



**Lehigh Valley/Berks Section of
APA Pennsylvania**

Conference Planning Committee #7 - Minutes

Thursday, May 14, 2026 at 11:00 AM

[Virtual – Microsoft Teams](#)

In Attendance: Craig Beavers, Kim Gusic, Molly Wood, Craig Peiffer, Steven Schray, David Manhardt, Isabella Fiume, Corinne Ruggiero, Laura Mursch Hosie, Robert Gates, Ashley Eichlin, Samantha McLean, David Cohen, Jilliam Seitz, Tracy Oscavich, Jacob Weinberg, Christopher Stroehler, Laura Stedenfeld, Susan Myerov

1. Welcome

Craig B. and Molly W. welcomed everyone who attended and thanked them for volunteering to help with the conference.

2. Subcommittees Updates

a. Fundraising Subcommittee – David Manhardt

David M. provided an update. He received commitments/payment information from Kim G. and the spreadsheet has been updated. There were verbal commitments that are still outstanding. He asked if the big schools reach out to Kim G., or if the committee should reach out directly. Kim G. says if they haven't reach out yet, they should be "nudged" before they go away for the summer.

Molly W. asked Susan M. if she heard back from WCU. Susan M. hasn't and will follow up. Molly W. reached out to Lehigh and Lafayette but has not received a commitment. Steven S. reached out to Moravian but will also follow up. David M. talked to Muhlenberg, and the Polling Institute mentioned that they would be interested in sponsoring.

Kim G. said if there are no student volunteers by the fall, the Section will need to help volunteer. However, the Chapter has always been successful at getting student volunteers; they usually don't come in until the start of the fall semester due to scheduling.

Molly W. said we are "all hands on deck" for sponsorships, and she asked for everyone's help to find contacts and reach out for their interest.

b. Speakers Subcommittee – Molly Wood and Meredith Keller

Molly W. provided an update. The Speakers are finalized and all contracts are completed.

c. Program Subcommittee – Susan Myerov and Christopher Stroehler

Kim G. provided an update. Presenter announcements should be sent out this or next week, and everything looks great so far.

d. Special Events Subcommittee – Isabella Fiume

Isabella F. provided an update. For the Sunday event, it will be held at Hotel Bethlehem. For the Monday Night Planners Social, Social Still will be the official location, and County Club Brewing will likely be available as an “overflow” location as well. For a post-Planners Social event, HRG/Southwest is looking at options at Wind Creek.

3. Open Discussion and Brainstorming

Craig B. and Craig P. plugged the Annual Awards and Great Places Award nominations.

Craig B. also plugged the LVPC’s FutureLV update Strategy Labs and Transportation Needs Assessment.

Kim G. said that at our next meeting, we will talk more about baskets, volunteers, and technical needs.

4. Next Meeting

The next meeting will be held on Microsoft Teams on Thursday, July 16th at 11 AM

5. Adjournment

The meeting was adjourned at 11:25am.

Respectfully submitted,
Craig Beavers