

HCBI announces new outreach director

-by Josh Funk, Daily News Staff Writer

Huntingdon County Business & Industry has named its new director of business outreach.

Bobbi Hicks, 25, Orbisonia, began training for the position Tuesday and will officially begin with HCBI full time May 2. She was chose from a process of applicants.

Amy Wise, executive director of HCBI, told *The Daily News* the organization is excited about the attributes Hicks brings to the table.

“Her level of enthusiasm was hard to deny,” Wise said. “I think Bobbi brings to use great experience for the position that she has been hired for. We’re really excited about the fresh ideas she brings to the table.

“While the job description (for the position) remains mostly the same, each staff person at HCBI, both past and present, has brought their own unique personality with them which has further enhanced the organization (for the better),” Wise continued.

HCBI president Tim Schrack also welcomed Hicks aboard.

“HCBI is very pleased to welcome Bobbi to the position of director of business outreach,” Schrack said. “She already has extensive experience in traveling around the country and networking and capital campaigning. HCBI plans to use her experience and her enthusiasm to help grow membership services, business recruitment and oversee our loan programs. Her fresh vision for the organization and community are an asset HCBI was fortunate to acquire.”

Before coming to HCBI, Hicks worked for nearly three years as Juniata College’s assistant director of leadership giving. In that capacity, she worked with the college’s major donors as well as prospective donors and helped oversee the college’s endowments and annual gifts.

Hicks graduated from Juniata College in 2007 with a bachelor’s degree in communication and event production. She grew up in Shermans Dale, Perry County, and graduated from West Perry High School.

Part of what drew Hicks to apply to HCBI for the position was the organization’s mission of responsible economic development.

“I like HCBI’s mission because the organization isn’t trying to change the community into something that it’s not or does not want to be,” Hicks said.

Hicks said she looks most forward to becoming involved with the economic realm of the county and also working with business leaders in the county to grow and expand the business base, as well as helping to bring in businesses that help improve residents' overall quality of life. Hicks also expressed a desire to help expanding HCBI's presence in the realm of social media networks, an area Wise said the organization has just started moving into.

She also looks forward to working with entrepreneurs.

"There's something about the entrepreneurial spirit and creative minds coming together that's inspiring," Hicks said.

One of Hicks' major goals is increasing the marketing and public relations efforts of what HCBI is doing.

We have a lot of great things going on in this county that people don't know about," Hicks said. "Too often, people focus on the negatives (like unemployment rates), but there are a lot of positives to being a resident of this county."