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# Woman with local ties hired as OC Main Street manager

From staff reports

Jan 9, 2024



Stevette Rosen

The Oil Region Alliance on Monday announced that a former Clarion Area Chamber of Business and Industry officer has been hired as Oil City's new Main Street Program manager.

Stevette Rosen's first day on the job will be Tuesday, Jan. 16. She is coming to the Main Street Program from Renda Radio in Punxsutawney, where she was the general manager with responsibilities that included profit and loss, human relations, sales and promotions.

Rosen says that event development and promotions are her forte.

“As the employing entity for the Oil City Main Street Program, which is a partnership between the ORA and the City of Oil City, the ORA is excited for the continuation of its legacy,” said John Phillips, the ORA president and CEO. “The committee did an outstanding job vetting the candidates, and I wholeheartedly agree with their choice.”

The Oil City Main Street manager position has been vacant since Kathy Bailey passed away last August.

“I’ll never be able to fill her shoes, but I’ll try to make her proud,” Rosen said of Bailey. “I can’t replace her; she’s irreplaceable.”

Rosen and Bailey worked together when Rosen was developing radio promotions in the Oil Region and Bailey was managing the Cranberry Mall.

Rosen said she remained aware of Bailey’s reputation and commitment to the community throughout their respective careers.

A 1979 Zelienople High School graduate, Rosen worked on a family farm and as a professional server, and she had two children before earning a mass communications degree from Clarion University in 1996.

During her education, she attended classes at Venango Campus in Oil City, served as editor for the Venango Voice newspaper and contributed articles to The Derrick.

Rosen also graduated from the Regional Vision in Leadership Development program, where she said she learned a lot about thinking and working regionally.

Working in sales and promotions at Mega Rock Radio in Brookville, she helped clients develop their image and reputation and to drive sales, an experience she said taught her how philanthropic local businesses are.

And as vice president of the Clarion Area Chamber of Business and Industry, Rosen chaired the Autumn Leaf Festival committee and coordinated wine walks.

Rosen has also had lifelong experience fundraising, and she has raised funds for Children’s Hospital, for her own children’s school needs, for causes like Make-A-Wish, the Salvation Army and breast cancer research, and for the greater community through involvement in the chambers of

commerce in Clarion and Punxsutawney.

Rosen feels her fundraising and event planning experience will serve her well as Main Street manager, and she looks forward to being an asset to the community and to connecting with businesses of all sizes and their owners.

“I hope to bring something fresh to the program,” Rosen said, adding she looks forward to hearing ideas and concerns from the public and is excited to try to bring both sides of the river together in Oil City.

She cited the Lyric Theatre as just one example of “all kinds of wonderful changes” that are happening in the city right now.

She is fascinated by the Oil Region’s heritage and is looking forward to learning more about the area’s preservation efforts.

“I love to learn new things,” she said.

And she looks forward to meeting other Main Street managers and learning from their advice and experience.

Rosen said she is happy to relocate to the Oil Region, especially as she will be closer to her children and their families.

She can be contacted at [srosen@oilregion.org](mailto:srosen@oilregion.org)

## New broadband manager

The ORA also announced Monday it has hired Bryon Huyett as the alliance’s broadband project manager.

Huyett is a telecommunications expert who will execute a \$500,000 Appalachian Regional Commission area development grant written by the ORA on behalf of Venango County.

The project includes building two towers that will distribute broadband signals to unserved and underserved portions of Cranberry Township.

“[Huyett] is instrumental in getting the design up and running,” said Debbie Sobina, the ORA executive vice president.

And the ORA has hired Kody Ealy as a part-time custodian for the Crawford Center, a property owned by the Borough of Emlenton but maintained by the ORA since the days of the Venango Economic Development Corp.

Ealy said he is very fond of the Emlenton community and is excited to be a steward for this property.