

Keystone Business Alliance Executive Director Harry Young recently connected with Jodi Christman, owner of Christman Consulting, to learn a bit more about her firm, and to talk LGBT business in Central PA. Christman Consulting is an NGLCC Certified LGBT Business Enterprise, and worked with our chamber to guide our recent rebranding project.

Harry Young: Tell me about you and your business.

Jodi Christman: Christman Consulting brings strategic thinking and smart execution to marketing and technology challenges. We work with small businesses, associations, nonprofits, marketing agencies, government agencies and corporations with traditional marketing and digital solutions. With a strong sense of direction in the physical and digital world, we help companies navigate technical and marketing options to ensure implementation of the right approach, message, usability and functionality. We follow through to make sure the work results in successful outcomes.

We bring honest and seasoned thinking to this collaboration with our clients, at a great value. We are responsive and adaptable. We contribute as we are needed, and act as advisor on potentially risky projects. Clients profit from our knowledge and large agency experience, and we are fun to work with.

HY: Why did you choose to get your business certified?

JC: I chose to pursue LGBTBE Certification to increase business opportunities with the Commonwealth, and to work with businesses that share my values.

HY: What does membership in Keystone Business Alliance mean to you?

JC: Membership means being part of a collective to network and partner with those who share a similar belief system. It means being part of a group that promotes diversity and inclusion in the workplace so everyone has the same opportunity to shine.

HY: Why is LGBT+ inclusion important in business?

JC: Innovation is best achieved when a need is addressed by a novel idea, cross-pollinated by a disparate group. As LBGT+ individuals, we bring unique views to business problems and we need to be included.

HY: Why do you think Central PA is a good place for LGBT+ individuals to live, work, and play?

JC: I've lived in Central PA for all my adult life. I stay here because of the supportive community and the state capital nearby, which makes Central PA more recession-proof. In addition, as an avid kayaker I enjoy access to over a dozen running waterways within an hour's drive.