

For Immediate Release – County of Berks

Berks County’s Director of Community and Economic Development Receives State Award

Reading, PA— 10/20/2023 — On Tuesday, October 17, the Pennsylvania Economic Development Association (PEDA) awarded Pamela Shupp Menet, Director of Community and Economic Development for the County of Berks the 2023 Economic Developer of the Year honor at its fall conference in the Doubletree Hotel in Reading. The award is given each year to a professional who exhibits innovation, implementation, and economic impact; contributes to the economic development of the community, region, or state; and has demonstrated leadership and special achievements.

In her current position, Menet directs the community and economic development policies and programs for Berks County and leads the implementation of the newly created IMAGINE Berks Strategic Economic Development Action Plan. IMAGINE Berks is the county’s first formally adopted plan for guiding investments and pro-active strategies for countywide growth.

“It is an honor to be recognized by my peers in the Commonwealth. Especially at this time when I am leading the implementation of the IMAGINE Berks plan – one of the absolute highlights of my career,” Menet said. “The immediate and long-term impact of strategic investments and collaborating with business and community partners is unprecedented.”

The Berks County Commissioners concur wholeheartedly with PEDA in their selection of Menet for this distinction. They believe that no one could demonstrate harder work and more strident dedication toward the long-term success and prosperity of Berks County.

In Menet’s 35+ year career, she has worked in housing development, planning, economic and community development with various private companies and public organizations. She started her career with the City of Reading leading planning, community development, and redevelopment. She is known for championing several innovative and collaborative initiatives between neighborhoods, non-profits, businesses, and government.

Widely recognized as a thought leader in economic development in the Commonwealth of Pennsylvania and Northeast United States, Menet has served as President of PEDA and the Northeast Economic Development Association (NEDA). She holds professional certifications from the American Planning Association (APA) and the International Economic Development Council (IEDC).

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