Wells and Partner Mike Acker, both accomplished veterans of state government, they recognize the changing dynamics of public affairs and created a firm that can adapt and succeed by combining government affairs with advocacy and communications.

These two distinct practice areas are run by Senior Vice Presidents Michael Manzo and Doug Rohanna, respectively. These practices were specifically designed to work together on public policy issues. Both gentlemen once served as Chief of Staff for the House Democrats and have extensive background in the messages and tactics needed to win successful public affairs campaigns.

Add in former House GOP Chief of Staff Todd Brysiak, Triad's Pittsburgh Office Director Brendan Schubert, former House GOP staffer Olivia Edwards Rindfuss, Triad's Philadelphia director Yvonne Roberts, former Lehigh Valley Chamber executive Asa Saidman and research guru Charles Oberdick, and no firm in the state will match the depth and breadth of what the Team Triad lobbying team can offer.

Triad is also home to Pennsylvania's most experienced & successful advocacy and communications professionals. Our bipartisan team comes from diverse backgrounds, including former senior government officials and staff, campaign veterans, journalists, and agency professionals.

The advocacy and communications team includes seasoned public affairs professionals Jennifer Riley and Megan Dapp, former non-profit executive and state agency communications director Brandi-Hunter Davenport.

Triad believes in a team approach and brings that to every engagement. Our clients receive the benefits of our entire team's expertise in executing fullscale, fully integrated campaigns and our statewide network of consultants and strategic partners which creates the most comprehensive, successful lineup in Pennsylvania.

Recent Clients

Whitehall Township
Lehigh County, Pennsylvania



JL Mann Consulting + Triad Strategies Accomplishments

Supporting Economic Growth:

Hilltop Center/Jaindl Land Company

Jaindl Land Company – a nationally recognized Pennsylvania-based turkey farm with real estate investment operations – is developing and repurposing the former Mary Immaculate Seminary and St. Johns Neumann buildings in Northampton County into a destination resort and spa.

The Lehigh Valley Resort and Spa project would reflect a nearly \$200 million investment in Pennsylvania. Furthermore, construction efforts would bring more than 200 jobs to the state and roughly \$5 million in local contracting-service needs in the Lehigh Valley. The Lehigh Valley continues its rapid market growth throughout the state and is gaining attention throughout the nation. This project will continue growth and can be a valuable market item to attract corporate retreats, and potential suitors.

The adaptive reuse and authentic preservation of this historic site is consistent with the goals of the county. Accompanying the finished resort will be numerous recreational activities including an intricate trail network through the surrounding woodlands and various agritourism experiences designed to accentuate the culture that residents of the Lehigh Valley have grown to love.

Jaindl Land Company is seeking public funding support for its project and applied for a 2020 RACP Grant. Together, JL Mann and Triad Strategies assisted Jaindl with application filings, collateral material development and soliciting stakeholder support.

This project received letters of support from state Senator Lisa Boscola as well as the Greater Lehigh Valley Chamber of Commerce, Discover Lehigh Valley and the Lehigh Valley Economic Development Corporation. All combined, these efforts resulted in a \$1,500,000 RACP grant for the project.



PROJECT OVERVIEW

Lehigh Valley Resort & Spa

300 Cherryville Road Northampton, PA 18067

September 2020

In the fall of 2015, Jaindl Land Company acquired the historic Mary Immaculate Seminary in the Lehigh Valley of northeastern Pennsylvania and began the planning and entitlement process for a resort centric mixed use development.

The Site's location in Lehigh Valley is part of the Allentown-Bethlehem-Easton ("A-B-E") corridor. Approximately 25 percent of the U.S. population lives within a 250-mile radius. Lehigh Valley has a widely diversified business base including health care services, professional & business services, retail & trade, government, and manufacturing. A number of leisure offerings are also present in the area include the Pocono Mountains, Blue Mountain Ski Area, City of Bethlehem, Sands Bethlehem Casino, the Crayola Experience, and the Pocono Raceway.

The combination of site dynamics, existing physical assets, and proximity to major population/business centers provides exceptional raw material for the planned mixed-use project.

Lehigh Valley Resort | PA Investment Project Details

The more than \$200 million project would bring a resort centric mixed use development to the Lehigh Valley that includes:

- 206 room luxury resort
- 450 single and multifamily residences
- Integrated boutique farming
- Construction of a retail "town center"

Jaindl has designed the project with the intention of preserving the structures of the Seminary and adjacent Convent with the goal of becoming a tourism destination in the Lehigh Valley.



RACP Grant Specifics Phase I: Historic Restoration

- Removal and replacement of the existing roof
- Repoint and seal masonry buildings for longevity
- Selective demolition and asbestos remediation throughout the buildings which includes flooring, pipe, insulation, and wall/ceiling material
- Boiler House demolition and remediation of an existing heating oil tank, and removal and remediation of the boilers.

Budget Details

- RACP Request: \$5,000,000
- Matching funds: \$5,116,067
- Total Phase I: \$10,116,067



Lehigh Valley Resort & Spa is
represented by Triad Strategies

Contact:
Brendan Schubert, Senior Associate
bschubert@triadstrategies.com

In addition to the RACP grant, JL Mann and Triad Strategies' synergy led to a 2021 pipe grant award of \$1,500,000.

Whitehall Township

In 2019, Whitehall Township was seeking public funding for its township police and municipal services complex. Whitehall Township is Lehigh County's second largest municipality with a funded police department. After a three-year search for an alternative location, Whitehall ultimately decided to locate the new police station at the current municipal complex at 3219 MacArthur Road.

The plan called for a new 29,000 square foot police station and sally port adjacent to the existing Township building, renovations to approximately 9,000 square feet of the township building, a new lobby to be shared between the two buildings, two new elevators to improve ADA accessibility, improvements to several garages and storage sheds, upgraded fueling stations, and associated site improvements.

With the combined effort of JL Mann Consulting and Triad Strategies, Whitehall Township secured a \$1,000,000 RACP grant.



Demonstrating Corporate Social Responsibility:

Jaindl Farms – A Family Business Helping its Community

In 1935, John L. Jaindl bought his son five turkeys.

Today, John L. Jaindl's grandson, David, continues the Jaindl tradition.

Many may know the Jaindl name from their turkeys. The epitome of “farm-to-table,” the family has even provided the White House with its Thanksgiving birds every year for the past 60 years.

These days, the Jaindl family business goes far beyond those birds. David, his five children and many other valued family members and staff also operate Jaindl Turkey Sales; Schantz Orchards, originally a 300-acre orchard which grows thousands of bushels of fruits annually; and Jaindl Land Company, a leading land developer of residential, commercial, industrial and hospitality properties. Jaindl also bought A-Treat, the iconic local soda brand.



Silos at the Jaindl Farms lit up blue in support of first responders.

Jaindl Farms – A Family Business Helping its Community Continued

While the Jaindl family is no stranger to growing business in the Lehigh Valley, family members are also dedicated to making their community a better place. Just a quick drive through the Lehigh Valley will show some clear examples, such as the Jaindl Pavilion at Lehigh Valley Hospital and the Fred J. Jaindl Elementary School (the family donated the land to the local school district) and Jaindl recently donated an 18-acre site for Veteran's Memorial Elementary School, in Upper Macungie Township.

And the Jaindl's philanthropic efforts go far beyond monetary donations.

They are a part of the community fabric – donating land for a ballpark for children and young adults with mental and physical disabilities, providing scholarships to local nursing students, and even hosting 5K walks and runs.

The Jaindls give back to the Lehigh Valley without much fanfare. Their philosophy is simple: Just do what's right.

Never has this been more evident than in the past few months. As the Lehigh Valley struggles as a COVID-19 hot spot, the Jaindls continue to do what's right for their community. Recent donations alone add up to tens of thousands of dollars to help keep their community members safe and healthy.

Examples of their recent philanthropy include a commitment to those on the front lines fighting this virus. They have donated thousands of dollars for the purchase of thousands of N95 masks to St. Luke's and Lehigh Valley Health Network. They even dropped off pizzas to the staff!

Their generosity extends beyond the hospitals. They've donated to relief funds, food banks, churches, chambers, and other local businesses. They have provided meals to local community first responders in Phillipsburg. What was on the menu? Turkey, of course! Just like any business, the Jaindl companies don't know what this virus and its repercussions will mean for their bottom line. But during this time, the Jaindls just want to do their part.

"The Jaindl name is its promise." This has been David Jaindl's motto for years. And right now, the Jaindls are committed to doing their part for the community. We should all take a page out of the Jaindl book.

Sharing Our Insights with the Lehigh Valley

Triad Strategies and J.L. Mann Consulting are partnering with the GLVCC to provide monthly insight on the latest and greatest news in state politics from the Keystone State's capital.

As June quickly approaches, legislators are scrambling to come to an agreement, in the hopes to avoid another dreaded budget impasse like the one we had in 2015. (To any former legislative staffers reading this, sorry for the flash-backs!) Some minor decisions to be made include a [46 percent increase to the state's flat personal income tax rate](#), a [complete restructure of charter school funding](#), and a [\\$15 minimum wage](#)...yikes.

The big question is how we will spend the \$7.3 billion of COVID relief money from the federal government. Although we have the funds, you can anticipate that our friends in the legislature and the Governor will build this into the budget battle.

Last, but certainly not least, the masks are coming off, but the gloves are staying on as Governor Wolf [signed a renewal of the disaster order](#) related to the COVID-19 pandemic just two days after the state's voters approved two measures to limit his powers in disasters...well played, sir.

If you have any questions about these issues, or if you just want the latest Harrisburg chatter, [contact us](#) at any time.



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