

FUNDING UPDATE

JuxtaHub continues to seek funds to undertake the important renovations that will make our dream of a functional arts & innovation space into a reality.

Through a relationship with the Borough of Emmaus, JuxtaHub recently prepared a significant grant application that, if funded, will help us open our doors far sooner than we had expected would be possible (if we get good news, you can trust we'll announce it as soon as we can).

Thanks to everyone in the Lehigh Valley community who wrote letters voicing their support for our vision.



Gary Guthrie, VP of Commercial Lending for Embassy Bank, pictured in the JuxtaHub office

Digital Maker Space Interns Wanted JuxtaHub announces new opportunities

The newly formed JuxtaHub digital makerspace (DMS) team is offering internships for college students seeking practical experience designing and creating digital assets using xR technologies.

“The focus of each internship will be flexible to accommodate each student’s specific interests and capabilities” explains board member and team leader John Oetting. Some potential projects include building out a digital version of our fa-

cility that we described in our last newsletter, as well as creating other digital assets.

“In addition to the talent and expertise among the other members of our DMS team, we have a small but highly functional collection of state-of-the-art equipment that could definitely help an ambitious intern use the power of digital technology to help take our work to the next level in



a real and meaningful way,” explains Oetting. “Transformation through collaboration” is what we’re all about.

For more information, visit the JuxtaHub website or send us a message.

JuxtaHub Welcomes New Board Member: Gary Guthrie

Last month JuxtaHub welcomed its newest board member, local banker Gary Guthrie, to its ranks.

“Our board is critical to all of the important planning we’re doing right now, so we’re grateful to benefit from Gary’s deep financial experience and networks in our community,” explained Jim Baker, President of JuxtaHub.

A lifelong resident of the Emmaus and Macungie area and EHS graduate, Gary has been in the financial service industry for twenty years and has most recently joined the Embassy Bank for the Lehigh

Valley team where he is the Vice President Commercial Lender for the new Macungie office.

Gary’s roots in the Lehigh valley also include considerable volunteer experience. “As a former board member of Emmaus Main Street Partners, I worked with my fellow Partners to ensure Emmaus would remain the vibrant community it has always been,” explains Guthrie.

Along with joining JuxtaHub’s board, Guthrie is an active member of the Emmaus Rotary Club where he has served three years on the

board and chaired the Community Service Committee.

JuxtaHub, when completed will serve the community as a focal point for arts and innovation and Gary is looking forward to what he sees as the perfect fit for maintaining a vibrant community for the residences and businesses in Emmaus.

“I am excited to be a part of something that is going to make our region even more creative and innovative than it already is. I see this as a way for everyone in our community to come together and get involved.”



ECA&IC Announces New Name & Logo

As you've probably noticed, we recently changed our name — from the Emmaus Creative Arts & Innovation Center ... to JuxtaHub!



“We created the name JuxtaHub because to juxtapose unlike things is to place them close together for contrasting effect—to highlight diversity, stimulate creativity, and generate new ideas, which is what we aim to do,” adds Alexander.

As for incorporating bees into the logo, “bees represent our main content areas – engineering, art, and food. They create complex hives and use dance to communicate; they are also associated with community, productivity, and collaboration,” explains Carol Angstadt, the Kutztown-based designer who created the JuxtaHub graphic.

According to Jim Baker, our President, “we’ve clearly gotten off to a great start, but in talking to the community we soon realized the benefit of a shorter, more original name. We needed something that would reflect the dynamic potential our mix of programs will offer.”

The challenge was huge. “When we set out to find the name that fits us best, we couldn’t find the right word to accurately describe our ambitious dream. So we invented a new word instead,” explains board member Anne Alexander who helped lead the rebranding effort.

The Importance of Planning Effort to Galvanize Committees Underway

“As JuxtaHub settles into its new name and logo and begins to broaden its fundraising efforts, now is the ideal time for us to expand our program committees,” explains board member Julie Thomases.

“Big ideas like ours involve a lot of moving pieces, and we need to tap into the expertise and resources around us if we want to build it right,” she adds.

Thomases, who brings decades of non-profit administration experience to JuxtaHub, has helped the organization craft a committee structure to correspond to its program areas. The Digital

Maker Space committee has recently launched and the Commercial Kitchen committee is actively interviewing food entrepreneurs.

If you’re interested in getting involved or learning more about a particular area, send us a message to connect with the team leaders or follow us on social media to learn about upcoming meetings.

“It’s absolutely vital that we involve stakeholders in our planning process to ensure that their needs will be met,” says Thomases.

Where Do You Fit In?

JuxtaHub Committees

- Performing Arts
- Fine Arts
- Commercial Kitchen
- Maker Spaces
- Communications & Marketing

Upcoming Events

Digital Maker Space Meeting, evening of November 19th*

Creative Entrepreneurs, Wednesdays via Zoom at noon

Tour the Building, Fridays at 9 a.m. *

* Due to Covid-19 protocols, space is limited; please send us an email at contact@JuxtaHub.com to reserve a spot and confirm starting times.

Connect with Us TODAY



375 South 10th Street
Emmaus, PA 18049

www.juxtahub.com

Find us on   

contact@juxtahub.com