



## Northeast PA Logistics and Transportation Industry Partnership

REPORT TO THE L/S WIB BOARD OF DIRECTORS  
JUNE 11, 2006



## POCONO 500 (June 6,7,8) NASCAR EVENT Preliminary Report

[www.nepapeopleonthemove.org](http://www.nepapeopleonthemove.org)

Northeast PA Logistics & Transportation Industry Partnership  
A Joint Effort of the Luzerne/Schuylkill, Lackawanna, Northern Tier, and Pocono  
Workforce Investment Boards and PA CareerLinks

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**The information below highlights the Northeast PA Logistics & Transportation Industry Partnership's (NEPA L&T IP) participation at the Pocono 500 NASCAR event held on June 6, 7 and 8 at the Pocono Raceway, Longpond, PA.**

Background Information:

The NEPA L&T IP was seeking innovative partnership opportunities to promote the logistics and transportation industry to the general public.

Exhibiting at the Pocono 500/Pennsylvania 500 was identified by the L&T IP member companies as an innovative marketing and promotion strategy to re-image the transportation industry as a well-paying, high-tech, growing industry that provides careers varied in scope and type, challenging and satisfying.

Members of the L&T IP believed exhibiting at the Pocono Raceway would allow the Partnership to market the logistics and transportation industry in an accessible, entertaining and engaging manner to the general public attending the Pocono 500/Pennsylvania 500. Our targeted demographic includes males ages 25 and over which is the same demographic attending the NASCAR events.

As noted, the NASCAR events was recommended by the L&T IP Executive Committee and then most recently by Senator Baker during a meeting with Project Manager Jane Ashton and WIB Staff member Trina Moss asking for her support for the GET GOING On The Road Show events.

A letter was sent on behalf of the NEPA L&T IP, along with a support letter from Senator Baker, to Dan Dougherty inviting the Pocono Raceway to collaborate with the NEPA L&T IP to promote the assets of our region to include the logistics and transportation industry segment of Northeastern Pennsylvania to fans attending the Pocono 500/Pennsylvania 500 racing events this year.

As a result, The NEPA L&T IP was offered exhibitor space (80 feet x 25 feet) at the Pocono 500 NASCAR event held on June 6, 7, and 8 and the Pennsylvania 500 NASCAR event to be held on August 1, 2 and 3 – **at no cost**. This space, should we have paid for it would cost \$25,000.

**The POCONO 500 event was held on June 6, 7, and 8. The event was a success. At present, the survey results are being calculated. See sample survey.**

**Attendees included:** Project Manager Jane Ashton, WIB Staff Trina Moss and Patti Lenahan, Susan Prywara/CareerLink, Matthew Barrett/Road Scholars, Robert Luchi/Cargill Meat Solutions and L&T IP Executive Committee, Ed Kelcher/Truck Driver for Karchner Logistics, Doyle Heffley/TankStar USA, Cathy Spence/GENCO East, Susan Youngblood/Smith and Solomon. Ron Hensley from Swift was supposed to attend but did not.

Our Exhibitor space included Road Scholars Autism Truck and a NASCAR Simulator. Pictures will be available on the L&T IP web site soon. Susan Prywara from the CareerLink ran a listing of HOT L&T JOBS for each WIB service area off the CareerLink system for display. The L&T IP display the 8-In Demand Occupational brochures and other marketing material.

**Smith and Solomon** sponsored our June Give-A-Way – 4 tickets to the August NASCAR event.

**Cargill Meat Solutions** sponsored food/drink for all of the workers.

The **Greater Wilkes-Barre Chamber of Business and Industry** sponsored the generator needed to run the NASCAR Simulator for both the June and August NASCAR events.