

CHAIR - Phoebe Wetzel, Partner, Community Marketing Concepts



Phoebe Wetzel has spent more than two decades committed to the “people” business. She is the co-founding partner and CEO of Community Marketing Concepts (CMC), a family-owned marketing firm. With over 20 years of experience spanning marketing, communications, and community engagement, Phoebe has led campaigns that effectively reach diverse populations throughout Philadelphia and across Pennsylvania. She serves as Chair of the Keep Pennsylvania Beautiful Board of Directors and as a board member of the Philadelphia Zoo. Her board service reflects her deep commitment to environmental stewardship, animal conservation, and the well-being of communities. A proud graduate of the Philadelphia High School for Girls and Temple University’s School of Communications, Phoebe considers her most meaningful work to be that of her family and faith.

VICE CHAIR - Andy Warntz, Manager of Municipal Sales, Republic Services



Andy has been working for Republic Services for 20 years. He’s spent time as a sales Representative, Sales Manager, Division Manager and currently is the Manager of Municipal Sales for Adams, Berks, Chester, Cumberland, Dauphin, Lancaster, Montgomery and York Counties where he manages municipal contracts and bids for Residential Municipal Solid Waste and Recycling Services. Andy graduated from Millersville University in 1999 and spent several years working in the music industry and uniform industry before joining Republic Services in 2005.

Andy and his wife of 27 years Deb live in York County and have two daughters Cara and Ally.

In his free time, Andy enjoys playing drums on the worship team at Grace Lutheran Church in Red Lion. He was also a percussion instructor for the 10 Time World Champion, Cadets Drum and Bugle Corps from Erie, PA. In 2020 Andy was inducted into the Cadets Hall of Fame as a result of his volunteering and support with both his time and money for over 35 years.

SECRETARY - Natash Fackler, Chief of Staff, Pennsylvania Department of Environmental Protection



Natasha Fackler serves as the Chief of Staff to the Secretary of the Department of Environmental Protection, providing analysis and direction to the Department. She brings more than 27 years of Commonwealth government experience to the role. She serves as the first point of contact on major issues that require executive level action and strategically directs the Department in implementing the Governor’s priorities.

In her previous role at the Pennsylvania Department of Transportation, Natasha oversaw the rollout of the \$171 million National Electric Vehicle Infrastructure program

and was awarded the Governor's Award for Excellence in 2022 for her key role in developing Pennsylvania's first-ever Litter Action plan.

Natasha earned both her Bachelor of Arts in Government/Speech Communication Minor and master's degree in public administration from Shippensburg University. When not at work, Natasha loves spending time in nature with her family, who have visited and spent time in 121 of Pennsylvania's state parks. Leading by example, she and her family have their own adopt-a-highway to keep their local community clean and green.

TREASURER - Doreen Harr, Senior Financial Investigator, PA Office of Attorney General



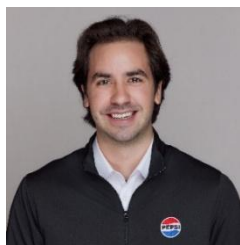
Doreen Harr is the Treasurer of Keep Pennsylvania Beautiful. Doreen has been involved with KPB for over seven years. Doreen is currently employed by the Pennsylvania Office of Attorney General and has over 28 years of experience with various state government agencies. Doreen resides in Dillsburg with her family.

EXECUTIVE COMMITTEE AT-LARGE - Jerry Zona, Executive Director, Lawrence-Mercer Counties Recycling Department



Jerry Zona is a Pennsylvania Certified Recycling Professional with more than three decades experience in the solid waste and recycling field. Jerry began his career in January 1992 for the Lawrence County Recycling/Solid Waste Department where he served as Assistant Director and Compliance Officer. In that capacity, he was responsible for the management and oversight of all aspects of the county's recycling and solid waste program. He spent 2001 through 2005 with PA CleanWays as a regional coordinator and project manager. In that capacity, he was responsible for the coordination of recycling, legislative and enforcement projects, as well as providing technical assistance and consultations to affiliates on topics such as board development, fundraising, project management, strategic planning, and overall management and governance. In 2006, Jerry returned to Lawrence County where he resumed his former Assistant Director post, ultimately being promoted to his current position of Director in 2009. He is also the Executive Director of Tri-County CleanWays. Jerry also performed freelance work that included solid waste planning and working with non-profit organizations on strategic planning and non-profit management. He served on the PA CleanWays board of directors for eight years, with five of those years as board president and is a founding member of PA CleanWays of Lawrence County. Jerry serves on the Pennsylvania Solid Waste Advisory Committee and Keep Pennsylvania Beautiful board of directors. Jerry is a graduate of Penn State University with a B.S. in biology.

Simon Jørn Arentsen, PepsiCo Beverages North America



Simon Jørn Arentsen serves as Sales Director for PepsiCo Beverages North America, where he leads a high-performing field sales organization through strategic leadership, organizational excellence, and innovative go-to-market approaches that drive sustained revenue growth across diverse markets. A Wharton Executive Education alumnus, he brings over a decade of progressive experience in people leadership and development, strategic go-to-market operations, and large-scale transformation.

Outside of his commercial responsibilities, Simon is deeply committed to the communities he serves. He volunteered with the Fishtown Neighbors Association's mutual aid program, coordinating food and supply distributions to support residents in need, and is currently a volunteer and active member of the Harrisburg Young Professionals, partnering regularly with local nonprofits to foster inclusive growth and opportunity.

By combining his love for his work with a passion for positive social impact, Simon looks forward to bringing the same dedication and insight to the board of Keep PA Beautiful.

Chris Barrett, President and CEO, Pocono Mountains Visitors Bureau



Since 2017, Chris Barrett has provided exceptional servant leadership for the Pocono Mountains region focusing primarily on the tourism and hospitality industry while working to support various initiatives in the business and nonprofit sectors throughout the counties of Wayne, Pike, Monroe and Carbon.

Barrett leads a strong team at the Pocono Mountains Visitors Bureau having provided critical support to the community, especially during a pandemic and economic downturn beginning in 2020. Barrett also guided the rollout of the award-winning Pocono Promise across the four-county region and has championed causes such as diversity, equity, and inclusion (DEI) and supported nonprofits, charities, the local workforce and economic development.

Barrett founded the Pocono Television Network (PTN), which is now available in more than eight million homes and businesses on cable, broadcast and streaming devices. Barrett continues to oversee the expansion of the PTN content network to new platforms as well as serving as one of the PTN hosts.

Since 2018, he has spearheaded the Pick Up the Poconos campaign, promoting anti-litter messaging while enlisting thousands of volunteers and contractors to rid the area's roadways and public spaces of more than 37,000 bags of trash to date. Barrett serves on the boards of Keep PA Beautiful, NEPA Alliance, is a past chair of the Pocono Chamber of Commerce and is the board chair of the Pocono Mountains United Way. He also teaches undergraduate level courses at the East Stroudsburg University College of Business and Management.

Before joining the PMVB, Barrett was Executive Vice President/COO/CFO for Target Media and Target Digital, a leading east coast media and advertising firm headquartered in Harrisburg, PA. Prior to Target Media and Target Digital, he held multiple senior management roles ranging from sales and marketing to theme park operations with Hershey Entertainment & Resorts for more than twenty years.

Barrett makes it a point to give back to the community and provide value to members of the PMVB as well as to improve the overall quality of life in the Poconos and the vacation experience for visitors.

Russell Bedell, Director of Communications, Columbia Gas of Pennsylvania & Maryland



Russell Bedell has most recently served as Director of Communications for Columbia Gas of Pennsylvania and Columbia Gas of Maryland, subsidiaries of NiSource Inc., one of the largest fully-regulated utility companies in the United States. He has worked for Columbia Gas since 2011.

In his role as Director of Communications based in York, PA, Bedell was responsible for achieving a positive external and internal environment through proactive communication and community relations with a focus on keeping more than 480,000 customers in Pennsylvania and Maryland informed about the delivery of safe, reliable, and efficient natural gas service.

Prior to assuming his Director responsibilities in 2021, Bedell served as Manager of Communications for Columbia Gas. Before that, he held the position of Director of Public Relations for Keystone Technical Institute in Harrisburg, PA, from 2006 to 2011. He has also held public relations and business development positions at Diamond Comic Distributors in Timonium, MD, and the Barry Group, Inc. in York, PA.

In addition to his work with Keep Pennsylvania Beautiful, Bedell volunteers with the American Red Cross, the American Cancer Society, and Habitat for Humanity. Bedell is an alumnus of Gettysburg College in Gettysburg, PA, and Carnegie Mellon University in Pittsburgh, PA.

Catherine Cremeans, Laboratory Manager, Marathon Petroleum



Catherine (Cathy) Cremeans is the MPLX NG&NGL Services Laboratory Manager. Her 21-year career with Marathon Petroleum Company began at the MPC Catlettsburg Refinery in Catlettsburg, KY where she held several roles in laboratories overseeing fuels and water quality. She has spent the last six years of her career with MPLX, MPC's Midstream division, in Canonsburg, PA. Cathy obtained her Biological Sciences B.S. from Ohio University and has completed one year of an Environmental Science M.S. program at Marshall University. Cathy is the Chair for the MPLX East Giving Committee and is passionate about volunteering and protecting local communities.

Kelsey DeMerlis, Director, Pennsylvania Department of Community and Economic Development, Center for Community Services



Kelsey DeMerlis is the Director for the Center for Community Services at the PA Department of Community & Economic Development. Within her role, Kelsey leads the Center's community investments through the Neighborhood Assistance Program (NAP) and Community Services Block Grant (CSBG) program. Kelsey is committed to creating equitable community investments focused on ending cycles of poverty across the commonwealth. Prior to DCED, Kelsey led Community Engagement for the City of Philadelphia's West Philadelphia Promise Zone, implementing a collective impact approach for a place-based initiative aimed at reducing poverty and bringing greater opportunity to communities. She has a background in youth workforce development with an emphasis on community partnership and business development.

Kelsey is a proud graduate of Penn State University. Kelsey has been recognized as a Keeper through Leadership Philadelphia. She also served as the Chapter Director for New Leaders Council Philadelphia. She is a current board member at the Clean Air Council, Keep PA Beautiful and Philadelphia's Sunday Breakfast Club, a space where Philadelphia's rising and established leaders meet.

Sarah DeSantis, District Office Director, Office of Representative Justin Flemming



Sarah Desantis serves as the Director for the Office of Representative Justin Fleming, where she leads all district operations and staff management on behalf of the Representative. In this role, she acts as a key liaison between the office and the community, consulting with constituents, local organizations, and government entities to ensure responsive, high-quality service.

With a strong focus on community development, Sarah assists in identifying funding opportunities, drafting impactful grant recommendation letters, and coordinating district-wide events that foster civic engagement. She also represents Rep. Fleming at public meetings and events, ensuring the office maintains a visible and active presence throughout the district.

Previously, while working for PA Department of Community and Economic Development, Sarah served as project manager for the award-winning PA Fights Dirty: Every Litter Bit Matters anti-litter campaign launched in 2022 by Keep Pennsylvania Beautiful and state officials from PennDOT. In addition to working with DCED, Sarah was previously employed with the Office of the Governor and served as spokesperson for the Department of Labor and Industry.

Mary Keenan, Senior Advisor, Novak Strategic Advisors



As a life-long Pennsylvanian, Mary Keenan is well aware of the incredible beauty of the state and the critical importance of maintaining its vibrant natural resources. Her deep appreciation for Pennsylvania's natural beauty and commitment to preserving its resources align perfectly with her role on the Keep Pennsylvania Beautiful board.

Mary received both a BA and MA from the University of Pennsylvania in Political Science/American Government. She has over 30 years of experience in lobbying, public affairs, and politics where her expertise in state government legislation, budgeting, and regulations enhances the value she brings to client services. She has worked on various issues, including grassroots campaigns for environmental and business matters, lobbying for cancer research funding, and securing millions in appropriations. Mary recently joined Harrisburg-based Novak Strategic Advisors as a senior advisor where she will continue to provide clients with the resources and personalized strategies they need to achieve their goals.

April Kopas, Consultant



April Kopas has been a member of the Board of Directors of Keep Pennsylvania Beautiful since 2018. She has served on the development and personnel committees implementing long-range strategies to support the organization.

April has spent her career serving and improving our communities. She served as the Chief Executive Officer of the Westmoreland Cultural Trust – a regional cultural arts organization that owns and operates the historic Palace Theatre in Greensburg, Pennsylvania, welcoming 100,000 visitors annually.

As Executive Director of the Westmoreland County Redevelopment Authority, she founded the Westmoreland County Land Bank – one of the first in the Commonwealth – to remediate blight, revitalize vacant spaces and improve neighborhoods. Her innovative work in community revitalization earned her the Seton Hill University Entrepreneurial Excellence Award.

April is a long-time board member and past Chairperson of the Private Industry Council of Westmoreland/Fayette. She is active with the Westmoreland County Autism Society and Special Olympics.

April holds a Master's Degree in Urban and Regional Planning from the University of Pittsburgh Graduate School of Public and International Affairs. She is a graduate of West Virginia University and Greensburg Central Catholic High School.

April lives in Hempfield Township, Westmoreland County, with her husband Ted. They have 5 children and two granddaughters.

Deb Kreider, Director of Meat and Seafood, GIANT Food Stores, LLC



Deb Kreider has served on the Keep Pennsylvania Board since 2019, including a recent term as Treasurer. Deb is the Director of Category Management at The GIANT Company in Carlisle, PA, where her career spans over three decades. She leads a high-performing team focused on driving strategic growth across diverse product categories. Her work includes optimizing assortment, pricing, supply chain, and supplier partnerships to enhance sales, profitability, market share and customer value.

Deb earned her bachelor's degree in business from the University of Maryland. She is committed to community service, regularly volunteering at local food banks. During her time on the KPB board, The GIANT Company has partnered with Keep Pennsylvania Beautiful on several Healing the Planet grant initiatives, advancing health and sustainability efforts to build healthier communities and a more sustainable future. Deb resides with her husband in Mechanicsburg, PA. Outside of work, she enjoys traveling and spending time with her friends and family – especially her two grandsons.

Wesley Robinson, Press Secretary, Pennsylvania Department of Conservation and Natural Resources



Robinson, who also has served as press Secretary and Communications Manager for the Pennsylvania State Senate states, "I am grateful for the opportunity to serve Pennsylvania in a volunteer capacity on the Keep Pennsylvania Beautiful Board. I stress the word volunteer because it is important to recognize the work to take care of Pennsylvania based on their love of this beautiful Commonwealth. Much of that work is done by volunteers who clean waterways, roadsides, and beyond. I am extremely excited to have the chance to lead in this space as a part of this board and look forward to helping champion the important initiatives and work of the Keep Pennsylvania Beautiful team."

Celina Seftas, Director of Sustainability, Juniata College



Celina Seftas is the Director of Sustainability for Juniata College where she oversees energy efficiency and sustainable landscape projects. She is a 2007 graduate of the Environmental Science program at Juniata College. Celina started her career as the Watershed Specialist for the Huntingdon County Conservation District where she organized cleanup events for Keep Huntingdon County Beautiful. Together with Rothrock Outfitters and other Conservation Districts, Celina was a founding member of the annual Juniata River Cleanup where volunteers have removed over 20 tons of trash and tires from the river.

Celina has also previously served as the District Manager for the Huntingdon County Conservation District, on the Board of Directors for the Pennsylvania Envirothon, and as the Chairperson for the Southern Alleghenies Charitable Trust. She currently serves on the Huntingdon County Local Food Association.

Growing up, Celina has always been passionate about the outdoors, and her commitment to conservation was solidified during a PA CleanWays event she attended in high school. "Being part of a group that cleaned up 3 tons of trash from a steep streamside bank was life-changing for me. Seeing the impact of collective action firsthand inspired me to pursue a career in conservation, where I could work on projects that directly benefit our environment and work collectively with others."

Jerome Shabazz, Executive Director, JASTECH Development Services, Inc.



Jerome Shabazz is the founder and Executive Director of JASTECH (Juveniles Active in Science and Technology) Development Services, Inc. A not-for-profit organization developed in 1998, to promote environmental justice; encourage sustainable design and to promote public health in urban communities. In 2002, JASTECH applied for and received a US Environmental Protection Agency (EPA) grant under the Clean Water Act to establish the Overbrook Environmental Education Center (OEEC), a community-based center dedicated to preserving our built and natural

environments.

Under Mr. Shabazz's direction, the OEEC completed a Targeted Brownfields Assessments (TBA) and remediated environmental hazards from a Brownfield site in Western Philadelphia. The OEEC has trained thousands of students on the Clean Water Act and Toxic Substances Control Act, and other topics that reduces human exposure to toxic substances at home and school. The OEEC is nationally known for its Environmental Justice and project-based learning programs.

Prior to working in the non-profit sector, Mr. Shabazz worked for 25 years in Water and Gas utilities. He served as Safety & Training Manager at the Philadelphia Gas Works - LNG Processing Division and was responsible for 49 CFR §193.2713 training in operations and maintenance; trained personnel and contractors on safety issues, codes, regulations, departmental standards, corporate policies and procedures. He also worked in the training, engineering and operations divisions at the Philadelphia Water Department.

Mr. Shabazz is an adjunct professor and educator at both Community College of Philadelphia and Penn State University. He has received numerous citations and awards, most recently from the PA House of Representatives – PA Legislative Black Caucus; City Council of Philadelphia and the Environmental Protection Agency for his commitment to Environmental Justice.

Andrew Tubbs, President and CEO, Energy Association of Pennsylvania



Andy Tubbs is president and CEO of the Energy Association of Pennsylvania (EAP), which is a trade association that represents the interests of regulated electric and natural gas distribution utilities. In his role, Andy spearheads EAP's initiatives to advocate for the energy industry and strengthen collaboration among policymakers, regulators, and utility providers. He brings extensive experience in regulatory and external affairs, previously holding leadership roles with Columbia Gas of Pennsylvania and NiSource. Earlier in his career, Andy practiced energy law at Post & Schell P.C. and served as an attorney for the Pennsylvania Public Utility Commission. He earned his B.A. from the University of Pittsburgh and J.D. from Widener University School of Law.