

FOR IMMEDIATE RELEASE

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### **Moyer and Smith Join Board of Susquehanna Greenway Partnership**

The Susquehanna Greenway Partnership (SGP) is pleased to welcome two new members to its Board of Directors. Timm Moyer, of Watsontown, and Peter Smith, of Clearfield, are professionals with considerable experience in applying entrepreneurial acumen to public service. Now, they will apply their energies to SGP, an organization that champions the Susquehanna River Watershed and works to build the Susquehanna Greenway - a corridor of interconnected trails, parks, river access points, and conserved areas, along Pennsylvania's longest river.



After earning a degree in communications from Lebanon Valley College, Timm Moyer started his career as a copywriter at an advertising agency, where he quickly expanded into media buying and marketing. He later took his career to the "other side of the desk" in the role of marketing manager for RegScan, a Williamsport-based technology company, ultimately becoming vice president of sales and marketing. In 1999, he helped establish MarginPoint, a startup web development & marketing company. In 2001 Timm co-founded MoJo Active, a growing integrated marketing and web-development firm located in Watsontown that serves more than 100 clients nationwide.

Timm and his wife Kristen live near the banks of the Susquehanna River in Watsontown. They share the mission and vision of the SGP and the impact it can have on local communities. "The river is a vital backdrop to everything that makes Central Pennsylvania such a great place to live and work," Timm said. "But surprisingly, we need to explain that to many of the people we recruit to work here. The more we can do to connect people to this resource, the more we will enhance the overall appeal of living here."



Attorney Peter F. Smith attended Williams College and the Dickinson School of Law. He joined his late father, William U. Smith, in the general practice of law in Clearfield after graduation. Peter has continued in the practice, representing a diverse group of businesses and their owners. He concentrates in commercial transactions, real estate, mineral law, estate planning and related litigation. He has been a director of CNB Financial Corporation, serves on the Ethics Committee of the Pennsylvania Bar Association, and is a board member of the Clearfield County Rails to Trails Association.

Peter loves Central Pennsylvania—its people, towns and woods. He has spent many happy hours mountain biking, skiing, and kayaking waterways like the Black Moshannon, the Red “Mo”, Anderson Creek and other tributaries of the West Branch of the Susquehanna River. “For three generations our practice and our family have experienced the impact that the presence of the river has had on businesses and on the community in Clearfield” noted Peter. “The river represents longevity and perseverance. As a resource for the improvement of our quality-of-life here, its potential is unequalled and without limits.”

The Susquehanna Greenway isn’t just a place; it’s a journey - connecting people and communities to the Susquehanna River and it’s enduring story, celebrating the river corridor as a place to use and enjoy as a part of healthy living in a healthy environment. For more information about the greenway and the Susquehanna Greenway Partnership, please visit our web site at [www.susquehannagreenway.org](http://www.susquehannagreenway.org).

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