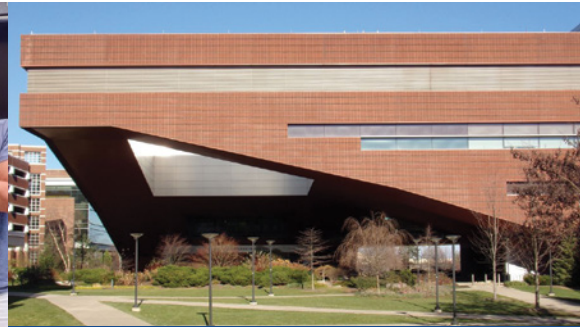


# Tell your success story in **HappyValley Industry Catalyst** *Print Publication*



## ***What makes Happy Valley so perfect for entrepreneurs and thriving tech companies?***

**Renowned for livability, natural beauty, big-time athletics events, and neighborhood charm,** Happy Valley has another distinction: a unique ecosystem for business and industry. It's not Silicon Valley, and that's a good thing. Minus the downsides of big city living, but with all the same benefits, Happy Valley is a place where innovation and livability coexist, where "hungry dogs run faster."

Fueling success around the world, from NASA to COVID vaccines, T-cell cancer treatments to sensors in Ford factories ... **Happy Valley companies are changing the world and creating space for the talent that will drive tomorrow's breakthroughs.**

HappyValley Industry amplifies those headlines, partnering with companies to tell the stories of industry and innovation on our online platform, communications and social media.... and now in our premiere print magazine, **HappyValley Industry Catalyst**.

**10,000 printed copies** distributed locally and mailed to decision makers with interests in HappyValley Industry.

Print date: April 20, 2024

## ***Amplifying Happy Valley stories since 1980***

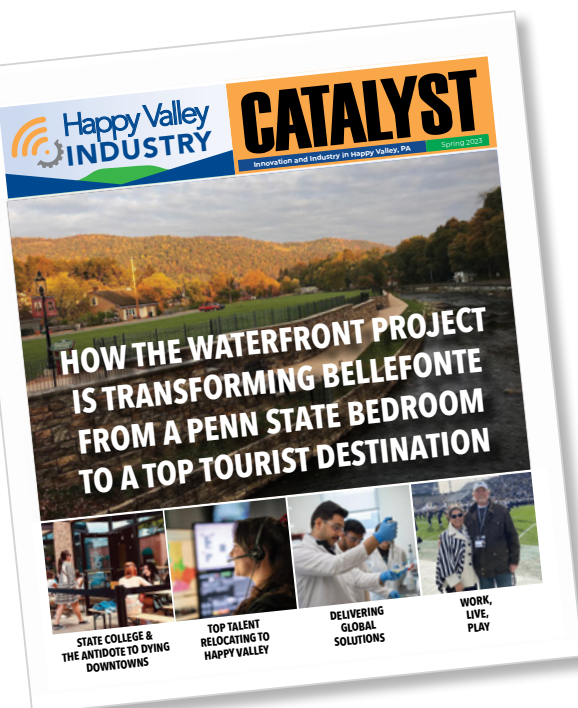
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- ★ Penn State Football Annuals, 1982-1992
- ★ Blue White Illustrated, started in 1985
- ★ Pennsylvania Business Central, started in 1991
- ★ HappyValley.com, started in 1995
- ★ Journeys magazine for Innovation Park, started 2015
- ★ KCF Tech communication support, started 2017
- ★ The Alleghenies weekly for Startup Alleghenies started in 2022

We know industry, we know central Pennsylvania and we can amplify your story and connect you to the global marketplace today

**HappyValley Industry** is the voice for innovation, research and industry in the Happy Valley region of Central Pennsylvania.

It amplifies stories of entrepreneurship, private equity, Penn State breakthroughs and livability through an online platform, weekly eletters and social media. HappyValley Industry partners with a community of innovators including InventPennState, Ben Franklin Technology Partners, CREN and DiamondBack Truck Covers.



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## Targeted distribution

HappyValley Industry is dedicated to the smart, hardworking innovators and business owners who are at the leading-edge of their industries. We also tailor our content to Penn State alumni in decision-maker and leadership roles working at leading organizations around the world.

- ★ 5,000+ subscribers and growing
- ★ Average 24% open rate
- ★ Average 4% click-through rate
- ★ Consideration for publication in Centre Daily Times Sunday digital edition and CDT's social media promotion through our exclusive partnership

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**CREN is Back on August 5th -2**
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CENTRE REGION ENTREPRENEUR NETWORK  
Random Collisions of Goodness that Lead to Positive Outcomes  
CREN is a happy valley group that enables random collisions of goodness in the spirit of entrepreneurship. It provides a place for entrepreneurs in Central Pennsylvania to come together, share best practices, create great outcomes, hear one another out and foster a sense of community.  
Looking to find a community of like-minded entrepreneurs? Don't miss CREN's next event!

**Happy Valley Industry** is the voice for innovation, research and industry in the Happy Valley region of Central Pennsylvania.

**WEBINAR** WHERE'S THE MONEY? Discover Funding Solutions in Central PA 360° LearningCenter



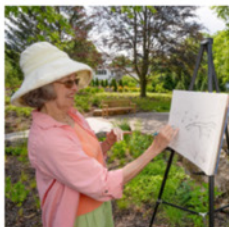
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Find your company's next success here

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HappyValley is a magnet for retirees—Penn State alumni, parents moving to be nearer to their adult children and others who just love the quality of life, top-notch facilities, and unique opportunities the area can offer. This week includes the third article in our senior living series along with a Penn State student's experience with AI and acquisition news from a long-time local building supplier. ~ HappyValley Industry



**LIVE HAPPY**  
**A deeper look into the cost of senior care in Happy Valley (and how to plan for it)**  
When covering the reported national senior care crisis, many publications cite cost as a "crippling" factor. According to regional industry experts, high care costs may be warranted, and even a relatively good deal, but many people aren't prepared to pay for it. What's the solution? Read their insights and let us know what you think.  
**KEEP READING**



**NEWS**  
**Long-time local building suppliers join forces**  
If you've recently embarked on a home or business improvement project, you've felt the effects of the pandemic and the recent construction boom on the building market. A recent acquisition will position two long-time local building suppliers to benefit homeowners and contractors with more competitive pricing, better service and broader product offerings.  
**KEEP READING**



**ARTIFICIAL INTELLIGENCE**  
**Penn State's student perspective: don't use AI to do the work, use it to make the work better**  
So far this year, I've won \$1,000 at pitch competitions, beating out up to 250 other students. I give AI 70% of the credit. Here's how I'm doing it and why it's not cheating.  
**KEEP READING**



**NEWS**  
**Longtime local business funding scholarship for CPI culinary students**  
Dave and Sheri Letterman, owners of Downtown Bellefonte's Bonfatti's Italian Market and Café, are benefiting local students with a passion for the culinary arts while honoring their family's local legacy. Read more.  
**KEEP READING**



**PRESENTED BY PSU AI HUB**  
**Penn State AI Week Reminder**  
Mark your calendar for Penn State's AI Week, April 1-5, 2024. See the current schedule of events for the week [here](#). As preparations are underway, you're invited to share suggested events for the week.

In case you missed it:



Today's senior living facilities are a far cry from those memories, thanks in part to the growing demands from seniors — Baby Boomers who can recognize that independent living is no longer a fit for their needs, but who also want more to enjoy in their last years of life.  
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