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# LVEDC Honors Longtime Director for a Decade of Service

By Paul Muschick

LEHIGH VALLEY - Lehigh Valley Economic Development Corporation (LVEDC) recently recognized a longtime team member for her contributions to the organization.

Lori Betters, Director of Budget & Administration, was celebrated for her 10 years of service at LVEDC.

"Lori has been a steady, trusted presence who consistently keeps important tasks moving behind the scenes and ensures that LVEDC runs smoothly day-to-day," said Don Cunningham, President & CEO. "Her efforts to streamline workflows have made LVEDC more efficient."

As Director of Budget & Administration, Betters manages financial operations, human resources, office administration, and compliance functions, supporting LVEDC to achieve its strategic objectives while managing costs and optimizing resources.

She is a key partner in ensuring that LVEDC makes sound financial decisions with the private and public dollars the organization is entrusted with.

Betters has been instrumental in documenting procedures and has created systems that make work more efficient, consistent, and easy to follow. She provides thoughtful oversight and hands-on support across office management and is a strong and knowledgeable guide and resource for the administrative team by supporting, coaching, and helping the team stay coordinated and successful.

Betters joined LVEDC in 2015 as an accountant, supporting day-to-day financial operations and reporting, including benefits administration. In 2017, in recognition of her skills and potential, she was promoted to Director of Budget & Administration.

She also directs the annual audit and provides accounting services to affiliated entities. Prior to joining LVEDC, Betters worked at Community Services for Children. She holds a Bachelor of Arts degree in mathematics from the State University of New York at Plattsburgh.

"My work has always been about making sure the details are right—so the bigger picture can move forward," Betters said. "After 10 years at LVEDC, I'm proud of the processes, safeguards, and structure we've built to support smart decision-making and the region's economic growth."



## Senator Boscola Works with Pennsylvania Attorney General and Retailers to Crack Down on Gift Card Fraud During Holiday Shopping Season

By Senator Lisa Boscola

ScamAs last-minute gift card purchases surge ahead of Christmas, Senator Lisa M. Boscola announced the introduction of a two-bill legislative package to combat gift card fraud, with a focus on stopping card tampering schemes before consumers lose their money. The legislation is being advanced in close coordination with the Pennsylvania Office of Attorney General and the Pennsylvania Retailers Association.

Boscola said her office is working directly with the Attorney General's Office to ensure the package's criminal provisions give prosecutors the tools they need to pursue organized networks that tamper with gift cards and harvest activation information from cards on store racks.

"Gift card fraud has become far more elaborate, and our laws need to reflect that reality," Boscola said. "By working closely with the Attorney General's Office, we are making sure Pennsylvania has clear, enforceable tools to go after the people who are draining these cards before families ever get a chance to use them."

Senator BoscolaBoscola also emphasized the importance of working with retailers to protect consumers while maintaining a smooth holiday shopping experience.

"We want to protect shoppers without creating unnecessary burdens at checkout," Boscola said. "Partnering with the retailers association helps us put practical safeguards in place while keeping the shopping experience convenient and welcoming."

The two-bill package addresses both enforcement and prevention. The first bill, SB1123, updates Pennsylvania's Crimes Code to more directly target gift card tampering and credential harvesting. It also looks

to close loopholes for theft involving empty gift cards. The second bill, SB1124, requires standardized fraud warnings and basic employee training at retail locations that sell third-party gift cards.

"Gift card fraud has become increasingly organized and sophisticated, often targeting families during the holidays," Attorney General Dave Sunday said. "I am grateful to Sen. Boscola for her leadership and dedication to this issue and for working closely with our office to ensure prosecutors have the tools they need to stop these schemes and better protect Pennsylvanians at the checkout counter."

Boscola urged consumers to inspect gift card packaging for signs of tampering, choose cards stored behind the counter when possible, keep receipts, and be cautious of anyone demanding payment by gift card. She also reminded the public that no legitimate business or government agency will ever request payment using gift cards.

Senator Boscola said her office will continue working with the Attorney General, retailers, and other stakeholders as the legislation moves forward. Since circulating the package, it has received bipartisan support, with several Senate Democrats and Republicans adding their name to the bills (Senators Pennycuik, Vogel, Schwank, and Costa). Boscola hopes the bill package will receive attention in the Senate early next year once they are recalled to Session, and looks forward to engaging with Senate leaders Kim Ward, Joe Pittman, and Jay Costa on stopping these harmful consumer crimes.



NEED HELP?

## It's okay to not be okay.

If you or a loved one are struggling, help is a call, text, or message away:

- Call 1-800-273-TALK (8255)  
National Suicide Prevention Lifeline
- Call 9-8-8 (starting July 16th)  
If not available in your area yet, call the Lifeline #
- Text 'PA' to 741741  
Crisis Text Line
- Visit 988lifeline.org/chat  
National Suicide Prevention Lifeline online chat