

BUCKS COUNTY BUSINESS JOURNAL

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Heritage Conservancy COO announces retirement Linda Cacossa leaves a legacy as land preservation leader

LisaBeth Weber

Linda Cacossa, chief operating officer of Heritage Conservancy since 2011, has announced her retirement, effective Aug. 1.

Cacossa has been an integral part of the growth and sustainability of the organization for close to 13 years, and her impact will be felt for years to come. Initiatives she set in motion and practices she put in place will continue to advance the organization's mission and impact in the community, instill donor confidence at every level of giving, and ensure the financial health of Heritage Conservancy.

Cacossa first came to Heritage Conservancy through the recommendation of Marv Woodall (chairman emeritus). "Linda was a great example of the right person at the right time for Heritage Conservancy," said Woodall. "She immediately began to

instill confidence and team spirit into the organization when she arrived. I knew I could always trust her good judgment and recommendations. Linda was a major force in helping to revive and create the incredibly strong organization which exists today. Thank you, Linda, for everything you did for our organization."

Cacossa brought to Heritage Conservancy more than 20 years' experience in land planning, environmental issues, and nonprofit management. Combined with her business background in finance and operations, this made her uniquely qualified for her role.

"It has always been important to me to be good stewards of our donors' generosity," Cacossa said. "We strive to make sure our donors know that the organization is financially sound and that their donations are in good hands. We're stewards not only of the land we preserve, but also of their



LINDA CACOSSA

gifts."

During her leadership, the organization increased donor outreach and achieved sustainable financial footing. Cacossa credits the collective efforts of the Heritage Conservancy team: "I'm incredibly proud of our great team and what we've been able to accomplish together."

Cacossa plans to stay involved in the organization as a community supporter. She and her husband,

Phil, are members of Heritage Conservancy's Legacy Society, whose members have included the Conservancy in their estate plans.

The entire Conservancy team expresses their gratitude to Linda Cacossa for all she has done to move the mission forward.

"In many ways, Linda has been the heart and soul of Heritage Conservancy for more than a decade," says the organization's president, Bill Kunze. "I am grateful for everything she did to make the Conservancy such a positive force in the community and great place to work. Personally, I will miss our close partnership so much. While it's difficult to imagine our team without Linda, her mentorship of rising leaders on the team is a gift that will keep giving for years to come."

Following Cacossa into leadership roles at Heritage Conservancy will be two longtime staff members. Kris Kern, who joined

the staff in 2013 and currently leads the organization's Resource Protection team, will become vice president. Katie Paone-Kulp, who has been a key member of the Conservancy's fundraising team for most of her 10-plus years with the organization, will become director of development.

Founded in 1958 and based in Doylestown, Heritage Conservancy is a community-based, nonprofit organization that works in partnership with communities, landowners, businesses, governments, and other mission-focused organizations to ensure that the natural and cultural landscapes that make this region special endure and flourish, for the benefit of both people and nature. Heritage Conservancy has worked to protect more than 16,000 acres of open space, farmland, wildlife habitat, and important watershed areas throughout Bucks and surrounding counties.

Farley's Bookshop in New Hope reopens

Harrison Norwood

On Saturday, April 29, Independent Bookstore Day, Farley's Bookshop in New Hope reopened after four months of extensive building renovations.

The renovations were planned and carried out by Modern Recycled Spaces, the building's owner.

"We're happy to be back at our home on Main Street," owner Julian Karhumaa said. "The team at Modern Recycled Spaces has done a remarkable job, nothing short of extraordinary." The building that houses Farley's Bookshop dates back to 1804 and was in need of repair. After much planning the renovations began in January.

"They saved the building," owner Buffy Hastings said. "What Modern Recycled Spaces accomplished in four months is incredible. We wouldn't have been able to stay in town without their hard work, thoughtful planning and design. They've really shown New Hope what's possible, how to up-

date a building without destroying its character, how to support and sustain local business. But then, they're locals and understood us, our needs and the building's needs in a deep and honest way."

When asked about the new space and the bookshop's future owner Katie Hastings said, "We hope our customers like what's been done, the openness and natural light and great views. We're still the same store, same bookmarks, same great selection. Just a new look. There's great events coming up. We're open every day. There's so much in store for the community."

Owner Charles Balfour added, "That's what it's about for us, community. We've got local artists' work on the walls. We built our register only out of wood that grew and was cut and milled in Bucks County. The community has supported us since 1967 and has supported us over the last four months. We're excited to give back to them."



HARRISON NORWOOD

Farley's Bookshop owners, from left, are Charles Balfour, Katie Hastings, Buffy Hastings and Julian Karhumaa.

American Heritage wins awards for marketing, business development, community outreach

American Heritage Credit Union ("American Heritage") was recently honored nationally by the CUNA Marketing & Business Development Council, Mastercard, and the Web Marketing Association with multiple honors for excellence in member communications.

The CUNA Marketing & Business Development Council, a national network comprised of over 1,200 credit union marketing and business development professionals, presents Diamond Awards annually to credit unions in over 30 categories ranging from advertising to community events and beyond.

This year, American Heritage won nine Diamond Awards, including three Category's Best, for the following categories: e-Chan-

nel Marketing (Category's Best); Mobile App Design (Category's Best); Membership Marketing (Category's Best); Annual Report; Email Single or Series (2); Financial Wellness; and Ongoing Event (2).

The e-Channel Marketing category awarded top honors to American Heritage's digital financial wellness programs. The Mobile App Design category top honors went to American Heritage's New Mobile Teller App Design. The Membership Marketing category awarded top honors for American Heritage's campaign theme "Meeting You Where Life Happens."

The Ongoing Event category awarded American Heritage for the year long Donations for Ukraine Initiative as well as the

Month long Grand Illumination event. The Email Single or Series category was award for American Heritage's Loan Abandonment Automation Series and Savings Offers Series. American Heritage also received Diamond awards for the 2021 Annual Report and the 2022 Financial Wellness Program.

American Heritage received the "Doing Well by Doing Good" Award from Mastercard in January for its charitable giving as part of Mastercard's Community Institution Segment Awards.

American Heritage's Mobile Website was also awarded by the Web Marketing Association, for the second year in a row for Best Credit Union Mobile Website and Best Financial Services Mobile Website.



Governor Shapiro visits PA Biotech Center

Gov. Josh Shapiro and Acting Secretary of the PA Department of Community and Economic Development Rick Siger recently visited the Pennsylvania Biotechnology Center in Buckingham Township. During a roundtable discussion, the governor heard from member companies about the unique opportunities the center provides creating jobs and growing companies here in Pennsylvania.

Noteworthy

Sonja "Sunny" Foster-Storch from Newtown, PA has joined the newly re-launched POCN Group as the Chief Growth Officer, a new leadership role in the organization to help advance POCN Group's data offering and strategic partnerships.

She comes to POCN Group with 35 years of experience, most recently with Synecos Health Communications. Her extensive experience in health care communications and business strategy will be key in the growth of POCN Group moving forward.



SONJA "SUNNY" FOSTER-STORCH

Berkshire Hathaway HomeServices Fox & Roach, REALTORS congratulates the Steve Darlington Team, New Hope Office sales associates, on being recognized as Berkshire Hathaway HomeServices 1st quarter 2023 award winners for gross commission income (GCI) and/or residential units in the entire national Berkshire Hathaway HomeServices network of nearly 50,000 agents and 1,450 offices in 47 states.

The Steve Darlington Team ranked third among the top three small-sized teams in Pennsylvania for total GCI.



American Heritage Marketing and Business Development Team members display CUNA Diamond Awards.