

# Lehigh Valley Debuts New Tool to Attract Talent for Employers

By Paul Muschick / Photo by Rick Kintzel  
LEHIGH VALLEY - What are the schools like? How about health care? Where are the hot places to live? Tell me some fun things to do.

People who are considering moving to the Lehigh Valley to work in the region's growing economy may have a lot of questions, and a new initiative provides a way to get answers.

"Ask a Lehigh Valley Local" is a partnership between Lehigh Valley Economic Development Corporation (LVEDC) and the Lehigh Valley Inter-Regional Networking & Connecting Consortium (LINC).

The online portal allows people to submit questions and receive answers within two business days.

"The Lehigh Valley's \$55.7 billion economy is growing because people want to live here," said Kari-ann Gelinas, Vice President of Regional Partnerships & Talent Strategies at LVEDC. "Our neighborhoods are vibrant. Our employers are innovative. We have exceptional schools, world-class health care, and diverse cultural attractions. The 'Ask a Lehigh Valley Local' program is a way to introduce the Lehigh Valley advantages to people who are exploring our community for employment opportunities and thinking about setting down roots."

The inquiries will be answered by the team at LINC, a nonprofit whose mission is to provide information about the region to newcomers and those who are considering moving here to help them get acclimated and make them feel at home. LINC works closely with companies to help them gain a competitive edge in their talent strategies to attract high quality talent and reduce employee turnover.

"When a person is considering relocating for a job, the first thing they often ask themselves is: 'What is it like to live there?' We think there is a huge pool of talent out there that would jump on career opportunities in the Lehigh Valley if they just knew a little more about our community from a trusted, insider's perspective," said Katelyn Mack, President of LINC.

"Ask a Lehigh Valley Local" is an opportunity to familiarize people with the Lehigh Valley and answer the most pressing questions they have – about the community, recreational opportunities, neighborhoods, schools, and more. These are questions our LINC client services team fields from candidates and newcomers all day, every day," Mack said. "We are proud to partner with LVEDC on this initiative, because by getting more people interested in living and working in the Lehigh Valley, we are helping employers attract talent to key openings, which helps our communities grow and thrive. Businesses that sustain or grow their workforce in the Lehigh Valley keep our community strong."

The program is the latest addition to LVEDC's award-winning Talent Strategies Initiative that builds partnerships with employers, educators, and others to expand the labor force, which now is about 1.8 million people within an hour's drive.

Strategies include an annual Internship Summit (to be held July 23, learn more here); the Education and Talent Supply Council; the Hot Careers Dashboard; and the Hot Careers Guide.

Lehigh Valley's quality of life is attracting the talent that employers need. The region is among the fastest growing in Pennsylvania and all the Northeast U.S., with population now exceeding 708,000.



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