TIMES LEADER MEDIA GROUP INDUSTRIAL PARK SERIES Penn's * northeast www.pennsnortherst.com 2018-2019 Thursday, September 20, 2018



Humboldt Industrial Park is located at Maplewood Drive, Hazleton, PA 18201 Submitted Photo

Humboldt Industrial Park is home to nearly 60 companies that employ more than 10,000 people

Hershey, Amazon, American Eagle, Tootsie Roll, Auto Zone, Michaels Handcrafts and Simmons. These companies are very familiar for the individual products and services they offer but do you know what they all have in common?

They all call Greater Hazleton's Humboldt Industrial Park home.

In fact, did you know that since the first company opened in Humboldt in 1972, the park has grown to more than 14,500,000 square feet of industrial and office space, with more than 10,000 people who work at nearly 60 different companies in industries that include food processing, manufacturing, logistics and distribution?

Humboldt Industrial Park is located along Interstate 81 and State Route 924 and was developed by CAN DO, Inc., Greater Hazleton's economic development organization. Since its founding in 1956, CAN DO has helped to create more than 28,000 jobs across its four parks (the Humboldt, Valmont and McAdoo industrial parks and the CAN DO Corporate Center) and have leveraged \$1 billion in private investment.

From: CAN DO. Inc

CAN DO Inc mission continues to be focused on improving the quality of life in Greater Hazleton through the creation and retention of a full range of employment opportunities. It is with this mission in mind that the organization has overseen the development of more than 4,200 acres of land resulting in more than 20 million square feet of facility space constructed over the past 62 years.

One of the biggest reasons CAN DO has been able to experience this kind of development and attract so many nationally- and internationally-known companies is the area's workforce. Greater Hazleton continues to proudly hold its tradition as a region populated with a large labor pool of skilled and dedicated employees who have the knowledge and work ethic to fill available job openings.

An official at an international food processing facility in Humboldt said his company was able to recently invest in a multimillion-dollar expansion project because the employees have helped the company achieve so much success in the region. "We've earned a strong reputation in the marketplace because of the consistency our manufacturing team delivers day in and day out. Our plant here in Hazle Township has long

been a high-value and high-performing facility. It was clear our investment should be made here. It's because of the dedication of the people in the Hazleton area that we have fuel to make this investment."

Throughout its history, CAN DO has helped to provide industries with what they need to do business. "But we're not just a land developer. We also service companies as a landlord and utility provider and assist companies of all sizes with finding access to a variety of services such as business financing and entrepreneurial assistance," said Kevin O'Donnell, CAN DO's president.

As a Certified Economic Development Organization for Luzerne County, CAN DO's business financing options help facilitate financing for industries and businesses that directly support economic growth throughout all of Luzerne County. And, the organization also provides entrepreneurial support services to small businesses and start-up companies through its CAN BE Innovation Center, a project that assists new start-up ventures.

For more information about CAN DO and the Humboldt Industrial Park, visit www.hazletoncando.com.

INDUSTRIAL PARK

BIG industrial park... BIGGER opportunities!

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More than 60 industries
More than 10,000 jobs
More than 14.5 million S.F.

Humboldt Industrial Park is home to nationally recognized companies like:

Hershey Foods • American Eagle • Amazon • Michaels • AutoZone • Simmons • Cargill Steelcase • Tootsie Roll • International Paper • Bimbo Bakerles

570-455-1508 www.hazletoncando.com



Welcome to the Industrial Park Series

In June, John Augustine of Penn's Northeast and the Times Leader Media Group announced a partnership on a new Industrial Park Series that will look at the growth and importance of these vital facilities in



Murra



Miscavage

Luzerne, Lackawanna, Monroe, Wayne, Schuylkill and Columbia counties. The series, which

The series, which begins with this publication, will feature all of the parks and show the importance of their economic impact. This edition focuses on the parks of Can Do Inc. around the Hazleton area.

"We are pleased to partner with

Penn's Northeast," Times Leader Media Group Publisher Mike Murray said.

"This is an exciting time for the region and its growth and we look forward to working with the outstanding companies in the area as we put together this series highlighting the tremendous resources our industrial parks add to the northeast," Murray added.

Vice President of Sales and Marketing Kerry Miscavage agreed.

"As a community newspaper, it is so important to share the economic and employment growth of this area. This series will do just that," she said. "We will cover all industrial parks in the Penn's Northeast footprint.

We would like to thank Penn's Northeast, Can Do Inc. and all our advertising partners for making this first edition a great success.

Watch for the next installment on Oct. 18.



The Chewy.com warehouse in Hanover Township.

Penn's Northeast brings business to region

By Bill O'Boyle and Penn's Northeast

John Augustine, President/Chief Executive Officer of Penn's Northeast, Inc., is his enthusiasm — for his job, for his mission and for our economic future.

Augustine said Penn's Northeast's mission is simple — to bring businesses to Northeastern Pennsylvania.

"The more businesses Penn's Northeast brings, the more jobs will be created," Augustine said. "The more jobs created, the stronger the economy will become. If the economy strengthens, Northeastern Pennsylvania will flourish."

Augustine said Penn's Northeast's mission is to enhance the region's economy through new investments, job creation and increasing the amount of potential business opportunities for regional businesses.

That regional approach,
Augustine has stated, is the
key to economic success. He
displayed that clearly when
Penn's Northeast put together its proposal to send off to
Amazon.com when they were
seeking a location for their
new second headquarters,
HQ2. The region didn't make
the final list, but the package
and the regional approach,
Augustine said, will be key

going forward to attract employers.

"We serve as Northeastern Pennsylvania's single point of contact for businesses looking to expand or relocate," Augustine said. "We are the liaison between Penn's Northeast partners, the Commonwealth of Pennsylvania and businesses seeking new facility sites. To accomplish these objectives, Penn's Northeast is a membership organization. The dues allow our staff to proactively market NEPA as the No. 1 place to do business on the East Coast."

What is Penn's Northeast?

Penn's Northeast (PNE) is Northeastern Pennsylvania's regional non-profit economic development agency, dedicated to attracting quality employers to our region. Penn's Northeast serves Lackawanna, Luzerne, Monroe, Wayne and Schuylkill Counties, as well as the community of Berwick.

Created by a coalition of private business leaders, utility companies, local economic development organizations, Chambers of Commerce, and governments to promote Northeastern Pennsylvania's collective assets, Penn's Northeast facilitates the creation and retention of quality jobs by marketing Northeastern Pennsylvania to the world, and by providing site selection and incentive financing assistance to businesses, real estate brokers, developers, and site selection consultants.

The organization serves as a single regional point of contact for businesses looking to relocate to or expand

See PENN'S | 4

Rachel Antosh Hawk

Marketing

Director

years of marketing, advertising

and graphic design experience

• Rachel has more than 12

working in the advertising,

publication and economic

development industries. Her

diversity of work experience

design skills in innovative ways

Northeast, Rachel served as the

art director at Positive Results

Marketing advertising agency,

where she provided creative

leadership for both local and

national clientele on a variety

of advertising campaigns and

magazine publications. Prior

to that, she worked as the lead

graphic designer at the Times

Leader for many years.

· Rachel also volunteers

photographer and graphic

designer with charities and

her time and skills as a

nonprofit organizations.

that elevate brand awareness

reveals her ability to apply

with quality design.

• Prior to joining Penn's

Penn's

From page 3

within Northeastern Pennsylvania, functioning as a liaison between local development partners, the Commonwealth of Pennsylvania, and businesses seeking new facilities.

PNE was created to perform a specific set of responsibilities — collaborative external marketing and site selection assistance — on behalf of its member organizations.

As a result. Augustine said Penn's Northeast's work wouldn't be possible without the assets brought to the table by regional partners – industrial land development undertaken by local industrial development groups and private developers: financing and incentive programs managed by banks and nonprofit entities; research performed by the Institute for Public Policy and NEPA Alliance; the educational horsepower of Northeastern Pennsylvania's colleges and universities; and close cooperation with municipal, county, state and federal governments.

Augustine said Penn's Northeast (PNE) was created with the knowledge that Northeastern Pennsylvania is a large and varied region. Consequently, the organization works hard to be responsive to its diversity of strengths, to its geography, and to its stakeholders.

PNE is funded through annual contributions from its founding partners and its private members and investors. The organization maintains a staff of two: a president/CEO, and a director of marketing.

Since its inception in 2002, Penn's Northeast and its partners have helped to bring more than 10,000 jobs to its fivecounty service area.

PENN'S NORTHEAST STAFF



John L. Augustine III
President/Chief Executive
Officer

- John has more than 20 years of economic development experience working with local and national firms as well as elected officials, business and community leaders. His background includes economic and community development, site selection, regional planning, technology implementation, capital fundraising, operations and strategic planning.
- Augustine served as the community outreach manager for the Marcellus Shale Coalition, the state's lead trade organization for the responsible development of the Marcellus and Utica Shale. Prior to that, he was the senior economic development director for the Greater Wilkes-Barre Chamber of Business & Industry, where he was in charge of marketing available real estate within their five business parks and oversaw the development and growth of the Innovation Center @ Wilkes-Barre, a successful business incubator.

History of partnership

• On June 1, 2002, local business and community leaders from five Northeastern Pennsylvania counties signed an agreement creating a new organization to collectively market the region. Representatives of 16 different organizations participated, pledging

to work together to attract companies to Northeastern Pennsylvania.

• Named "Penn's Northeast, Inc.," the new organization became responsible for generating job-creating leads and performing the marketing, branding and relationshipbuilding required to increase the number of interested employers who would consider locating their business and bringing quality jobs to Northeastern Pennsylvania.

• The new organization had its roots in volunteer efforts dating to the prior decade. John Levitski, the PPL Electric Utilities Regional Manager who served as Penn's Northeast's original chairman, described its origins:

"In 1993, the first volunteer regional marketing efforts took shape through an organization called the Eastern Access Group (EAG). As the group moved toward creating a more effective identity for the region, those efforts took shape in 1996 under a volunteer organization called Penn's Northeast. While we had accomplished a great deal thus far through the work of volunteers, we wanted to increase the visibility of Northeastern Pennsylvania with national and international site selectors, developers and corporate decision makers.

"To take our efforts to the next level in today's extremely competitive economic development climate, we needed to go beyond a volunteer group. We needed to hire staff dedicated solely to marketing the area, and to secure the partnership agreements and financial commitments from key stakeholders to make that possible."

What PNE does

Site selection services

Simply put, the purpose of Penn's Northeast is to raise awareness, stimulate interest, foster relationships, and keep Northeastern Pennsylvania on the minds of site selectors, brokers and companies interested in expanding or relocating their businesses.

As a first point of contact, PNE can promptly provide

See PENN'S | 5

WHAT THEY'RE SAYING

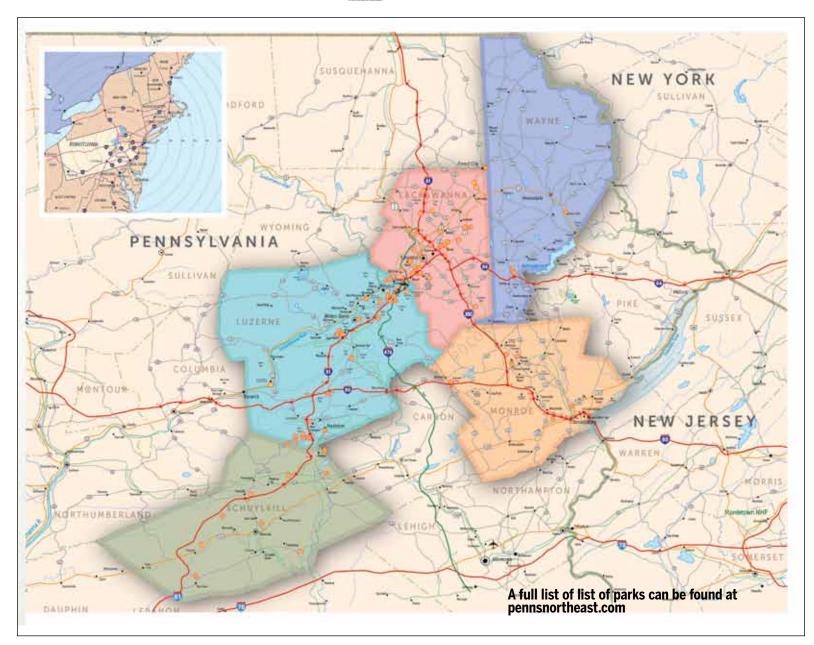
WILKES-BARRE — Penn's Northeast's partners offered testimonials about the organization and its work on behalf of improving the economic outlook in the region.

• Alana Roberts, PPL: "PPL Electric Utilities is a strong supporter of economic development throughout our service area and is a founding member of Penn's Northeast. We continue to make significant investments to improve the electric delivery system replacing aging facilities and building new to meet customer needs and to make our network even more reliable, resilient and secure.

• Don Brominski, UGI: "UGI Utilities is proud to be a founding member of Penn's Northeast and its mission to promote economic development in the region. We understand the value of coordinating the marketing efforts for the multi-county region that Penn's Northeast represents. Their successful efforts support the growth and economy of the area."

• Peter Danchek, PNC Bank: "My involvement with Penn's Northeast was born out of my participation with the Greater Pittston Chamber at the time. Touting and marketing our area with the strength of one voice rather than several smaller competitive ones made so much sense and has proven to generate the outcomes we collectively wanted for and continue to

See SAYING | 6



Penn's

From page 4

regional information to potential prospects. PNE helps them define their needs, identify potential sites, provide them with demographic and salary information, and connect them with other economic development groups and chambers of commerce in specific areas of interest. PNE also arranges tours of sites throughout the region.

When PNE sells Northeast-

ern Pennsylvania, the story always begins with the region's key assets:

— Only a two-hour drive from New York and Philadelphia.

— Five major interstate highways running directly through NEPA.

— More than 1 million residents living in the region.

— Nineteen colleges and universities with 40,000 enrolled students.

— A skilled and reliable labor force.

— Lower utility and living costs.

— High quality of life and year-round outdoor activities in a safe and family-friendly region.

Leads

PNE obtains leads about potential clients from a variety of sources.

Many come from the Governor's Action Team, a state economic development organization whose job is to recruit out-of-state companies to Pennsylvania, and Pennsylvania's Office of International Business Development, whose job is to recruit foreign direct investment to the Commonwealth.

Other potential deals originate from former clients that have worked with Penn's Northeast, from the organization's own prospecting efforts at trade shows, and through PNE's award-winning advertising and marketing campaigns.

"In the end, it's all about leads," Augustine said. "PNE's marketing activities are intended to generate leads from businesses that are actively seeking a new location for relocation or expansion purposes. For economic development organizations, the ability to turn a single lead into a definite sale often means bringing a multi-million-dollar project and hundreds of jobs to a region."

PNE's lead-development system, which began in 2003, continues to work well, with the organization recently processing its 373rd lead.

Companies such as Pepsico, Two Chefs on a Roll, Archer Daniels Midland, c3i, Johnson and Johnson, SECCAS, and many more are located in

See PENN'S | 6

PENN'S NORTHEAST PARTNERS

Successful economic development is a team effort with many players. including government, the private sector. education, workforce development, and economic development organizations, all working together to achieve a shared goal. Northeast Pennsylvania is fortunate to have assembled its own team of dedicated and knowledgeable experts. working together with vision and passion.

2018/2019 Partners

Agua America, Inc.

Ashwal Properties

Berwick Industrial Development Authority (BIDA)

Borton-Lawson Engineering

Calex Logistics CAN DO, Inc.

Central Susquehanna Community Foundation Colliers International

Comcast Business

Cushman & Wakefield Davis R. Chant Real Estate

Diamond City Partnerships

Earth Conservancy

Equilibrium Equities

First Keystone Community Bank

First National Community Bank

Geisinger

Greater Pittston Chamber of Commerce

Greater Wilkes-Barre Chamber of Business & Industry

Highmark Blue Cross/Blue Shield

Hinerfield Commercial Real Estate

Hourigan Kluger Quinn

Lackawanna County Governmental and Community Affairs

LR Costanzo Construction Luzerne County Office of Community Development

Luzerne County Redevelopment Authority

Manpower

Mericle Commercial Real Estate Services

Michael Baxter & Associates

Pocono Mountains Industries, Inc. D/B/A PMEDC

NAI Mertz of PA / Wilkes Barre

NEPA Alliance

NEPIRC

OneSource

PNC Financial Services
PPL Electric Utilities

Quandel QEI Construction Group

Reading Blue Mountain & Northern Railroad

Schuylkill Economic Development Corporation (SEDCO)

The Scranton Plan

Scranton/Wilkes-Barre Railriders

Sordoni Construction Services, Inc.

Talen Energy

UGI Penn Natural Gas

UGI Utilities, Inc., Electric Division

Valley Distributing & Storage Co.

Wayne Bank

Wayne Economic Development Corporation (WEDCO)

Wilkes-Barre/Scranton International Airport

Wolf Commercial Real Estate

Penn's

From page 5

Northeastern Pennsylvania today because of the marketing and sales efforts of Penn's Northeast and its economic development partners.

Penn's Northeast is one member of a team — its work wouldn't be possible without its local economic development partners. They are hardworking, knowledgeable experts with a passion to see their respective communities and Northeast Pennsylvania grow and flourish.

• Requests for information

As part of its work,

PNE is routinely called upon to create and coordinate responses to Requests for Information. RFI's are essentially requests for site selection proposals, asking a region to make a formal case regarding their ability to accommodate a business's needs.

In 2017, PNE coordinated Northeastern
Pennsylvania's response
to the Amazon HQ2
Request for Information.
Amazon's search for a
second headquarters
location — projected to
be a \$5 billion project
resulting in the creation
of 50,000 direct jobs
— captivated North
America to an extent
unprecedented for a site
selection project.

Amazon received 238 responses from cities and regions throughout the continent. Because of PNE, one of those was a submission from Northeastern Pennsylvania. While our region was not ultimately selected as one of the twenty finalists, this effort paid dividends that will continue well beyond HQ2. PNE continues to use the data assembled for the Amazon HQ2 project, repeatedly drawing upon it for subsequent proposals.

"The Amazon HQ2 RFI was Northeastern Pennsylvania's first truly regional submission to a Request for Information," Augustine said. "Under PNE's leadership, it will not be the last."

• Regional site tours

Penn's Northeast serves as the single point of contact for companies looking to locate to Northeastern PA. One of the resources offered is the ability to take prospects from one location to the next, introducing the companies to the local economic development directors as well as elected officials. PNE also assists with incentives and workforce development issues.

• Foreign investment

In the last five years, FDI or Foreign Direct Investment has signifi-

See PENN'S | 8

Saying

From page 4

benefit from in Northeast PA."

• Bob Durkin. **Greater Scranton** Chamber of Commerce: "At the inception of Penn's Northeast. The Scranton Plan, the economic development marketing affiliate of The Greater Scranton Chamber of Commerce, and founding Penn's Northeast partner, recognized the important role marketing a region played in the site selection process. As we look to the future, highlighting the assets of our region's business opportunities still remains a key component of our marketing plan. We are pleased to be an active partner and supporting member of Penn's Northeast, working to grow business investment and job creation in Northeastern Pennsvlvania."

• Brian Hansbury, Schuvlkill Economic Development **Corporation:** "Our investment in Penn's Northeast is vital to the economic development efforts in Schuylkill County. Given the rural nature of our county, small staff size and limited budget, pooling our marketing dollars together with counterparts from the other counties in the region has proven to be very impactful. The number of new prospects we

have seen as a result of this relationship is not something we could accomplish on our own."

• David Pedri. **Luzerne County Manager:** "The Luzerne County Office of Community Development is a founding member of Penn's Northeast and has been an unwavering supporter of the organization since its inception. A regional economic development strategy continues to be the best way to promote the many positive attributes of Luzerne County and the thousands of jobs created with the assistance of Penn's Northeast is proof positive of its success."

• Michelle Bisbing, Pocono Mountains Economic Development Corporation:

"As a founding partner of Penn's Northeast, the Pocono Mountains **Economic Development** Corporation (PMEDC) truly believes in the mission of this organization. Prospective companies and site selectors don't see county boundary lines, they look for regions where their businesses can prosper so regional economic development marketing is more efficient and cost effective for all of us. Anytime a company decides to locate or expand anywhere in Northeast PA it is a win-win for all of us."

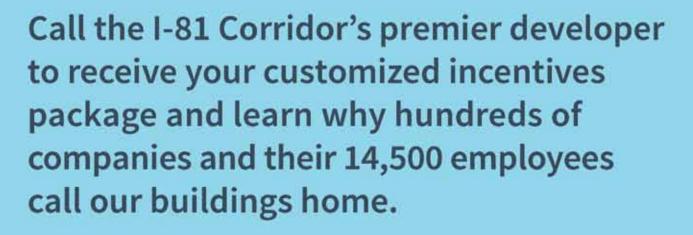
See SAYING | 8



SPACE AVAILABLE IN NEPA!

INDUSTRIAL OFFICE MEDICAL









Saying

From page 6

• Jim Cummings, Mericle Commercial Real Estate
Services: "In my career, I have served as Vice President of The Scranton Plan and President of Penn's Northeast and provided site selection services to businesses from both chairs. My experience tells me that the Penn's Northeast 'hub and spoke' system is the right one for Northeastern Pennsylvania.

"For the most part, businesses from outside of our area don't know one NEPA town or county from another. That's not how they choose a community for a new industrial or office operation. They typically look at a larger region first and then begin to narrow down their search using factors such as real estate availability, last mile truck access, labor quality, utility access, incentives, and quality of life.

"These businesses and the real estate brokers who represent them, strongly prefer making their first call to a regional entity like Penn's Northeast rather than calling having to call multiple local economic development agencies. In a sense, Penn's Northeast is their "easy button." Once a client's specific site selection needs are assessed, Penn's Northeast is then able to identify all of the properties in Northeastern Pennsylvania that will work for the project. Penn's Northeast basically cuts through the red tape so that when the business is ready to tour our area, it knows which local economic development groups need to be contacted.

"In the end, it is critical that the businesses receive stressfree, timely, and accurate service from beginning to end and that's what Penn's Northeast



Times Leader file photo

Chewy.com Vice President of Human Resource Operations Gregg Walsh describes the company's 808,000 square-foot fulfillment center in the Hanover Industrial Park when the facility opened last year.

provides."

• Mary Beth Wood, Wayne **Economic Development Corporation:** "WEDCO was one of the founding partners of Penn's Northeast and my predecessor, Robert Suhosky, was very influential in helping the organization develop its business model and expand its marketing and operational budget to one that could be influential in the realm of regional economic development marketing. At the time, Penny Cannella was providing staff support and also administering the Business Retention and Expansion Program (BREP), which was the State's business outreach program.

"I was hired by WEDCO in 2001 during the time of PNE's incorporation. I do know that the leadership within the founding organizations recognized the need to work collaboratively as a region, worked diligently to gain cooperative agreements from the county organizations and utilities, and built the membership base. Jim Cummings was hired as the first President. Once the administrative side of incor-

poration was complete, the real action took place in the marketing committee. Michelle Bisbing chaired that committee very capably for many years, and John, Amy and Joe have been at it forever."

• Wico van Genderen,
President/CEO, Greater
Wilkes-Barre Chamber of
Business & Industry: "The
Greater Wilkes-Barre Chamber
of Business & Industry has
long believed that the secret to
success is found in collaboration. We were one of the first
organizations to be at the table
when discussions were being
held regarding the creation of
a regional economic development partnership."

• John Augustine, Penn's Northeast: "I'm proud to be the President and CEO of Penn's Northeast and I'm happy to have the support of so many members — both public and private organizations across 5 counties. Our partners know that the key to job growth is through regional economic development. We

See SAYING | 22

Penn's

From page 6

cantly increased in NEPA. PNE works directly with the State's Office of International Business Development and their many partners stationed across the globe to attract companies to our region.

• Trade shows and conferences

Penn's Northeast promotes the region at numerous real estate trade shows and specialty conferences. These events are one of the ways that the organization makes new contacts and connects with industry practitioners on behalf of the region, while keeping current on specific industry trends.

• Events

PNE holds a variety of signature events designed to showcase Northeastern Pennsylvania and its assets to the site selection community and to potential businesses.

These events include Broker Events, which connect PNE members with real estate professionals working within the metropolitan areas that produce most of our leads.

In 2018, Penn's Northeast introduced its newest event — the inaugural NEPA Real Estate Summit. At the Summit, PNE convened a group of expert panelists who discussed every aspect of Northeastern Pennsylvania's commercial real estate sector — the commercial/industrial market, the office market, health care, and downtown redevelopment — in deep detail, allowing participants to come away

with new insights about regional trends and opportunities.

• Real estate database

Bringing new companies to Northeastern Pennsylvania means having the available sites and buildings to accommodate a new facility. Our region is fortunate to have an ample supply of inventory to market to outside prospects, and one of PNE's key responsibilities is to ensure that prospects are well informed about the full array of properties that are available throughout the PNE service area.

To accomplish this mission, Penn's Northeast created the region's first comprehensive online real estate database. It provides prospects with available office and industrial sites and facilities from our partners as they come on the market. The database can be accessed by going to www. pennsnortheast.com.

Penn's Northeast also uses this same information to populate the Commonwealth of Pennsylvania's "SiteSearch" website with the same data. It can be accessed at www.pasitesearch.com.

Business and industrial park maps

Penn's Northeast also creates and maintains a business park map portfolio with detailed maps of 28 different business parks in Lackawanna, Luzerne, Monroe, Schuylkill, and Wayne counties. These maps, which are regularly updated, highlight available land and buildings, existing businesses, infrastructure and available tax incentives. Versions of all maps are available at www. pennsnortheast.com.



The Humboldt Industrial Park

By Bill O'Boyle | boboyle@timesleader.com and CAN DO, Inc.

AZLETON — The CAN DO story all began with just a couple of dimes.

The mission of CAN DO, Inc., which is celebrating its 62nd year, remains to improve the quality of life in the Greater Hazleton area through the creation and retention of a full range of employment opportunities.

How it began

In the early 1950s, a volunteer group of local civic and business leaders, led by respected radiologist Dr. Edgar L. Dessen, had a common vision to counteract the impact that the decline of the coal industry was having on the local economy. • In 1955, that group of leaders, which was known for its "CAN DO" attitude, volunteered their time and joined forces with the Greater Hazleton Chamber of Commerce to support the "Dime-A-Week" campaign, which asked workers to contribute \$5.20 a year through payroll deductions.

• Another part of this initial fundraising effort asked residents to show their support by taping dimes along Broad Street in Hazleton in the "Mile of Dimes" campaign.

• A third segment placed lunch pails in businesses around Hazleton to collect patrons' loose change.

These successful fundraising efforts combined to raise \$14,000, which was enough to purchase 500 acres of land west of Hazleton — land that would become the Valmont Industrial Park.

The fall of the coal industry left many wondering what would become of the Hazleton area. But this group of dedicated volunteers had faith in the region and rallied together as a community to save their beloved Greater Hazleton.

The success of the Dime-A Week campaign proved that the community at-large was behind the effort to bring more jobs into the area and that there was an urgent call to develop a formal economic development organization.

As a result, Dr. Dessen took that "CAN DO" attitude in 1956 and turned it into the Community Area New Development Organization — CAN DO.

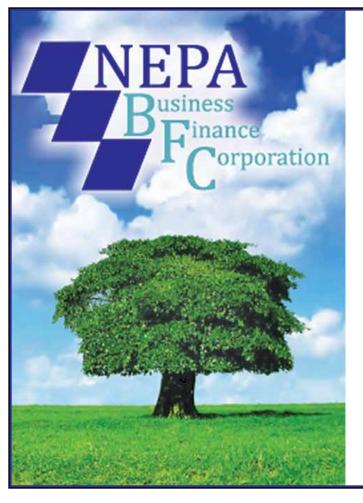
With the formation of the CAN DO organization and the purchase of land, came the

confidence of the community to pursue a much larger drive for funds needed to begin development of the newly acquired parcel. Setting a goal of a half-million dollars and asking the people of Hazleton Area to make an investment in their community rather than a donation, Dr. Dessen wisely used the area's service organizations to help him sell 15-year 3 percent debenture bonds to local residents and raised more than \$740,000.

Two subsequent drives in 1959 and 1964 brought that total to \$2.2 million and, since that time, all of the



Dignitaries participate in a groundbreaking IRIS-USA facility in Humboldt Industrial Park.



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INDUSTRIAL PARK SERIES 2018-2019

CAN DO

From page 9

investments have been repaid through the success of the organization. Those service organizations which raised the money in the original drive received one seat on the new CAN DO board for every \$25,000 of bonds sold. Those seats were made permanent, as they still exist today.

Community-driven

As it was at its founding, the

CAN DO Board of Directors continues to be a communitydriven entity. Today, the board is comprised of more than 100 volunteer members and consists of those individuals who represent local service organizations; volunteer directors at large, many of whom work at businesses throughout Greater Hazleton; county, municipal, college and school board representatives: high school students who are part of the Student Action Committee and other community members.

"Our volunteers continue

to be an integral part of CAN DO," said CAN DO President/CEO Kevin O'Donnell. "We are grateful that our board members take time out of their busy schedules to volunteer their time and talents to our organization. CAN DO has always been a community organization and without their support, we would not have accomplished as much as we have over the past six decades."

After its founding, with available land and money in the bank, CAN DO started work on speculative industrial shell buildings. The hard work and fundraising efforts finally paid off when the Valmont Industrial Park opened in 1957. General Foam Corp. was the first company to open in the park and immediately created 100 new jobs in Greater Hazleton.

Other businesses soon followed, snatching up parcels of land and constructing facilities or moving into shell buildings. These firms created thousands of new jobs that generated millions of dollars in payroll and an increase to the community's tax base.

Parks and facilities

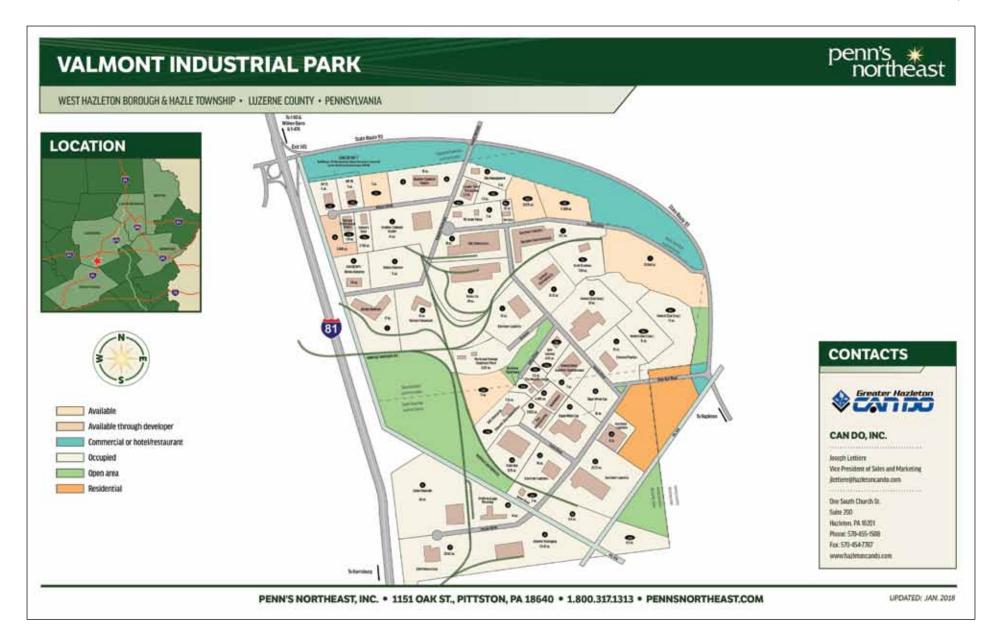
• Valmont Industrial Park

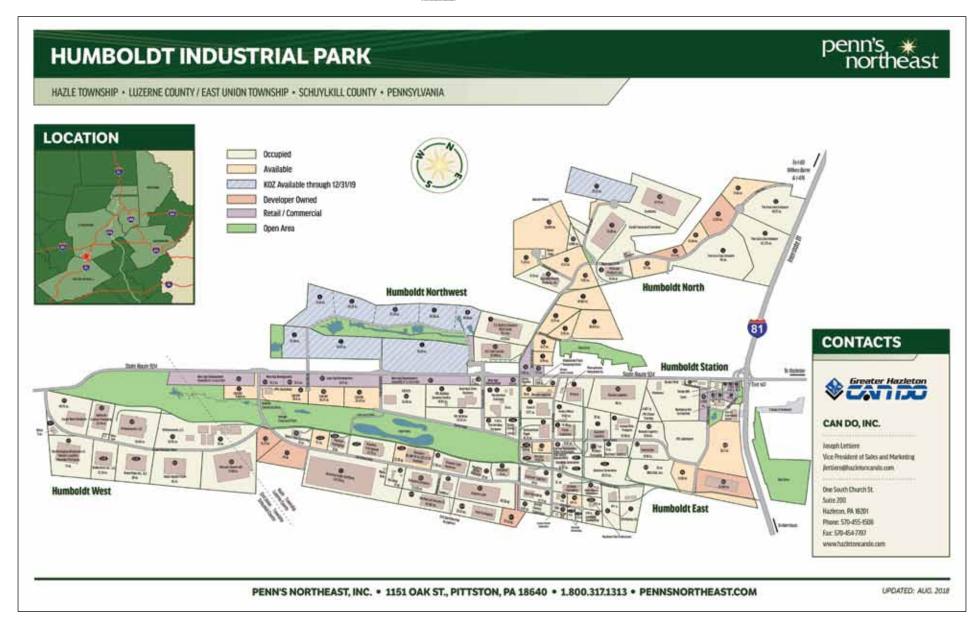
Page 11

is located adjacent to Interstate 81 via Exit 145 and State Route 93. Today, the park is home to more than 35 companies, including Bimbo Bakeries (and its Stroehmann's bread line), Henkel (the maker of Dial soap), Bemis, Fabri-Kal, Bradley Caldwell Supply and Atlantic Packaging.

Following the success of the Valmont park, officials began looking for more land to open another park.

See CAN DO | 12





From page 11

• Humboldt Industrial Park opened in 1972, originally with only 1,140 acres, and quickly started filling with well-known tenants. This growth has resulted in four expansion projects — the Humboldt West, Humboldt North, Humboldt East and Humboldt Northwest sections.

With more than 14.5 million square feet of

industrial space, Humboldt is CAN DO's largest park. It is located along Interstate 81 and State Route 924 and stretches five miles long and two and a half miles wide at its widest point.

The park, which now covers more than 3,000 acres, is home to nearly 60 companies in industries that include food processing, plastics manufacturing, e-commerce, logistics and distribution that employ more than 10,000 people. Some of

the household names located in Humboldt include Amazon, American Eagle, Hershey, Tootsie Roll, Auto Zone, Michael's Handcrafts and Simmons.

The early success of the Valmont and Humboldt parks was largely predicated on its immediate access to the newlyestablished interstate highway system in Greater Hazleton. However, in the late 1980s, two companies who wanted to locate adjacent to each other, but didn't need the interstate access, caused CAN DO officials to consider a plot of land south of Hazleton for a third park.

• McAdoo Industrial Park opened in 1989 and filled the needs for businesses not requiring a site with direct access to an interstate. The park is one-half mile from Route 309 and near Route 424 (The Greater Hazleton Chamber of Commerce Beltway), which links Route 309 and Interstate

81. McAdoo Industrial Park is home to industries like Altadis USA, PSI Container and Haulmark Industries as well as Capriotti's catering.

• In the mid-1990s, CAN DO began an effort to establish a business park to help recruit white collar jobs to the community by purchasing a tract of land in Drums and opened the CAN DO Corporate Center.

Geared toward back office and light assembly operations, features a

unique environmentallysensitive design known as the Terrarium Concept, which preserves the natural ecological beauty of its surroundings. This design earned CAN DO the 1993 Environmental Excellence in Economic Development award from the prestigious Arthur D. Little organization, a highly respected international management and technology-consulting firm.

See CAN DO | 13

From page 12

The CAN DO Corporate Center is located adjacent to Interstate 80 and Route 309, just two miles from the junction of Interstates 80 and 81. The park, which is home to e-commerce companies such as Web.com and BestCigar-Prices.com, also holds a STEM campus of the Hazleton Area School District and is the new home of the Butler Township municipal building and police station.

• By the early 2000s, CAN DO, along with officials from Penn State Hazleton, began to discuss the importance of support for start-up companies through targeted resources, services and connections

within Greater Hazleton. As a result, CAN DO opened the **CAN BE** (Community Association for New Business Entrepreneurship) Innovation Center in Valmont in 2005.

The primary mission of CAN BE is to foster entrepreneurship and new venture development in the Hazleton area, leading to business expansion and diversity. Business ventures that have graduated from the innovation center and established permanent locations in Greater Hazleton include Performance Biomedical, Concrete Alternatives and More and Mystic Power Yoga. Current clients include Candelles, Keystone Ballet Academy, Sugar Creative Agency and American Eagle Lighting Solutions.

• In 2007, understanding

the need for amenities in Humboldt Industrial Park. CAN DO added a commercial development called **Humboldt Station** at the intersection of Route 924 and Interstate 81. **Humboldt Station provides** park employees, residents of the community and interstate travelers with fast-food options, hotel accommodations and gas and convenience store amenities. Humboldt Station businesses include Residence Inn by Marriott, Turkey Hill, Sonic Drive-In, Burger King and the brand new Coordinated Health medical campus.

Mission and focus

CAN DO's mission remains focused on providing quality jobs throughout Greater Hazleton. It is with this mission in mind that the organization has overseen the development of more than 4,200 acres of land over the past 62 years.

"The question you have to ask yourself is where would the Greater Hazleton area be without CAN DO when, at its infancy stages, there were no industries and no jobs to support the people of Hazleton who were displaced due to the decline in coal production," said CAN DO Board of Directors Chairman William Magnotta. "Over the years, CAN DO has continued to accomplish its primary purpose to attract and retain jobs for the benefit of the community and has done so with great success.

"I was intrigued by CAN DO in attracting industries, as well as with the wonderful things the organization was doing for the community," Magnotta added.

"This is what attracted me to volunteer my time, knowledge and experience to try and be a small part in helping CAN DO continue with this mission," he said. "And, the more I learned about the good that they do through my experiences with CAN DO over the years, the more I wanted to be a part of it."

Today, CAN DO's four parks are home to more than 110 businesses and industries that employ more than 14,000 residents and cover nearly 20 million square feet of industrial space.

Quality workforce

One of the biggest reasons CAN DO has been able to

See CAN DO | 14

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From page 13

experience this kind of development and attract so many nationally- and internationally-known companies is the area's workforce. Greater Hazleton continues to proudly hold its tradition as a region populated with a large labor pool of skilled and dedicated employees who have the knowledge and work ethic to fill available job openings.

An official at an international food processing facility in Humboldt Industrial Park said his company was able to recently invest in a multi-million dol-

CITY PARTNERSHIP

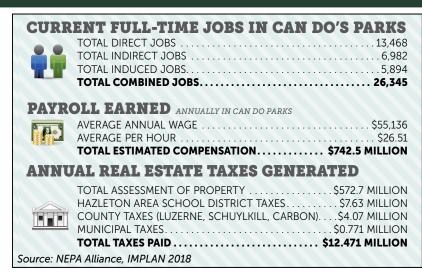
lar expansion project because the employees have helped the company achieve so much success in the region.

"We've earned a strong reputation in the marketplace because of the consistency our manufacturing team delivers day in and day out," the official said. "Our plant here in Hazle Township has long been a high-value and highperforming facility. It was clear our investment should be made here. It's because of the dedication of the people in the Hazleton area that we have fuel to make this investment."

Throughout its history, CAN DO has helped

See CAN DO | 15

Companies in CAN DO's industrial parks generate MILLIONS OF DOLLARS for the local economy





The Economic Impact of Businesses in Humboldt Industrial Park Valmont Industrial Park McAdoo Industrial Park CAN DO Corporate Center

For more information on CAN DO: Visit www.hazletoncando.com or call 570-455-1508



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From page 14

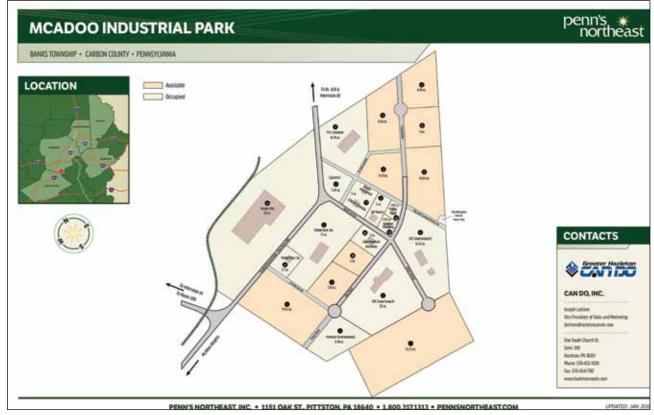
to provide industries with what they need to do business. In addition to its role as a land developer, CAN DO also services businesses as a landlord and utility provider and assists companies of all sizes with finding access to a variety of services such as business financing and entrepreneurial assistance. These services have helped CAN DO achieve a status of financial stability.

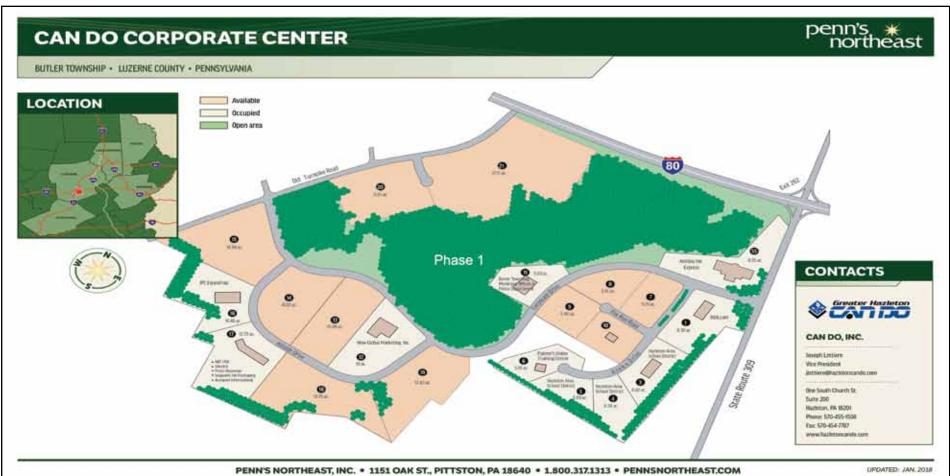
A bright future

CAN DO has come a long way since raising those first few dimes and O'Donnell sees a bright future for the organization.

"The CAN DO spirit of vision, drive and determination brought about the rebirth of a proud community in 1956 and I think Dr. Dessen would be pleased to see how CAN DO has grown into such a multi-faceted and financially selfsustaining organization," O'Donnell said. "We have accomplished many of the goals that were set forth in our strategic plan and continue to look for innovative ways to acquire and develop the land and infrastructure needed

See CAN DO | 17





INDUSTRIAL PARK SERIES 2018-2019

Bus bosses focus on getting workers to industrial parks

By Jennifer Learn-Andes and Roger DuPuis

iandes@timesleader.com

With an influx of new warehouses, regional officials are increasingly focusing on connecting these facilities to public transportation.

Luzerne County Transportation Authority
Executive Director Norm
Gavlick pointed to the
CenterPoint Commerce
and Trade Park in Jenkins and Pittston townships as an example, saying planning is underway
for a new transfer station
on Route 315.

A small-scale version of an intermodal center, the station would beef up existing bus runs by allowing more frequent and direct connections for park workers who reside in both the Wyoming Valley and neighboring Lackawanna County, Gavlick said.

In addition to the center, bus shelters would be set up throughout CenterPoint if Mericle Commercial Real Estate, the park's developer, pursues and obtains a state Department of Transportation grant as expected, said Gavlick, who is assisting with the submission preparation.

To fulfill a required 30 percent local match, Mericle may provide land for the transportation enhancements and link them with a network of trails for workers who want to walk and bike, Gavlick said. CenterPoint has 49 tenants



Roger DuPuis | Times Leader

employing nearly 6,000.

Gavlick's authority also has worked with the County of Lackawanna Transit System, known as COLTS, to synchronize fares and bus passes for riders accessing both county systems.

The demand for public transportation also has increased at the Hanover Industrial Estates in Hanover Township, largely due to the addition of online pet-supply retailer Chewy.com, Gavlick said.

After more than two decades, public transit service will return to the region starting Sept. 24, as LCTA inaugurates routes designed to get people to and from jobs after the daytime rush hour is long over.

LCTA's five new night routes will bring passengers to and from the Hanover industrial Park, CenterPoint Commerce and Trade Park, as well as Mohegan Sun Pocono casino.

Rides on the five new

night routes will be free for the first 30 days of service, Gavlick said.

Hazleton area

Observing a need, Ralph Sharp said he started weekday bus routes to the Humboldt Industrial Park in 2013, a year after he became director of the Hazleton Public Transit, which serves the Hazleton area.

Running for 5 miles along Route 924 in Hazle Township, the massive Humboldt park has nearly 60 industries and more than 10,000 employees.

Sharp said the Humboldt runs are timed to coincide with the daytime first- and secondshift schedules of the employers. There are four, round-trip runs from the Church Street Station in downtown Hazleton to Humboldt between 5:20 a.m. and 7:45 a.m. and five runs between 12:05 p.m. and 5:15 p.m., Sharp said, noting the buses stop along routes to pick up

people who flag them and drop off riders who pull a cord.

He also added two daily runs from Hazleton to Wilkes-Barre, all days except Sunday, traveling on Route 309 with stops at the Wyoming Valley Mall in Wilkes-Barre Township, the Mohegan Sun Pocono Casino in Plains Township and Public Square in downtown Wilkes-Barre, Sharp said. Departures from Hazleton are at 8:30 a.m. and 1 p.m.



Times Leader file photo

The Kit Kat mascot waves as Hershey's Hazle Township plant employees gather for a news conference announcing a \$60 million expansion project in the Humboldt Industrial Park in March.

From page 15

to attract new industries and new jobs to Greater Hazleton. We will continue to work with existing companies to provide them the support they need to flourish and assist the community by bringing new jobs to the area."

In 1960, a quote appeared in a local editorial, which has just as much meaning today as it did then.

"There is no single person in this community who can say that his or her life is so remote that CAN DO has not touched it, directly or indirectly," the editorial stated. "Without CAN DO's transfusion of new industrial blood, thousands of people would have been forced to leave the area."

"It is a fact that the millions in payroll and the purchases of CAN DO industries created new life for our economy," the piece continued. "What CAN DO has done for this community has affected everyone in this community for the better."

For more information about CAN DO and its parks, visit www.hazletoncando.com.

Reach Bill O'Boyle at 570-991-6118 or on Twitter @TLBillOBoyle.



Newman: Parks power area's economy

By Bill O'Boyle

boboyle@timesleader.com

WILKES-BARRE — Larry Newman, executive director of the Diamond City Partnership in Wilkes-Barre, said Northeastern Pennsylvania's industrial parks were originally born out of crisis — a regional economy left shattered after the downfall of the anthracite mining industry.

"Hard coal built the region, but by World War I, it was already on the wane," Newman said. "In the 27 years between Armistice Day and VJ Day, Northeastern Pennsylvania's anthracite industry would hemorrhage more than 100,000 jobs."

After World War II, Newman said as anthracite continued its collapse and unemployment skyrocketed, local business and civic leaders set out to put people back to work.

"To do so, they had to overcome enormous obstacles, not least of which was this — how do you recruit new industries to communities where the economy was too weak to attract private investors to develop industrial sites and buildings" Newman said.

Starting in the region's largest cities — Wilkes-Barre, Scranton, Hazleton, and Pottsville — Newman



Times Leader file

Larry Newman, executive director for the Diamond City Partnership

said that question was answered through the creation of non-profit industrial development corporations. He said local groups organized, raising funds within their communities to acquire land, prepare sites, and build industrial buildings to accommodate new businesses.

"And, they embraced another new concept — the industrial park," Newman said.

Traditionally, Newman said industrial jobs were woven into the fabric of communities. In fact, most of Northeastern Pennsylvania's older towns grew up around the mines, collieries, factories, and railroad yards that were their reason for being. People would walk from their homes to their workplaces, and colliery whistles told everyone when the workday had ended.

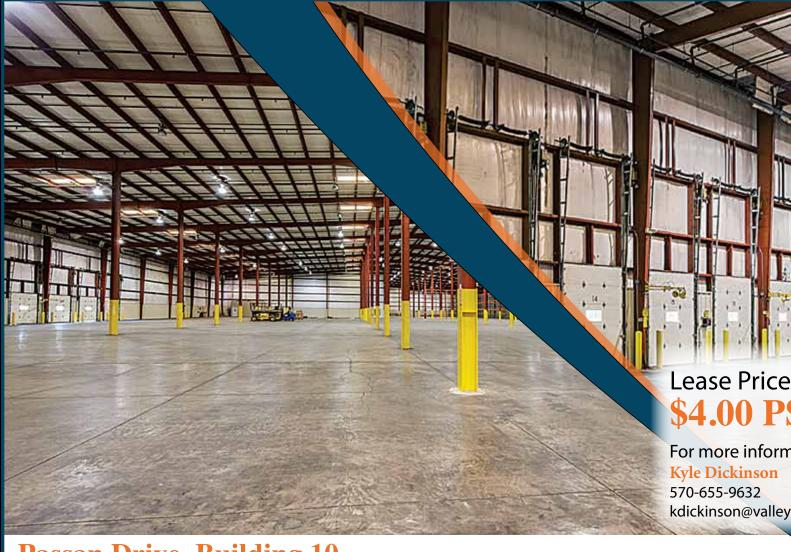
By the 1950's, how-

ever, Newman said that was changing.

"Industrial parks were a twentieth century creation, prompted by a desire to remove noxious manufacturing uses from residential neighborhoods," Newman said. "As households shifted to cars for their transportation needs, it became that much simpler to separate factories from the neighborhoods where workers lived."

In the anthracite region, Newman said outlying tracts of land with access to rail and

See NEWMAN | 20



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- 7 miles from Wilkes-Barre
- 12 miles from Scranton
- Accessible to major highways Routes 115, 315 and 309



Newman

From page 18

regional highways provided the opportunity to create planned industrial districts that could attract new employers. The region's first wave of business parks — such as Crestwood in Mountain Top, Valmont in West Hazleton, and Keystone in Dunmore — all date to this period. Newman noted. Their early development was driven by recruitment of the "smokestack" industries that typified that era.

Ultimately, Newman said state government created the Pennsylvania Industrial Development Authority, known as PIDA, to assist local economic development efforts. Other communities turned to the new tools and techniques to benefit their residents, and from Berwick to the Poconos, industrial parks were built throughout the broader region.

Newman said as NEPA's logistical advantages became apparent, distribution centers became an increasingly significant part of local economic development activities, while other parks were developed as "corporate centers" to meet office users' needs.

"The region's industrial development efforts stand out for their early focus on the difficult work of reclaiming abandoned mine lands and 'brownfield' sites in order to return them to productive use," Newman said. "Today, the region's business park roster includes many such properties, which are once again generating jobs and tax revenue for their communities.

"Today, Northeastern Pennsylvania's business parks help to power the region's economy."

For example, Newman said: • More than 12,700 people



Times Leader file photo

Cornell Cookson calls the Crestwood Industrial Park home.

are employed in the five business parks originally developed by the Greater Wilkes-Barre Chamber and its affiliates.

- Those five parks Crestwood Industrial Park. Hanover Industrial Estates, Hanover Crossing, Corporate Center at East Mountain, and Highland Park — comprise approximately 2,600 acres.
- Those five park generate more than \$8.7 million each vear in county, municipal and

school district tax revenues.

Newer efforts have focused on ensuring the vitality of a different type of business district — the region's downtowns — as hubs for office and "Eds-and-Meds" employment; and on fostering the growth of entrepreneurship and the "knowledge economy," Newman said.

And, Newman said, after decades of work by nonprofit development groups, the

region's economy ultimately improved to the point where private developers now routinely invest in the construction of new industrial properties and parks, playing a leading role in the next generation of business facilities.

"Northeastern Pennsylvania's business parks have become a fundamental element of the region's economic landscape," Newman said. "They are the places where the majority of the region's job creation projects will continue to occur, and, as we address the latest challenges for regional economic development, such as skills development, familysustaining job creation, and transportation equity, the parks will continue to be at the center of the discussion."

Reach Bill O'Boyle at 570-991-6118 or on Twitter @TLBillÓBoyle.

Web.com is Expanding in our Drums Office

Web.com has been around for over 20 years to help small businesses succeed online. The company's goal is to help our customers use our easy solutions to grow their business. As Web. com's three million customers have increased, so have their hiring needs. Hiring across all departments, the Web.com office in Drums, Pennsylvania has an emphasis on sales consultants and customer support roles. Not only does the company strive to grow small businesses daily, they have a lot of fun doing it.

Every week, the Web.com Drums office has some fun activity for their employees. An upcoming event is "Soup or Hero Day" where everyone is encouraged to dress like a superhero and enjoy a potluck of soup and hero sandwiches. They are also doing a Family Movie night in the parking lot, so families can gather and enjoy popcorn and snacks while watching a movie. They also do quarterly wine and game nights and have food trucks come visit.

Web.com focuses on the wellness of their employees as well as

philanthropy in the community. The Drums office has an on-site health clinic where employees can be seen by a doctor or nurse and not have to make an appointment fit in a busy work schedule. There is also an on-site cafeteria. In September, the team is holding a blood drive to give back to the community they live in.

One Web employee said, "The day I walked in for my interview I knew I wanted to work here: there was an energetic, positive, competitive, and infectious vibe! People were smiling and having fun." That is exemplified every day in the Drums office where they continually have activities to motivate and thank their employees like the upcoming Customer Service Week in October.

Web.com aims to help small businesses grow by helping their employees grow daily. If you are interested in the jobs offered in Web.com's Drums office, search open jobs online at web.com/careers.



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Saying

From page 8

all realize that when a company locates to any specific area, employees travel from many different communities. When we work together, we all win."

• Kevin O'Donnell, , President, CANDO:

"CANDO was an original partner in the creation of Penn's Northeast. We are firm believers in regional economic development and have benefited from our partnership with them. Through Penn's Northeast, we recently landed IRIS USA which will invest more than \$80

million into a new facility and will bring more than 90 manufacturing jobs into the Greater Hazleton area."

• Michelle Mikitish **Greater Pittston Cham**ber of Commerce: "In the early 2000s, many economic development players began to recognize a need to combine resources to better represent the value of NEPA as a whole region to employers looking to expand into our area. Representatives from Pittston Area Industrial Development (PAID) and the Greater Pittston Chamber of Commerce were eager to be a part of the team that helped Penn's Northeast grow

into the valuable organization it is today.

"PNE has been instrumental in helping those involved in the economic development of Greater Pittston where in the last 20 years or so, Greater Pittston has realized unprecedented industrial growth in Grimes, O'Hara, Barnum and Quackenbush Industrial Parks as well as CenterPoint Commerce & Trade Parks. The collaboration of private industry, local utilities, government and economic development organizations has led to a level of success that none of us could have reached alone."

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Ooms: Parks 'economic development engines'

By Bill O'Boyle

boboyle@timesleader.com

WILKES-BARRE — Teri Ooms, executive director of The Institute for Public Policy & Economic Development at Wilkes University, said many of the region's industrial/business parks came to fruition during a time when private investment in Northeastern Pennsylvania was lackluster at best.

Ooms said non-profit economic development organizations began to emerge as the primary real estate developers of the area and CAN DO, Inc.—the subject if this Times Leader special publication—made real estate investments that span Carbon, Luzerne and Schuylkill Counties.

"These business have proven to be true economic development engines, boosting livelihood throughout southern Luzerne County," Ooms said.

The CAN DO business and industrial parks — four in total — represent diverse and lucrative hubs of economic activity.

- They are home to 112 manufacturing, distribution, office, and service companies employing more than 14,000 individuals.
- About nine million square feet of space is dedicated to distribution, with over eight million square feet dedicated to manufacturing.
- The number of employees is almost equally split between manufacturing and distribution, and nearly 25 percent of the workers from 11 companies are in the food processing industry.

Ooms said the future of the CAN DO business parks



Terri Ooms is the executive director of The Institute for Public Policy & Economic Development at Wilkes University.ww

looks even brighter. Recently, The Hershey Company broke ground on a \$60 million expansion project at the Humboldt Park. That's also where IRIS USA, a manufacturer of top-quality clear plastic storage containers, pet products, and furniture is investing \$84 million in a manufacturing and distribution facility.

"This kind of commitment only solidifies the value of the location, the community, and the workforce," Ooms said.

Ooms said a high-level impact analysis shows that

the manufacturing sector in the CAN DO business parks supports an additional 3,000 jobs in a number of other local sectors, and that the economic impact — direct, indirect, and induced — to the area is over \$2.4 billion.

She said distribution industry supports an additional 2,000 jobs in other sectors and generates nearly \$112 million in economic impact — direct, indirect, and induced.

The business parks house both domestic and international firms. CAN DO's list of companies includes a number of familiar brands such as Amazon, American Eagle, Autozone, Bimbo Bakeries, Burger King, Cargill, Dial, Fed Ex, Hershey, Penske, PPL, and Web.com.

"The locations of these business parks are ideal due to the proximity of the intersection of Interstates 80 and 81 and the capacity to reach a number of major markets with product in less than one day's time," Ooms said.

Furthermore, Ooms said the businesses support employees

from all over Northeastern Pennsylvania.

"These individuals have the earnings not only to support themselves and their families, but to funnel through other businesses in the area," Ooms said. "The ripple effect on NEPA's economy is unmistakable. In sum, the investment by CAN DO and the greater Hazleton community in the business park infrastructure has truly been an asset to the increasingly vibrant region."

Reach Bill O'Boyle at 570-991-6118 or on Twitter @TLBillOBoyle.

CAN BE fosters entrepreneurship

From CAN DO Inc.

AZLETON — The primary mission of the CAN BE Innovation Center is to foster entrepreneurship and new venture development in the Hazleton area, leading to business creation and diversity.

That's why CAN DO opened the Community Association

for New Business Entrepreneurship — CAN BE — more than a decade ago.

CAN BE is designed to help individuals who are launching a new business, expanding a small home-based business or creating a spin-off venture from an existing business.

In addition to its work in attracting large corporations in the manufacturing, food processing, distribution and logistics sectors, CAN DO recognizes that entrepreneurship plays a vital role in developing a strong and vibrant community.

Through its partnerships with Penn State Hazleton, Wilkes University, Ben Franklin Technology Partners, the Downtown Hazleton Alliance for Progress, the Greater Hazleton Chamber of Commerce, and other strategic partners and associations, CAN BE is a value-added entity that serves as a catalyst in bringing together new business interests and business development resources that lead to launching new businesses and new jobs for the Hazleton area.

"CAN BE's staff is focused on instilling a spirit of entrepreneurship within the entire community and establishing Hazleton as a preferred location for both launching new business and developing new careers," said CAN DO Coordinator of Entrepreneurial Services Jocelyn Sterenchock. "We assist emerging companies and entrepreneurs

in developing business plans and business strategies in addition to helping them access the resource network by acting as a primary

entrepreneurial support system."

CAN BE, which is currently home to seven start-up businesses, has seen more than 30 companies come through its facility since its inception in 2005. Incubators like CAN BE nurture new businesses and help them grow during their initial start-up period, a time when they are most vulnerable and need the most support.

• Although statistics show that while 66 percent of all businesses fail within their first five years, 87 percent of businesses in an incubator like the CAN BE Innovation Center are still operating after the same five-year

"CAN BE's staff is focused on instilling a spirit of entrepreneurship within the entire community and establishing Hazleton as a preferred location for both launching new business and developing new careers."

Jocelyn Sterenchock

CAN DO Coordinator of Entrepreneurial Services



period.

At CAN BE, companies receive business advice, access to financing and exposure to business and technical support services. CAN BE is actively recruiting new venture or spin-off innovators with technological product ideas or knowledge-based business concepts.

Examples include, but are not limited to: software, electronic hardware, internet/web-based, multimedia, biotechnology, nanotechnology, industrial, energy-related, information, engineering and manufacturing-related technologies.

While CAN BE gives preference to companies possessing or developing proprietary technologies, this not the sole criteria for selection.

All aspiring entrepreneurs are encouraged to take advantage of the services

CAN BE offers. In fact, historically, CAN BE has helped more entrepreneurs move into the services industry than tech-related fields.

While many incubators are designed for office operations, the CAN BE Innovation Center is also uniquely suited for light manufacturing companies looking for manufacturing space as well as office space. It is flexibility that allows for CAN BE to assist in the growth of a variety of businesses. In that spirit, CAN BE recently recognized the need for a kitchen incubator to assist start-ups in the food related business and CAN BE is actively seeking opportunities to accommodate those businesses as well.

CAN BE has always been driven by its partnerships within Greater Hazleton and Sterenchock said the organization plans to continue growing and nurturing those relationships.

"Our main focus for this vear will be the launch of THInC — The Hazleton **Innovation Collaborative** — an Invent Penn State Initiative that created a partnership between Penn State Hazleton, CAN BE and the Downtown Hazleton Alliance for Progress, among many other community partners," Sterenchock. "Over the past year, the Hazleton Innovation Collaborative has worked to establish the foundation of a program that is designed to further grow the spirit of entrepreneurship in Greater Hazleton."

CAN BE will hold an active role in the THInC program by facilitating the initial intake or screening of clients and entrepreneurs looking to start a business, while the education component will be derived from the Happy

See CAN BE | 26

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INDUSTRIAL PARK SERIES 2018-2019

CAN DO: \$6.3B impact in 2018

From CAN DO Inc.

HAZLETON — A recent study conducted by the Northeastern Pennsylvania Alliance showed that during 2018, properties developed in CAN DO's parks had a total estimated output or economic activity of \$6.3 billion on the regional economy in Carbon, Luzerne and Schuylkill counties, the areas where CAN DO's four parks are located.

In 1956, when he chose "CAN DO" as the name for Greater Hazleton's economic development organization, Dr. Edgar L. Dessen had a vision of the great financial impact those two words would have on the region.

Today, that vision has been realized.

Across its Valmont, Humboldt and McAdoo industrial parks and the CAN DO Corporate Center, CAN DOrecruited industries directly employ more than 13,000 individuals who earn a total compensation of more than \$742.5 million, with an average hourly wage of \$26.51, including benefits.

Businesses in CAN DO's parks contribute a total estimated labor income of \$1.3 billion to the local economy, including \$1.2 billion in estimated employee compensation and \$105.9 million in estimat-



Times Leader file photo

Hershey's U.S. Business President Todd Tillemans, second left, joins chief supply chain officer Rick Camacho, Hazle Twp. plant manager Stephen Knight, and other executives in breaking ground for the \$60 million Kit Kat manufacuring facility in Hazle Township in March.

ed proprietor income.

Properties in CAN DO's parks also account for an estimated employment of 12,877 additional jobs (6,982 indirect jobs and 5,894 indirect jobs), which have a total compensation of more than \$487.5 million.

CAN DO President and CEO Kevin O'Donnell said, "CAN DO's mission has always been to improve the quality of life in Greater Hazleton through the creation and retention of a full range of employment opportunities. These numbers reflect that CAN DO continues to work diligently to bring family-sustaining jobs to the region that will provide a direct benefit not only to the residents

of Greater Hazleton who work in our parks but to the overall local economy as well."

The total estimated taxes generated from the four parks is \$549.1 million, which consists of an estimated \$332.4 million in federal taxes and an estimated \$216.7 million in state and local taxes.

When looking at the annual

real estate taxes, properties in CAN DO's parks generate a total property assessment value of \$572.7 million and total taxes paid of \$12.471 million, which includes \$7.63 million in Hazleton Area School District taxes, \$4.07 million in taxes to the three counties and \$771,000 in municipal taxes.

O'Donnell added, "With the expiration of much of the last-remaining Keystone Opportunity Zone properties, millions of additional dollars have been added to the local economy. Those businesses within KOZ's otherwise would not have located to the community and are now paying taxes to the state and counties, the local municipalities and the Hazleton Area School District, which is exactly how the program was intended to work."

As the above numbers show, CAN DO is committed to its economic development initiatives and making Greater Hazleton the premier place to do business and will continue to strive to improve the local economy and help make this community a great place to live, work and play.

For more information about CAN DO, visit www.hazleton-cando.com.

Reach Bill O'Boyle at 570-991-6118 or on Twitter @TLBillOBoyle.

CAN BE

From page 24

Valley LaunchBox curriculum by Penn State

Hazleton's staff. After entrepreneurs complete the education program, they will continue to receive follow-up assistance and mentoring from CAN BE staff, Penn State Hazleton faculty and community volunteers.

While the THInC program has been created to work virtually, it will soon have a physi-

cal home in a roughly 5,000-square-foot coworking space at 13 West Broad Street, right in the heart of the art and innovation district of downtown Hazleton. The anticipated launch for the program is January 1, 2019, with the Hazleton Launchbox facility opening later that same year.

For more informa-

tion on CAN BE and its other entrepreneurial initiatives, contact CAN DO at 570-455-1508.

Reach Bill O'Boyle at 570-991-6118 or on Twitter @TLBillOBoyle.

INDUSTRIAL PARK SERIES 2018-2019

CAN DO helps companies secure financing

From CAN DO Inc.

HAZLETON — Since its founding in 1956, CAN DO has helped hundreds of businesses connect with state and local agencies and has assisted companies with obtaining grants and loans to finance equipment upgrades or expansion projects.

CAN DO understands that financial assistance often plays an integral role in the success of a project or growth of a business.

In its role as a Certified Economic Development Organization for Luzerne County, CAN DO is responsible for the oversight, planning and procurement of state funding and other incentives for the organization and the clients it serves. The Economic Development department directly impacts CAN DO as an organization through securing project funding and forward-thinking economic development initiatives.

"CAN DO acts as a liaison between businesses and service providers and tailors solutions to fit our clients' needs," CAN DO Economic Development Specialist Charles McElwee III said. "Our staff assists clients in identifying the appropriate comprehensive funding resources that leverage federal, state, regional and local funding. We guide companies through all stages of the financing process, beginning

with an overview of available funding packages. We ultimately help businesses navigate the application process for financing opportunities."

CAN DO's staff has experience assisting clients across a wide range of industries, including manufacturing, food processing, logistics and the small business sector. The organization guides companies through all stages of the financing process and facilitates a wide range of loans and technical assistance to businesses of all shapes and sizes.

The business financing team at CAN DO works to help companies secure access to the capital they need through the procurement of low-interest loans, grants and other services that help businesses create and retain jobs.

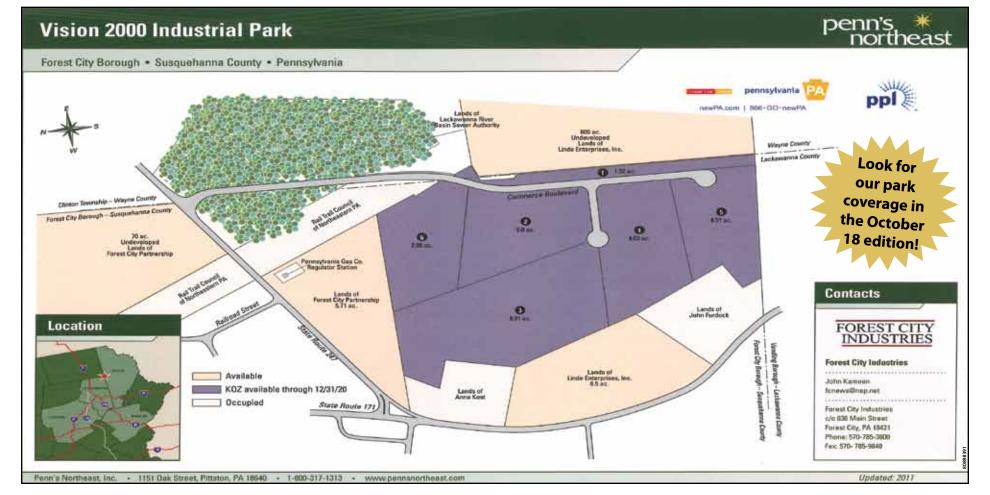
CAN DO works closely with the Pennsylvania Department of Community and Economic Development, whose mission is to foster opportunities for businesses to grow and for communities to succeed and thrive in a global economy. In addition to its primary responsibility for securing funding, CAN DO's business financing team promotes best practices for community development.

A key component of this initiative is to support the continued development and revitalization of downtown Hazleton. CAN DO has played an important role in down-

town Hazleton's revitalization through not only direct investment and financial support, but also by securing Pennsylvania Industrial Development Authority loans for historic commercial properties.

Throughout the past 62 years, CAN DO has become Greater Hazleton's one-stop source for employers' financing needs, whether they are looking for loans through local banks or assistance from government institutions.

For more information on financial assistance, contact CAN DO's Economic Development department at 570-455-1508 or email financing@ hazletoncando.com.





Times Leader file photo

Jim Cummings is the marketing vice president of Mericle Commercial Real Estate Services.

Mericle: Truck access, labor keys to success

By Bill O'Boyle

boboyle@timesleader.com

PITTSTON TWP. — Jim Cummings, Mericle Development's vice president of marketing, said thoughtfullyplanned and strategically-located business parks are essential to the economic success of many communities.

"In large part, this is because of two of the most important site selection factors — last mile truck access and labor draw," Cummings said.

Every year, Cummings said the national business magazine *Area Development*, surveys hundreds of corporate executives and asks them to rank the importance of several dozen factors that are typically considered by corporations during the site selection process. The factors that consistently appear at the top of the list are highway accessibility and skilled labor availability.

"The most successful business parks are located immediately off of an interstate exit in close proximity to population centers and higher education institutions," Cummings said. "As such, they are well positioned to meet the access and labor requirements of most companies."

Cummings said the dramatic growth of distribution centers along the I-81 corridor from upstate New York into Maryland has increased the need for abundant, on-site parking. In the case of e-commerce fulfillment centers, which have a high labor density, Cummings said more than 1,000 employee parking spaces are sometimes required.

"For bulk distribution cen-

ters that ship directly to retail stores, hundreds of trailer spaces are needed," Cummings noted. "Business parks often have enough elbow room to meet these high parking requirements."

In addition, Cummings said most companies prefer to lease space and often operate under very tight time-frames to get

See MERICLE | 30

NEPIRC TO HOST THREE ANNUAL MANUFACTURING DAY EVENTS

National Manufacturing Day recognizes the impact of manufacturing upon the U.S. economy, highlights manufacturing's value to communities across the nation and raises awareness of high-paying manufacturing careers. Manufacturing Day efforts provide business leaders, legislators, educators, media and the community at large with timely information about the innovations, technologies, career options and best practices that exist within today's advanced manufacturers.

To celebrate this national event, the Northeastern Pennsylvania Industrial Resource Center, NEPIRC, is hosting three events.

Hazleton Event:

A Manufacturing Day Showcase, Presentation and Luncheon will be held on Tuesday, October 2nd at the Valley Country Club in Sugarloaf. This event will feature Jennifer Yuengling, Vice President of Operations, D.G. Yuengling & Son, Inc. as a keynote speaker. Jennifer is the sixth generation of the Yuengling family to run the company. She will share the story of America's Oldest Brewery including its survival during prohibition, the company's growth, its passionate fans and smugglers, and its commitment to the future.

Scranton Event:

A Regional Manufacturing Showcase and Trade Show will be held on Thursday, October 4th at the Radisson Lackawanna Station Hotel in Scranton. NEPIRC's agenda features Chairman and CEO of Martin Guitar Company, Christian Frederick Martin, IV as a keynote speaker. Under his direction, this iconic company has maintained its integrity and industry wide respect, while growing and prospering to unprecedented manufacturing and sales levels.

Manufacturers and businesses supporting the manufacturing industry are invited to set up trade show tables at both the Hazleton and Scranton events to showcase their products and services.

Wellsboro Event:

A Manufacturing Day Luncheon and Presentation will be held on Friday, October 5th at Timeless Destinations in Wellsboro. Denise Ball will be presenting the keynote presentation "Attracting and Retaining the Z & Millennial Generations." Denise is a Workforce Development Specialist for Tooling U – SME, an industry leader in manufacturing workforce education and development and she will address how businesses can better attract workers by adapting to the needs of their current hiring pool.

All events are great opportunities to meet manufacturers and regional business leaders and learn about their products and services. Time has been incorporated into all events for participants to network, learn about what each other has to offer and help facilitate synergies, purchasing opportunities and collaborations among Pennsylvania manufacturers.

Bank of America Merrill Lynch is the keynote speaker sponsor for all three events. To learn more about Bank of America Merrill Lynch visit www.bofaml.com. Tickets and information may be obtained by calling Colleen Reardon at 570-704-0018 or visiting www.NEPIRC.com

MFG Day Showcase, Presentation and Luncheon

Tuesday, October 2nd - 9:30 am to 1:00 pm at Valley Country Club, Sugarloaf, PA



Join us to Celebrate Manufacturing Day 2018!

Companies are Invited to Set Up Display Tables, Trade Show Style, to Showcase Their Products and Services



Keynote Presentation
The Future of America's Oldest Brewery
and the Women Who Lead It
Jennifer Yuengling

Vice President of Operations, D.G. Yuengling & Son, Inc.

Hear the story of America's Oldest Brewery including its survival during prohibition, the company's growth, its passionate fans and smugglers, and its commitment to the future.

Yuengling

General Admission - \$40.00 Company Display Table + 2 Admissions - \$220.00

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For more information and to register go to www.NEPIRC.com/events or call at 570-704-0018

Mericle

From page28

new operations up and running.

"They usually can't wait for a building to be constructed for them," he said. "This increases the importance of having a wide variety of quality, existing space available when companies visit a community. Therefore, for a business park to be successful, it must attract developers who are willing to construct different types and sizes of buildings on speculation."

Can Do parks

Cummings said CAN DO has done a great job developing its industrial parks. He said Humboldt Industrial Park, for example, is one of the largest business parks in the entire state and is home to some of the world's largest corporations.

"CAN DO guaranteed the success of its parks by developing them in close proximity to the intersection of Interstate 81 and Interstate 80 and within an easy drive of the population centers in four counties," Cummings said. "CAN DO also outfitted the parks with robust utility systems that meet the needs of even the largest industries."

Cummings said Northeastern Pennsylvania often competes to win projects against business parks in the Lehigh Valley and Greater Harrisburg areas. He said land for development in those areas is becoming scarce and many parks have become fully occupied.

"As a result, companies have more frequently been including Northeastern Pennsylvania during their site searches because we still have land available in our business



Times Leader file photo

Greiner Packaging Croporation's facility located in the Centerpoint West Commerce & Trade Park in Pittston.

parks," Cummings said. "This bodes well for CAN DO and its available business sites."

Cummings said Mericle has developed 13 buildings totaling more than 4.5 million square feet in Humboldt. Mericle's tenants and clients include Amazon.com, American Eagle Outfitters, Michael's Handcrafts, Simmons Company, Nature's Bounty, E.S. Kluft & Company, Freedom Corrugated, Brake Parts, Inc., and Reynolds Consumer Products. Most of these buildings

were developed on speculation by Mericle, Cummings said.

Mericle also owns and maintains two industrial buildings in Valmont Industrial Park, Cummings noted.

Mericle factoids

- Founded in 1985 by Robert Mericle.
- Has developed buildings in 15 Northeastern Pennsylvania business parks.
- Estimates that approximately 14,500 people work in its various buildings through-

out NEPA.

- Has developed 22 million square feet of industrial, office, flex, and medical space in NEPA.
- Currently owns and maintains 15 million square feet of space.
- Its tenants and clients include 40 Fortune 1000 firms.
- Has developed more than 100 buildings in NEPA, the vast majority of which were constructed on speculation.
- In the late 1980s-early '90s Mericle developed the

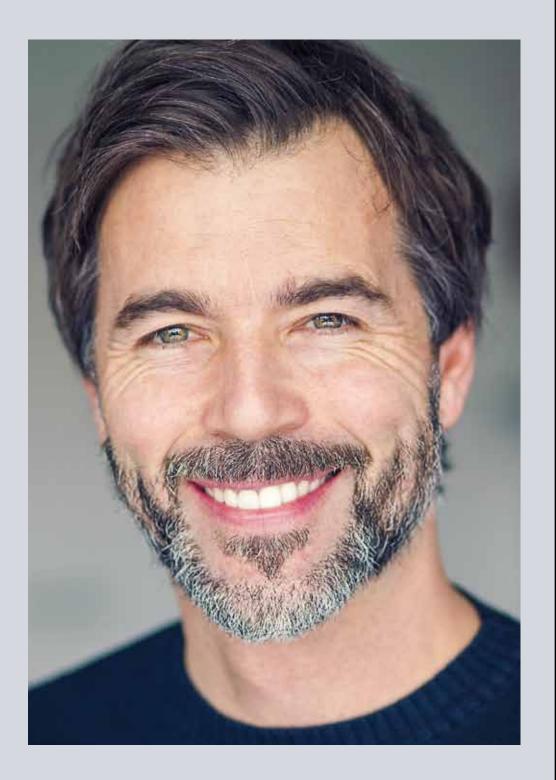
first industrial buildings ever constructed on speculation in NEPA by a private, for-profit company.

• Currently constructing on spec a 1,023,000 industrial building in CenterPoint Commerce & Trade Park East in Jenkins Township. This is the largest building ever constructed on speculation in Northeastern Pennsylvania.

Reach Bill O'Boyle at 570-991-6118 or on Twitter @TLBillOBoyle.

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Altadis major player in McAdoo park

By Bill O'Boyle

boboyle@timesleader.com

McADOO — Over the years, Altadis U.S.A. has grown into one of the largest cigar companies in the world and has gained access to the finest tobacco leaves from growers worldwide.

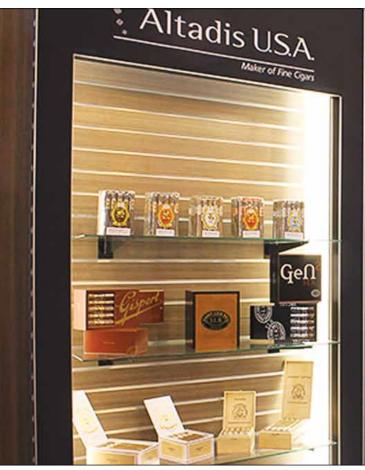
And a lot of that good work is being done at the company's facility in the McAdoo Industrial Park, part of the CAN DO network.

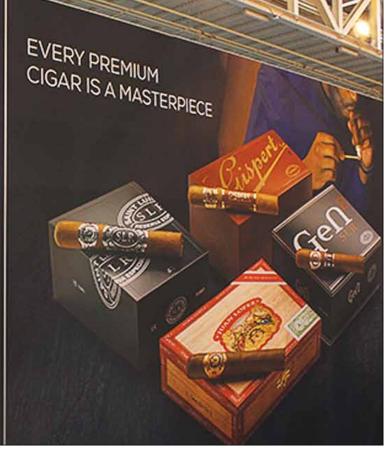
Rob Wilkey, executive vice president/general counsel for the company, said if you have ever enjoyed a premium cigar, there's a good chance you've enjoyed a cigar crafted by Altadis U.S.A.

Altadis USA is responsible for many of the world's most renowned brands, including Montecristo, Romeo y Julieta, H. Upmann, and Trinidad. Wilkey said Altadis U.S.A. has been crafting great cigars since 1918.

"This allows us to fulfill our mission to provide the highest quality products at a fair price," Wilkey said of the Altadis operation. "Across all our brands, adult connoisseurs have come to enjoy the consistency and well-made construction that signify Altadis U.S.A. cigars."

Today, Altadis U.S.A. operates production facilities in the Dominican Republic and Honduras and partners with factories in Mexico and Nicaragua. Altadis and its affiliates employ more than 5,000 employees worldwide and strive to provide them with an outstanding working environment.





Altadis U.S.A. calls the McAdoo Industrial Park home.

ALTADIS PRODUCTS

Aging Room Casa De Garcia Don Diego Gispert H. Upmann Henry Clay Juan Lopez La Boheme

"We understand you have many choices when you visit your local tobacconist," Wilkey said. "We thank you for choosing our cigars and hope you enjoy them as much as we enjoy making them." Las Cabrillas Montecristo Omar Ortez Onyx Por Larranaga Primo del Rey Romeo y Julieta Saint Luis Rey Te-Amo Trinidad VegaFina Oliveros Gran Retorno

Altadis USA has two main services it provides at its McAdoo factory:

• Altadis USA in McAdoo produces a reconstituted tobacco sheet which is a critical component in the manufac-

ture of cigars at the company's other locations.

• Specialty Products, a division of Altadis USA in McAdoo, manufactures several products outside of the tobacco industry — edible films for the meat industry; candy strips; adhesive products used in pharmaceutical applications; soap film additive for powdered laundry detergent.

"We are quite proud of our facility in McAdoo and its role there in the community," Wilkey said. "We are happy to share our story."

Altadis USA prides itself on its work ethic and the

company is constantly looking forward for ways to improve business. In 2012. Altadis USA received the MAEA Excellence Award for Energy Efficiencies and also achieved its ISO 9001 certification. Over the past 7 years, since 2005, Altadis USA has achieved a rating of "Superior" by the American Institute of Baking.

Internally, Altadis USA recently entered and placed third in the intra-company regional "Safety Pin" competition which took place in La Romana, Dominican Republic.

Reach Bill O'Boyle at 570-991-6118 or on Twitter @TLBillOBoyle.

The West Hazleton facility was built in 1982 and it contains 87,726 square feet on 7.5 acres of land

Bimbo Bakeries a star at Humboldt

By Bill O'Boyle

boboyle@timesleader.com

HAZLETON — Not everyone is familiar with the Bimbo Bakeries USA name — but just about everyone in the country has likely enjoyed at least one of their many products at one time or another.

Bimbo Bakeries USA, with a facility in the Humboldt Industrial Park, is a leader in the baking industry, known for its category leading brands, innovative products, freshness and quality. As part of Grupo Bimbo, the world's largest baking company, BBU is proud to share the company philosophy — "Highly Productive and Deeply Humane in the U.S."

Some of Bimbo's iconic brands and fresh products can trace their histories back to the late 1800s or early 1900s, when its traditions of freshness and value began.

Bimbo Bakeries USA's story begins in 1994, when Grupo Bimbo — Mexico's largest baking company with operations in 21 countries — purchased La Hacienda, a California-based tortilla company. Bimbo Bakeries USA then entered the U.S. bread market in 1997 with the acquisition of Pacific Pride Bakeries of San Diego.

The West Hazleton facility was built in 1982 and it contains 87,726 square feet on 7.5 acres of land. Several additions/improvements have been made since 1990. Currently,

BIMBO BAKERIES USA



(BBU) is the largest baked-goods company in the U.S., with a leading position in bread, buns, sweet baked goods and cakes.
Bimbo Bakeries

- Brand portfolio comprised of leading brands across all meal occasions.
- Only commercial bakery manufacturer to serve all 50 states.
- 12 brands with over \$100M in sales.
- Newest bakeries incorporate the latest power

and energy saving, air emissions and water usage reduction technologies.

- Only top 20 food company to focus solely on the baking industry.
- Bimbo offered the first:
- Potato Bread
- Sandwich Thin rolls
- Wide pan bread
- Bagel Thin® bagels

there are 76 employees at the plant.

Bimbo officials like the location, being close to Interstates 80 and 81.

The premium portfolio

includes brands such as Arnold's, Bimbo, Boboli, Brownberry, Entenmann's, Francisco, Freihofer's, Marinela, Mrs. Baird's, Oroweat, Stroehman, Thomas' and Tia Rosa.

Several cake products are made at the Humboldt plant, including all butter loaf, marble loaf, chocolate loaf, lemon loaf, chocolate chip loaf, LA crunch, lemon crunch, lemon iced, chocolate fudge, thick fudge golden, marshmallow, chocolate chip iced, party cake, New York crumb and crumb.

Company growth

The company grew again in 1998 with the purchase of Mrs Baird's Bakeries in Texas, which at the time was the largest family-owned bakery in the U.S. The combined operations were renamed Bimbo Bakeries USA (BBU).

In 2002, BBU acquired the Western U.S. baking business of George Weston Ltd., adding such iconic premium brands as Oroweat, Entenmann's, Thomas' and Boboli. In 2009, Grupo Bimbo purchased the remaining U.S. fresh baked goods business of George Weston Ltd., adding brands such as Arnold, Brownberry, Freihofer's and Stroehmann.

In 2011, BBU completed its largest acquisition to date: Sara Lee's North American Fresh Bakery business. Adding Sara Lee's bread business doubled BBU in size, enabling the company to better deliver on its mission, vision and values.

Today, BBU operates more than 60 bakeries, employs more than 22,000 associates and distributes products through 11,000 sales routes throughout the United States.

Reach Bill O'Boyle at 570-991-6118 or on Twitter @TLBillOBoyle.



Web.com's facility in Drums in the CAN DO Corporate Center.

Web.com brings marketing savvy to CAN DO

By Bill O'Boyle

boboyle@timesleader.com

HAZLETON — Since 1997 Web.com has been the marketing partner for businesses wanting to connect with more customers and grow.

At its Hazleton Customer Service Center in the CAN DO Corporate Center, Web.com employs approximately 200 people with a variety of skills, including seasoned customer service representatives and highly skilled technical engi-

"We listen, then apply our

expertise to deliver solutions that owners need to market and manage their businesses, from building brands online to reaching more customers or growing relationships with existing customers," the Web. com website states.

"For some, this means a fast, reliable, attractive website; for others, it means customized marketing plans that deliver local leads; and for others, it means customer-scheduling or customer-relationship marketing (CRM) tools that help businesses run more efficiently. Owners from big to

small can focus on running the companies they know while we handle the marketing they need."

'The complete package'

Melissa Sharp of Web.com said the company is dedicated to providing everything a small business needs to succeed online.

"From registering the perfect domain name, building the perfectly unique logo, to designing and building a state-of-the-art website, Web.com offers the complete package," Sharp said. "Additionally, we

offer organic and paid marketing options — from order-management software, outsourced call center services for your business — to digital and print materials. Our business tools give customers the edge over their competition."

The Drums office has "onshored" 83 jobs, formerly filled in the Philippines, bringing all the work to the Greater Hazleton Area in early 2016. There was no additional cost to the company to on-shore these jobs back to Northeastern Pennsylvania — it was the right decision for the business and the community, Sharp said. Web.com partnered with Gov. Wolf's "Jobs that Pay" program.

"Growth and community contribution is exemplified best in our Drums location," Sharp said. "Our recent decision end our contract with an off-shore vendor and bring the jobs back in to the United States, more specifically the Greater Hazleton Area, allowed us to commit to 100 percent of our customer service being North America-

See WEB.COM | 36

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Web.com

From page 34 based."

Local partnerships

Web.com has formed partnerships with many local colleges, universities, and even high schools in order to provide job skills and opportunities to those individuals, conducting on-site presentations and participating in career days, mock interviews, and job shadowing. Some local entities Web.com has partnered with include Luzerne County Community College and Hazleton Area High School's Science and Technology Center.

In the fourth quarter of 2015, sharp said the company presented a proposal to its CEO, proposing to improve customer satisfaction by routing all customer interactions in-house.

"Our task after that proposal was to prove that our Drums location was the best place to take on those additional interactions," Sharp said. "We worked with Pennsylvania Career Link, the Hazleton Chamber of Commerce, the Governor's Action Team and CAN DO Inc., to illustrate that not only do we have the labor pool for the initial staffing increase, but also for the on-going recruiting that would be needed to sustain our workforce."

Sharp said that it was because of these efforts that the proposal was approved. In 2016, she said Web.come brought 80 jobs on-shore and back to the Greater Hazleton area. This then allowed the company to renew its commitment to and integration with the community, by join-

ing the Hazleton Chamber of Commerce and being active members in the community.

Throughout Q2 and Q3 2018, the Web.com office in Drums underwent more than \$250,000 in renovations, courtesy of Can Do Inc., from constructing a new closet, to adding fresh paint to the walls, new carpeting throughout the 2nd floor, and a beautiful new café floor.

"These renovations help to remind our employees that we not only care about them, but we care about the environment in which they work," Sharp said. "We want a clean, bright, cheerful office space to cultivate creativity and happiness. In 2018, the leadership team also created a peaceful, quiet, zen room for our employees. This quiet room was decorated with minimalism in mind. Additionally, we've placed adult coloring books, a sound machine, and a waterfall in this room, creating a relaxing space for employees to take a break."

'Employee-centric'

Sharp said Web.com's overall management philosophy is summarized by its office's company culture mission statement: "To cultivate a respectful team environment which is fun, employee-centric and rewarding. Through forward thinking, customer focused open communications, and innovative solutions, we foster the growth of our employees and the business."

Sharp said Web.com's goal is to not only hire talented people, but to also help employees grow as professionals.

"Our common practice is to develop each individual to take the next step in their Web.com career," Sharp said.
"We truly only promote from within — our mantra has become "Grow Here, Stay Here." In order to keep the employees engaged in the company, we focus on creating a fun environment. Each week we hold a company culture meeting to discuss how we may improve our employee's life while at work. In addition to that, we have a dedicated Spirit Committee that assists in hosting fun events."

"We have an on-site clinic so employees may schedule visits with our doctors or nurses at no charge," Sharp said. "Lastly, we have a nutritional café that is open Monday through Friday with a full menu that serves hot breakfasts and lunches for employees."

Helping small businesses

On the CAN DO website, Brad Filbert, Senior Director, Customer Service, at Web.com, said the company focuses on helping small businesses start and market their businesses on the Web.

"Our Hazleton Customer Service Center employs approximately 200 employees with a variety of skills, including seasoned customer service representatives and highly skilled technical engineers," Filbert said. "We are continually seeking trained technical candidates to join the Hazleton call center team."

Over the last year, Filbert said the Hazleton Center has been an integral part of the growth of the company, having been recognized for providing "An Outstanding Customer Service Experience" from J.D. Power and Associates for four consecutive years.

"Since Network Solutions

ABOUT WEB.COM

- We're here for one reason: to help small businesses succeed online. With over 3 million customers and 20 years of experience, we know what small businesses need to succeed on the web. We're here to help with easy solutions that grow your business.
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- For those of you that want to build things on your own, you'll have access to our patented website and online builder tools. These tools are designed to enable small businesses to build amazing websites and have them get found.
- Our designers and copywriters are experts at optimizing for Google, Yahoo!, Bing, Facebook and many others. Every website we build comes with marketing. We make sure your business gets found.
- We understand how important it is to keep your website and social media pages fresh. Just give us a call. We're always here to make a change, post a comment or freshen things up. Source: Web.com

has opened our doors in the Can Do Corporate Business Park, we have had the pleasure of hiring some of the area's finest people," Filbert said. "We look forward to a continued relationship with the community, the Greater Hazleton area businesses and our employees."

Reach Bill O'Boyle at 570-991-6118 or on Twitter @TLBillOBoyle.

Know your parks: There are 3 types in area

John T. Cognetti

Hinerfeld Commercial Real Estate

Commercial parks have three categories in the region: industrial parks, corporate centers, and business parks.

Commercial parks in the region began in the 1950s. Prior to that certain areas of the communities in the region had multi and single industrial buildings scattered throughout neighborhoods and major office buildings concentrated in the downtowns.

Industrial Parks

A trend began to build industrial buildings on the undeveloped edges of the region's major cities. Beginning with the World War II effort, buildings such as the Murray Plant built in South Scranton, built to assemble airplane wings was one of the largest buildings in the region, consisting of 460,000 square feet.

This was the forerunner in our region of the millionsquare-foot buildings being built today.

Follow the rail lines in the region and you will find the next phase of industrial real estate. Before the interstate system, rail was the way to move goods into and out of the region.



Times Leader file

Chewy.com inbound forklift operator Raushan Sales moves a pallet of product at the company's fulfillment center in the Hanover Industrial Park last year.

Overcoming talent shortages not for weak of heart

By Thomas Ruskey
Manpower

Can't find the right people? You're not alone.

The labor market is incredibly tight today. One of the most frequent issues I hear from my clients is that they cannot find job applicants with the right skills and experience.

In fact, 46 percent of U.S. employers are having difficulty

finding the talent they need to fill positions, based on Man-powerGroup's recent talent shortage survey. That means nearly half of the country is competing for great people, a point further demonstrated by a strong hiring outlook for Q4 with 22 percent of employers in the Northeast United States expecting to add to their payroll.

In order, the top ten hardest to fill job roles in the US include: skilled trades, drivers, sales representatives (including contact center), healthcare professionals, teachers, office support, technicians, management/executive, restaurant/ hotel staff, and manufacturing.

Despite the tremendous challenges, how employers react to the challenges will determine if they sink or swim. Many organizations are already adjusting their approach to attracting, retaining and developing talent.

For instance, 55 percent of employers reported providing additional training and development while 40 percent are recruiting from outside traditional talent pools and 29 percent are adjusting education or experience requirements.

4 tips for success

Overcoming talent shortages so your company wins is challenging but indeed possible with the right strategies in place. Start with these four recommendations:

1. Build: Invest in learning and development to grow

See SHORTAGES | 38

Page 37

Shortage

From page 37

your talent pipeline. Identifying future potential, driving a culture of learnability through the organization and providing training programs will be critical to success in the digital age.

2. Buy: Go to the external market to find the best talent that you cannot build in-house in the timeframe you have. In a tight labor market, employers must put on their master-marketer hat and offer the level of benefits, wages and other perks that are going to attract and engage the best and brightest to work for your organization.

3. Borrow: Cultivate communities of talent outside the organization, including parttime, freelance, contract and temporary workers to complement existing skills. This strategy works well for short-term projects or when you quickly need expertise you don't have in-house. More and more skilled workers are choosing to work this way.

4. Bridge: Help people move on and move up to new roles inside or outside the organization. Employers must optimize the skilled people they have inhouse. When those skills are no longer needed, they must be able to bridge individuals to changing or emerging job roles. When it's not possible to bridge them to new roles within your organization, treat people with respect and dignity and help them to transition to new roles beyond your company.

Jobs are changing and the skills needed to complete those jobs are changing. Driven by rapidly changing technology and increased automation, companies in every industry are feeling the impact of talent shortages.

Though a challenge, success remains within reach when you put smart strategies in place.



Thursday, September 20, 2018

Parks

From page 36

Since rail ran through the communities, the post war workforce sometimes walk to work. Keyser Valley Industrial Park, South Scranton/ Minooka to Carbondale, the entire West Side of the Wyoming Valley from Kingston to Pittston, Tobyhanna Depot and the South Poplar Street area of Hazleton.

With the unfortunate decline of rail and the building of the interstate system, the next generation of industrial parks began to be developed along those corridors and is where the con-

centration of industrial buildings are located today.

The next generation of industrial park development began in the 1960s and is continuing today.

Office Parks

One of the first office parks in the region was built in 1959 in South Abington Township.

Privately developed by the then International Salt Company to house their new corporate offices, the Abington Executive Park remained largely undeveloped for many years until three office buildings were built in the 1970s and '80s.

When International Salt was sold subsequent

owners of the undeveloped land decided to sell the former headquarters and the remaining land.

By that time the office market shifted away from the Abingtons and focused on the I-81 corridor. Through a creative approach, Hinerfeld Commercial developed a plan for subdivision of the remaining land to developers and selling the corporate offices to Allied Services.

Today the region has two office parks specifically developed for office and institutional tenants.

The East Mountain Corporate Center in Plains, and the Glenmaura Corporate Center in Moosic are on the I-81 corridor. Theses parks have restrictive covenants specifying the office uses permitted. The intent is to create pleasant, unique working environments suitable for uses other than industrial.

Business Parks

The business park usually permit both industrial and office users through covenants. The region has seen business parks grow in recent years. The first was the CAN DO Corporate Center in Drums. It houses mostly office buildings with specific industrial uses allowed. The Jessup Small Business Park/ Valley View Business Park in Lackawanna is the next generation and



Times Leader file

New construction is seen in the CenterPoint East Industrial Park in Jenkins Township in recent years.

the largest of this type is CenterPoint in Pittston, to date primarily industrial uses however a new office building is currently under construction. The region enjoys a wide selection of types of business parks in addition to those mentioned.

Outside the urban corridor there are parks in Wayne, Monroe and Schuylkill Counties that provide great locations for businesses with the blend of living and working in our Region's beautiful rural settings.



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