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## LVPC's Bruce Rider is a 2018 CFO of The Year

On a typical day, Lehigh Valley Planning Commission Director of Administration Bruce Rider might handle payroll, administrate planning funds for a region of 650,000 people, pay bills, review contracts, field staff questions and occasionally agree to be arrested for charity.

Sometimes before noon.

It's the kind of versatility that comes with straddling the administration, finance and human resources functions at the LVPC.

For Rider, it's the kind of versatility – and commitment – that's made him Lehigh Valley Business' Chief Financial Officer of the Year. Lehigh Valley Business, a website and weekly publication that focuses on business news in the greater Lehigh Valley region, will present the award to Rider during a September 12 event at the DeSales University Center.

Among eight CFOs across the region being honored, Rider's award is for the category of Best Turn Around Specialist for his role in working with Executive Director Becky Bradley to modernize the financial and technology systems, while quadrupling contract work being done by the organization that dates back to 1961.

"We're a relatively small operation with big responsibilities," Bradley said. "All of his financial management leadership is balanced with his role as Human Resources Director – a truly remarkable feat. It takes a special talent to be able to handle it all. Bruce takes it all in stride."

The LVPC is a multi-governmental entity managing Lehigh and Northampton Counties, Pennsylvania Department of Transportation, Pennsylvania Department of Conservation and Natural Resources and US Department of Transportation funds for the delivery of development review, parks and recreation, housing, data and transportation services throughout the region.

Rider arrived at the LVPC in 2015, after serving in similar positions at the Bethlehem YMCA and Crayola.

"I'm proud of what we do at LVPC and I really enjoy my work," Rider said. "I consider it an honor just to be considered. It's humbling."

Other CFOs being honored include Bruce Heugel of B. Braun Medical, Inc. and Aelish Brooks of Good Life Companies.

Tickets to the breakfast ceremony, from 8 a.m. to 10:30 p.m., are available at <http://www.lvb.com/section/CFO-of-the-Year>