

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 – vacant

SECRETARY - Natasha 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.

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 Regulatory Strategy, Energy Association of Pennsylvania



Russ is the Director of Regulatory Strategy at the Energy Association of Pennsylvania (EAP), which represents the interests of regulated electric and natural gas distribution utilities in the Commonwealth. Prior to his time with EAP, Russ served as Director of Communications for Columbia Gas of Pennsylvania and Columbia Gas of Maryland, subsidiaries of NiSource. 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 and Carnegie Mellon University.

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.

Erika Deyarmin Young, Public Affairs Manager, Western Pennsylvania and West Virginia, Waste Management



Erika serves as Public Affairs Manager for WM's Capitol Area, where she leads community engagement, stakeholder relations, and strategic communications efforts across western Pennsylvania and West Virginia. Since joining WM in 2012, she has worked closely with local governments, community organizations, businesses, and residents to advance initiatives that support environmental stewardship, sustainability, and community well-being.

In her role, Erika develops and implements public affairs strategies that strengthen community relationships, enhance customer communications, and increase awareness of WM's essential environmental services. She has been instrumental in cultivating partnerships throughout the region and creating educational programs that inspire the next generation of environmental leaders while highlighting careers in sustainability. Her work reflects WM's commitments to environmental responsibility, community impact, and creating opportunities for people and communities to thrive.

Erika is an active board member of the Pennsylvania Waste Industries Association and Bridge Education Foundation. Prior to joining WM, Erika worked in community outreach and fund development for the American Cancer Society, where she carried an income development portfolio of over \$1 million and managed the two largest mass market events in the Greater Pittsburgh Area.

Erika holds a Bachelor of Science in Journalism and Public Relations from the West Virginia University. She resides in Pittsburgh with her husband, Luke and two children. In her personal time, she enjoys spending time with family and friends, traveling, and is an active member of their elementary school's Parent Teacher Group.

April Kopas, St. Vincent College Small Business Development Center



April Kopas, Executive Director of the Saint Vincent College Small Business Development Center, has spent her career serving and strengthening communities and businesses throughout Westmoreland County.

As Westmoreland County's first Business Development Director, she helped thousands of businesses, ranging from startups to multinational corporations. 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, create placemaking opportunities and improve neighborhoods.

She also served as Chief Executive Officer of the Westmoreland Cultural Trust, a regional cultural arts organization, where she supported downtown small business owners and local artists.

Her innovative work earned her the Seton Hill University Entrepreneurial Excellence Award.

April has been a board member of Keep Pennsylvania Beautiful since 2018 and serves as Chair of the personnel committee, advancing strategic organizational policies. She is active with the Westmoreland County Autism Society and is also a certified Direct Support Professional to help those with intellectual and developmental disabilities.

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, two granddaughters, and a rescue dog, Hero.

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

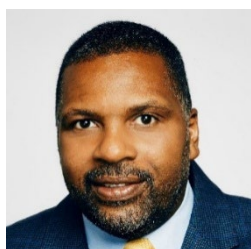


Celina Seftas is the Director of Sustainability for Juniata College where she oversees energy efficiency and sustainable landscape projects. She is a 2007 graduate of the Environmental Science program at Juniata College. Celina started her career as the Watershed Specialist for the Huntingdon County 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.