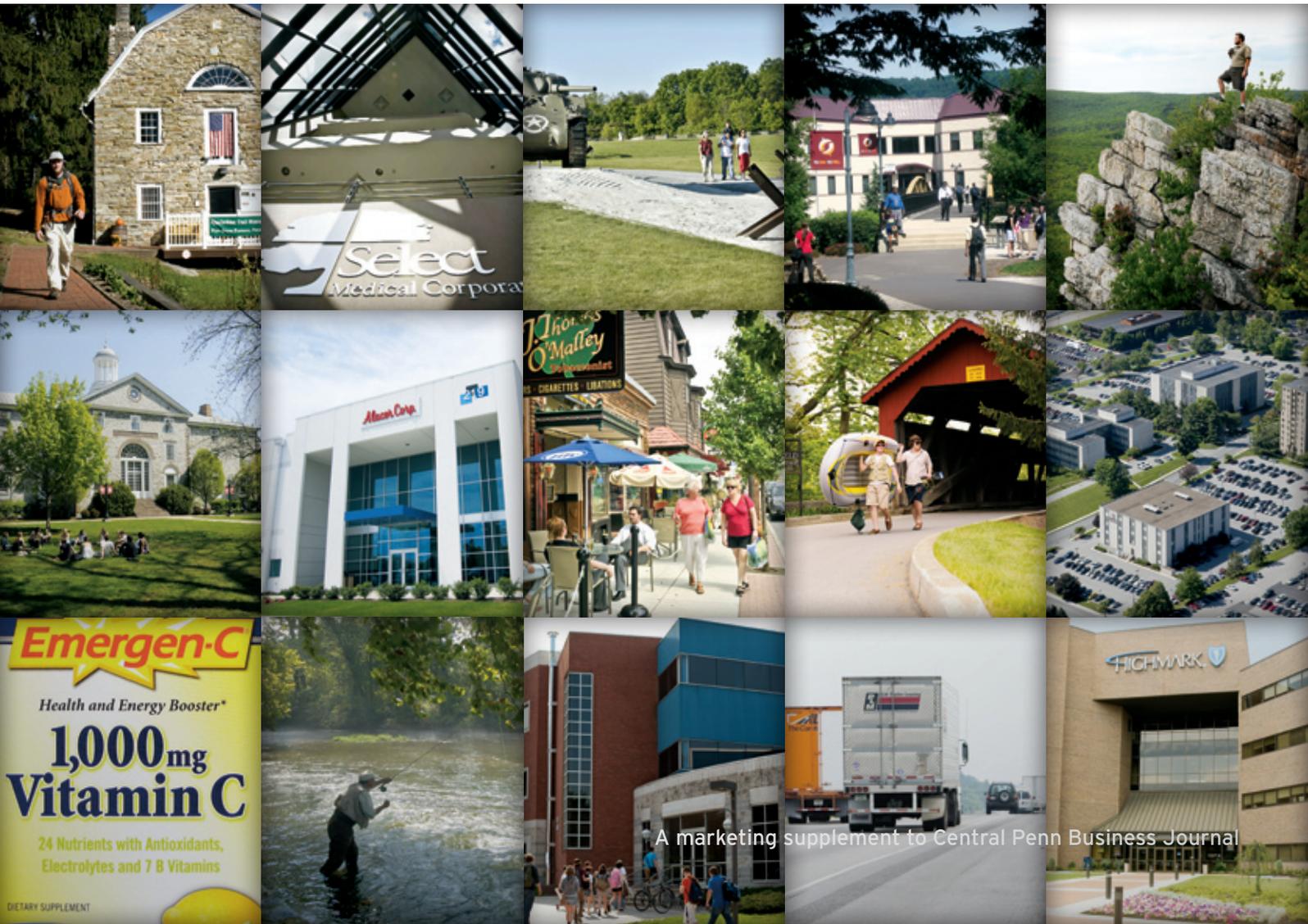




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A marketing supplement to Central Penn Business Journal

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Dear Readers:

I'm sure you're familiar with our nation's capital, Washington, D.C., whether you've been there to marvel at the cherry blossoms or the White House. But the truth is the nation's capital city wouldn't exist without its surrounding counties in Maryland, Virginia and West Virginia. A similar relationship can be observed between Harrisburg, our state capital, and Cumberland County.



When people refer to the "Harrisburg area," they almost always include Cumberland County in that label. After all, it's just across the Susquehanna River from the city of Harrisburg. Many people, including myself,

live in Cumberland County and work in Harrisburg, or vice versa. It's because Dauphin and Cumberland counties have quite the symbiotic relationship. The U.S. Census Bureau labels the area the Harrisburg-Carlisle Metropolitan Statistical Area (a.k.a., the Harrisburg metropolitan area), and the most recent study (2009) ranked it the 96th largest metropolitan area in the country. That's nothing to sneeze at, Central Pennsylvania.

From a business perspective, you can't help but take note of the sheer number of major East Coast companies that are headquartered in Cumberland County. Just look at the list of its top employers, and you'll see that many of them have headquarters within county lines. That translates into many jobs for the region, and clearly we have the work force necessary to fill those positions. It doesn't really matter if those employees come from Cumberland or Dauphin County — the entire region benefits.

On behalf of the Central Penn Business Journal, I'd like to give a hat's off to Cumberland County for being a key player in our local economy. Whether you live, work or play in Cumberland County, you can take pride in the fact that we have such a strong body supporting Pennsylvania's capital region. Turn the page, and you'll see what I mean.

Sincerely,

David A. Schankweiler

CEO/Publisher

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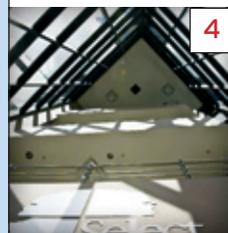
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Cumberland County Business Report

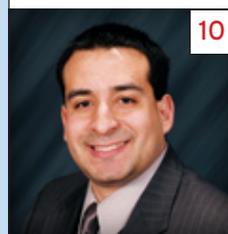
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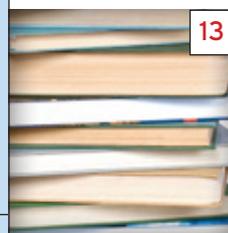


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A Headquarters

Select Medical Corp.,
Mechanicsburg (PHOTO/SUBMITTED)



for Headquarters

According

to Cumberland County's most recent annual financial report (year ending December 2009), its economy thrives from the approximately 6,000 businesses that employ about 121,000 people. Its unemployment rate is also one of the lowest in the state — 7.3 percent versus a statewide rate of 8.8 percent.

This favorable employment climate is thanks in part to major employers in the insurance, health care, manufacturing, transportation and warehousing industries that are located within Cumberland County. Coincidentally, many of these companies are also headquartered there, too.

Ideal Location

If you try to Google which county in the U.S. has the most company headquarters, you won't find much. Nearly every state is tooting its own horn. "They're all trying to establish bragging rights," said Bill DeVore, chairman of the West Shore Chamber of Commerce board.

But if you're looking for reasons why so many companies have chosen to base themselves in Cumberland County, DeVore has his finger on that pulse. "We're blessed with the intersection of major highways — routes 83, Interstate 81 and the Pennsylvania Turnpike," he said. "The nexus of those major highways is an attractive location for transportation. Just about every major trucking company has a

large terminal here in the area."

Two of these trucking powerhouses are Carlisle Carrier Corp. in Mechanicsburg, and Keen Transport Inc. in Carlisle. For family-owned Carlisle Carrier, Cumberland County is an especially convenient location for its Northeast

"We're blessed with the intersection of major highways — routes 83, Interstate 81 and the Pennsylvania Turnpike. The nexus of those major highways is an attractive location for transportation."

— **Bill DeVore**, chairman of the board, West Shore Chamber of Commerce

business, particularly in servicing grocery warehouses from Maine to Virginia and as far west as Ohio. In the heavy-haul transportation industry, Keen Transport's more than 500 trailers move construction equipment to help meet the construction

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When it comes to business headquarters, Cumberland County is the hub in Central Pennsylvania
By Stephen Wagner

GIANT Food Stores, Carlisle (PHOTO/SUBMITTED)



Gannett Fleming Inc., Camp Hill (PHOTO/SUBMITTED)



Delta Dental of Pennsylvania, Mechanicsburg (PHOTO/SUBMITTED)





Rite Aid Corp., Camp Hill (PHOTO/CRABTREE, ROHRBAUGH & ASSOCIATES - ARCHITECTS)

continued from page 5

industry's constantly evolving needs.

There's also a large health care presence. Select Medical Corp. boasts more than 26,000 employees nationwide at its specialized health care facilities, yet it's headquartered in Mechanicsburg. Likewise, Delta Dental of Pennsylvania, a dental insurance provider, is also based in Mechanicsburg. And while health insurance giant Highmark Blue Shield actually has headquarters in Pittsburgh, its strong presence in Camp Hill makes it a powerful local player, too.

Retailers Rite Aid Corp. and GIANT® Food Stores call Cumberland County home, as well. The Rite Aid drug-store chain's headquarters in Camp Hill is the base for 4,800 stores across 31 states and the District of Columbia. Meanwhile, GIANT's Carlisle corporate office mans operations for the supermarket chain's 180 grocery stores and 81 fuel stations throughout Virginia, Maryland, Pennsylvania and West Virginia.

On the technical, industrial and engineering side, you have Harsco Corp. and Gannett Fleming Inc., both headquartered in Camp Hill. Harsco uses its Cumberland County headquarters to manage its infrastructure, metals, minerals, rail and industrial divisions worldwide. While international engineering consulting firm Gannett Fleming has more than 60 offices across the U.S., Canada, Mexico and U.A.E., the company still chose local headquarters. And you can't forget Fry Communications Inc., which bases its information distribution business in Carlisle.

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Do you sense a common theme? DeVore thinks so. "What we have here is a good mix of different industries that do not make the area recession-proof, yet they are not as prone to economic downturns as Houston would be with its oil industry or Seattle with its aerospace business," he said. "Unemployment in this area runs about two points below the national average. Taxes are fair; not egregious. Educational opportunities in Central PA, even just among the high schools in the area, are phenomenal."

Sharon Borwick, a human resources partner at Harsco, couldn't agree more. She and her family relocated to Cumberland County from Rio de Janeiro, Brazil, as part of a Harsco program that recruited 35 senior executives worldwide. While her sons weren't thrilled to move here from the tropics, it was largely for educational reasons that Borwick made the move — because of the high schools and the many local colleges. In other words, companies based in Cumberland County are even attracting an international work force.

Community Work Ethic

In 1923, when David Javits opened his butcher shop and dubbed it the Carlisle Meat Market, he had no idea it would eventually morph into GIANT Food Stores, which currently has 182 stores in four states. Many companies are guided by mission

continued on page 9



Highmark Blue Shield, Camp Hill (PHOTO/SUBMITTED)

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- ★ **CREDC (Capital Region Economic Development Corporation) has originated over \$96 million in loans and grants since 2001 for regional businesses**
- ★ **CREDC: serving businesses in Cumberland County since 1984**



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statements or mottos, and GIANT's is rooted in community stewardship.

"Our roots run deep in this community, and we're very connected to the community in many ways," said Chris Brand, public and community relations manager. "We've always made it our business to honor the founders of our company by staying in the region."

Part of the appeal is a well-educated work force with a strong work ethic. There's great business asset in that Shippensburg University, Central Penn College, Dickinson College and Messiah College are all located within Cumberland County, and there are several other colleges and technical schools nearby. They all provide a steady stream of skilled workers who are bred from Central Pennsylvania's wholesome work ethic. For example, Keen Transport's philosophy is "honesty first and foremost," and the same is true for many other companies headquartered here.

"I believe that in Central Pennsylvania specifically there is a very strong work ethic," said Kelly Lieblein, vice president of sales and client management at Highmark Blue Shield. "I think it's in every industry [here]."

DeVore shares much the same opinion about a driven and loyal work force. "When you're employing thousands or even hundreds of employees, knowing that these people are going to come to work with the proper attitude, come to work on time, do their job, take pride in their work ... that's a very valuable asset for any company to have. There are certain parts of the nation where that doesn't exist."

Easy Living

Aside from being a great place to work, Cumberland County's appeal is a low cost of living with the convenience of being located close to larger metropolitan areas. "We've been located in Cumberland County for many years. We have nearly 4,500 people here in the central region, and more than 3,000 of those are in Cumberland County," said Lieblein. "The draw is, quite frankly, that Cumberland County is a great place to live. We're also close to other major cities. So you get to live here in a very nice environment, a reasonable cost of living, and within a couple of hours, you can get to a major metropolitan city."

DeVore concurs. "If I have a desire to see a Broadway play or tour the nation's capitol, or go to Pittsburgh, I can be in any of those metro areas in a matter of hours. Yet, I can come home and literally can go to bed at night with my front door unlocked." 

Top Employers in Cumberland County

Based in
Cumberland
County

Rank	Employer	Based in Cumberland County
1	Federal government	
2	Highmark Blue Shield	
3	GIANT® Food Stores LLC	✓
4	Holy Spirit Health System	✓
5	State government*	
6	Exel Inc.	
7	Cumberland County	✓
8	Cumberland Valley School District	✓
9	Dickinson College	✓
10	Wal-Mart Associates Inc.	
11	Fry Communications Inc.	✓
12	Rite Aid Corp.	✓
13	State System of Higher Education	
14	Select Employment Services	
15	Overnite Transportation Co.	
16	Carlisle Area School District	✓
17	Messiah College	✓
18	YRC Inc.	
19	Gannett Fleming Inc.	✓
20	Carlisle Regional Medical Center	✓
21	ABF Freight Systems Inc.	
22	Electronic Data Systems Corp.	
23	Delta Dental of Pennsylvania	✓
24	Ames True Temper Inc.	✓
25	Mechanicsburg Area School District	✓

*Pennsylvania state government includes all state employment except Penn State University, SEPTA and the State System of Higher Education.

Source: Center for Workforce Information & Analysis, 3rd Quarter 2010

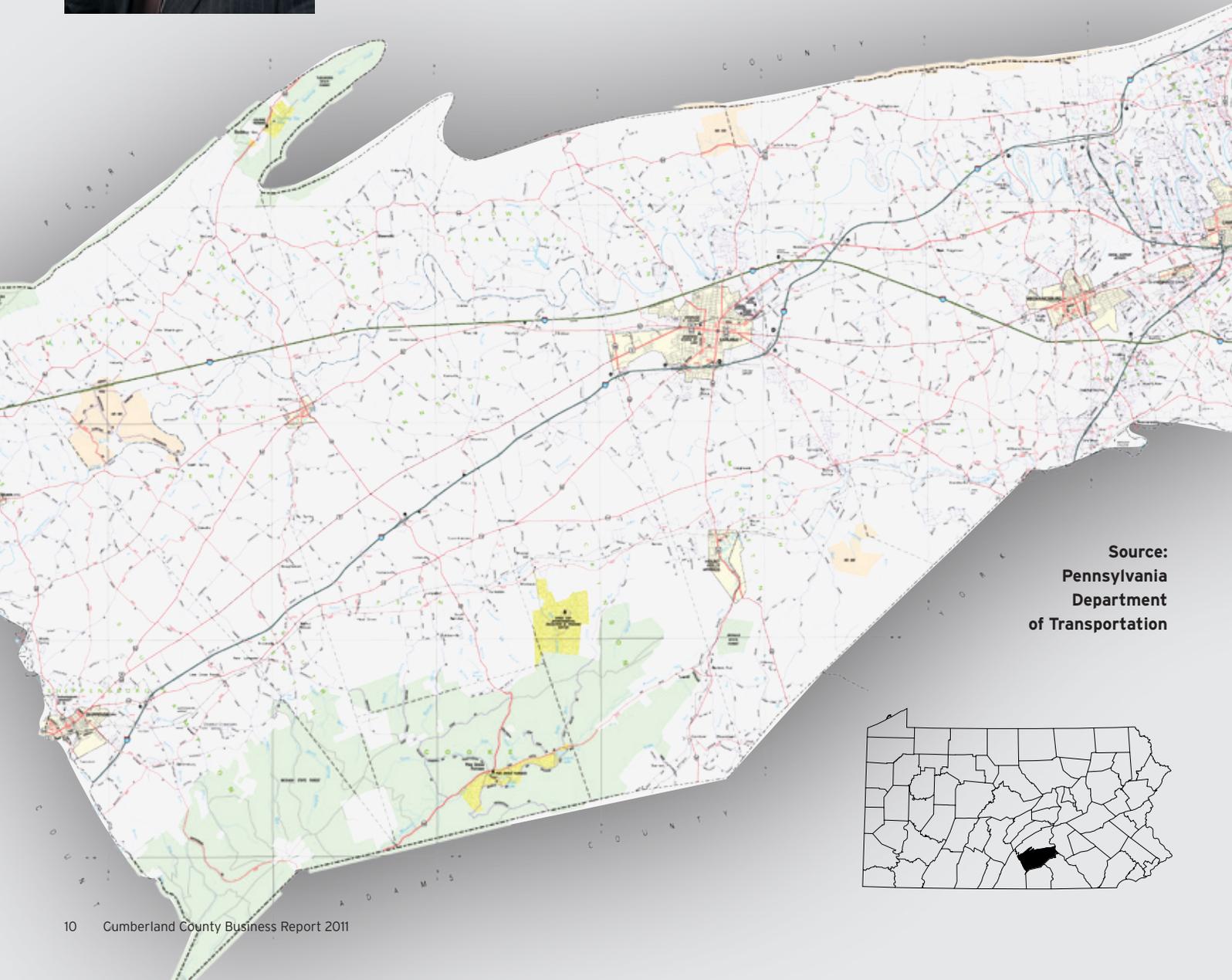
Keen Transport Inc., Carlisle (PHOTO/SUBMITTED)



One County,



As executive director of the Cumberland Area Economic Development Corp. (CAEDC), Omar Shute oversees economic development and tourism in Cumberland County through two operating units – Cumberland County Economic Development and the Cumberland Valley Visitors Bureau. Shute joined CAEDC in September 2005, after working as a business counselor and loan officer for the Capital Region office of Community First Fund, a U.S. Treasury-certified community development financial institution (CDFI). Besides working at CAEDC, he serves on the boards of the Cumberland County Industrial Development Authority, Capital Region Economic Development Corp. and the Carlisle Area Chamber of Commerce.



Source:
Pennsylvania
Department
of Transportation



Many Hats

Omar Shute,
executive director,
Cumberland Area
Economic Development Corp.
By Sara Kaplaniak

Q: How do you market Cumberland County to companies?

A: I have the honor of wearing two hats in my job. A lodging tax provides a more predictable budget to help me and my staff promote tourism through advertising and attendance at a variety of trade shows and other events. Fewer resources are tied to economic development. In response, we practice what I like to call “grassroots outreach” in the way of press releases and through our website.

Q: What incentives does Cumberland County have in place to attract economic development?

A: For Cumberland County, it’s location, location, location. We are the keystone of the Keystone State, strategically located close to route 15 and interstates 81 and 83. This ideal transportation infrastructure provides a connection to the nation’s major markets: Maryland, Washington, D.C., New York and New Jersey.

Cumberland County is also very financially sound, with a triple-A bond credit rating and some of the lowest taxes in Central Pennsylvania. This allows us to offer lots of financing options and technical assistance to businesses interested in leasing some of the county’s 60 million square feet of warehouse space.

Q: How does Cumberland County compete with Lancaster, Harrisburg, Dauphin and York counties in this regard?

A: During a time when a lot of companies are consolidating, we attract business due to Cumberland County’s strategic location and dedicated labor pool that is known for a strong work ethic. Cumberland County fuels — and eventually draws from — this work force, thanks to six higher-education institutions located within its boundaries: Central Penn College, Messiah College, Shippensburg University, Dickinson College, Penn State University’s Dickinson School of Law and the Army War College.

Q: Cumberland County has a strong presence of national corporations. How do you attract and keep these companies?

A: In addition to lower taxes and other financial incentives, Cumberland County offers corporations like Highmark, Hewlett-Packard, IBM, Foot Locker and GIANT Food Stores with an ideal

place to reside and raise their families. Communities across the county offer low crime rates, good schools and an excellent quality of life.

Q: What are some of your recent successes?

A: Last year was a great year for the CAEDC. First, our organization became a certified Area Loan Organization (ALO), which enables us to process state-backed economic development loans, including Small Business First and the Community Economic Development program. Achieving this goal was a team effort that enables our organization to become the number-one economic development lender in Cumberland County.

We also welcomed California-based Alacer Corp., creator of the product Emergen-C, to Cumberland County. Alacer Corp. expanded its manufacturing operations into Carlisle. The new plant will eventually bring 150 jobs to Cumberland County in the next three to five years.

Q: What is your five- and 10-year growth plan?

A: We’re about to engage in a strategic planning process that will address just that. One thing I know is that we’ll be focusing on how to achieve more with less. In spite of funding cuts, especially at the state level, the CAEDC has every intention of operating efficiently and productively to attract investment, create and retain jobs, and deliver results for citizens and businesses in Cumberland County and the region.

Q: Are there any new initiatives that you’re currently working on?

A: We will continue to offer financing options for small businesses, help larger corporations locate or expand their businesses into our ideal location, and nurture Cumberland County’s unique work force. This will include making special financing available to companies interested in building and operating in ways that are described as “green.” We will also host a job fair this year that is expected to attract more than 60 companies ready to talk with more than 1,000 job seekers from throughout the region. 🍷



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Hitting the

BOOKS



When most people think of colleges and universities — and the towns where they are located — they think of young people getting an education, making lifelong friends and finding themselves. But for Cumberland County, there's more to it than that. Dickinson College in Carlisle, Messiah College in Grantham, Central Penn College in Summerdale, and Shippensburg University in Shippensburg, all play a part in the county's economic vitality and prosperity.

According to a Pennsylvania State System of Higher Education's (PASSHE) study, the economic impact of local colleges and universities have direct, indirect and induced impacts on the local economy. Shippensburg University alone is said to contribute \$285.6 million to the state economy, and it has a total in-county impact of more than \$103.2 million.

Granted, this study was done for the state universities in Pennsylvania, but the same economic impact is seen in private colleges' contributions to Cumberland County's economy. Apart from patronizing area

businesses, students who graduate and stay in the county end up contributing via municipal services taxes, real estate taxes, and monetary contributions to emergency services, such as ambulance, fire and police services. Alumni also make gifts directly to the schools and donate their time to community service.

Enrollment Equals Revenue

Enrollment is on the rise at many area colleges, and that yields additional revenue for Cumberland County. As per Dickinson College's president, William G. Durden,



William G. Durden, president, Dickinson College

the school has seen a surge in enrollment — even during these challenging economic times. “Applications have increased every year since

2009,” he said. “A record-breaking 6,061 applications were submitted for the class of 2015, a 21 percent increase from last year. The Class of 2014 broke another record when

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Reading up on local colleges that impact Cumberland County's economy

By Wendy Komanchek



Old Main at Shippensburg University, Shippensburg (PHOTO/SUBMITTED)

Old West at Dickinson College, Carlisle (PHOTO/SUBMITTED)

Eisenhower Campus Center at Messiah College, Grantham (PHOTO/SUBMITTED)

Advanced Technology Education Center at Central Penn College, Summerdale (PHOTO/SUBMITTED)

Dickinson enrolled 658 students, the largest in the college's history."

More students mean more spending at local shopping malls and more building of the tax base with part-time jobs. Special events, such as homecoming, graduation and renting college facilities to the public also bring in revenue, as family and friends pay for local goods and services while they're visiting. With that comes a demand for more jobs in food service, retail and other goods and services. It also means bringing the community onto the college campuses to utilize their facilities and to fill jobs.

Messiah College, for one, recognizes the opportunity to lure locals to the school. "The presence of Messiah College in the

Grantham area offers residents great access to a variety of arts and cultural events, as well as prominent guest lecturers," said Beth Lorow, assistant director of public relations at Messiah College.

Meanwhile, Central Penn College has

partnered with Harrisburg Hotel Corp. for food service at its Scoozi Café and conference center. The Scoozi Café feeds approximately 17,600 people on campus annually, and the conference center can be rented by the community. "The conference



Dr. Melissa Vayda, vice president and chief academic officer, Central Penn College

center draws 25,000 to 30,000 people to campus each year and employs an average of 20 people annually," said Dr. Melissa Vayda, vice president and chief academic officer of Central Penn College. "Several Cumberland County businesses and organizations use this

space, including Cumberland County Children and Youth, Holy Spirit Hospital, Highmark and the Cumberland Valley School District."

At Shippensburg University, the H. Ric Luhrs Performing Arts Center is a key source of additional revenue. "Since opening in 2006, there have been 31 sold-out shows, and more than a quarter-million visitors have been to the facility for performances and the many other activities



Dr. Peter Gigliotti, executive director for university communication and marketing, Shippensburg University

and events here," said Dr. Peter Gigliotti, executive director for university communication and marketing at Shippensburg University. "The visitors come not only from the immediate region, but also from throughout southcentral and southeastern Pennsylvania, including Philadelphia and several surrounding states."

Students Creating Jobs

Naturally, with increased enrollment comes the need for campus expansion. Such construction projects help provide jobs for the local economy and allow more cultural, business and community activities to take place on campus. Once again, this all brings in more income for the college and the community.

"Dickinson is poised to begin an addition to its Rector Science Complex that will include nearly 18,000 square feet of offices and labs for its biology department.



Beth Lorow, assistant director of public relations, Messiah College

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BUSTING THROUGH

Planning is also under way for a new 150-bed student resident hall,” said Durden. “These projects will create construction and related professional jobs and business activity in the near term and will contribute to Dickinson’s historic mission and commitment to Cumberland County as a longtime community resource.”

Similarly, Messiah College is building a performing arts center on campus while adding green technology. It recently added 112 solar panels to the three residence halls on its North Complex, which all is part of a solar thermal system project to be completed by October 2011.

“Construction is under way on the Calvin and Janet High Center for Performing Arts, an addition to the Climenhaga Fine Arts Center, which currently houses the rapidly-expanding School of the Arts, including music, theater and visual art,” said Lorow. “The addition, expected to be completed in early 2013, will include classroom, office and rehearsal space, as well as an 825-seat performance hall.”

This new hall will not only showcase the talents of Messiah College students, faculty and ensembles, but it will also bring

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Students at Messiah College form a “white out” prior to the homecoming men’s soccer game, crossing the on-campus covered bridge and heading toward Shoemaker Field. (PHOTO/SUBMITTED)



Class discussion at Central Penn College (PHOTO/SUBMITTED)



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cumberland valley pa

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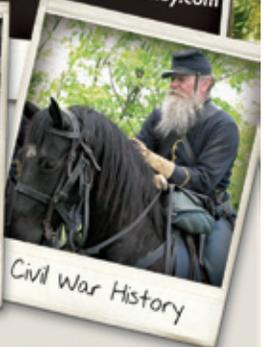
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in prominent acts like the Harrisburg Symphony Orchestra and talent booked through the college's cultural series.

Ready to Serve

Since Dickinson, Messiah, Central Penn and Shippensburg all include community service as part of their graduation requirements or as a part of student life, there's a steady source of volunteer hours for Cumberland County. That translates into saving the county money as well as benefitting the community at large.

For example, in 2009, Messiah College students volunteered a total of 58,000 hours with 100 partner organizations in the greater Harrisburg area. Some of these man-hours were donated to the Special Olympics, the Central Pennsylvania Blood Bank and the Grantham Community Garden.

"At Central Penn, students learn to be contributing members of society by completing required community service hours in their local communities," said Vayda. "The majority of faculty and staff members also volunteer at local community and professional organizations."

Growing a Future Work Force

Internships provide a venue for students to take their knowledge and apply it directly to the professional workplace, and successful internships often lead to permanent placements. Thus, Cumberland County has the opportunity to retain college graduates as taxpayers who live and work in the local community.

"Currently, a few Cumberland County examples of where our students are interning at are a homeland security management student at the Cumberland County Emergency Operations Center and a criminal justice administration student at the Pennsylvania Department of Corrections," said Vayda. "Many Central Penn students receive job offers from their internship sites, with employers citing their professionalism as a key factor in their decision to hire them."

Gigliotti is proud that close to 60,000 alumni, which translates to 80 percent of Shippensburg graduates, continue to live in Pennsylvania. And 60 percent of them live within a 10-county radius of the school. "These individuals are the business leaders, the entrepreneurs, the teachers, the doctors, the municipal leaders and others who work diligently every day to the betterment of Pennsylvania," he said. "They are the human infrastructure that gives Pennsylvania the talent and energy it needs." 🍷



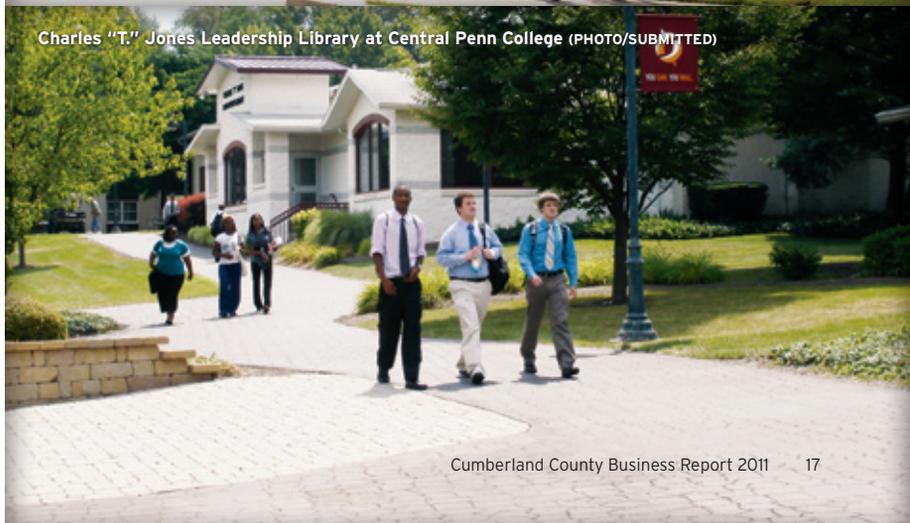
Grove Hall at Shippensburg University (PHOTO/SUBMITTED)



Rector Science Complex at Dickinson College (PHOTO/SUBMITTED)



Frey Academic Hall at Messiah College (PHOTO/SUBMITTED)



Charles "T." Jones Leadership Library at Central Penn College (PHOTO/SUBMITTED)

Incubating

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Banners of some of the businesses operating at the Ben Franklin TechCelerator (PHOTO/ART ROREX)

Since 1997, the 34,000-square-foot Murata Business Center in Carlisle has been providing space and counseling for pre-venture and new businesses. But recent organizational changes to the center have led the way to rebranding the business incubator as the Ben Franklin TechCelerator at Carlisle.

When Murata's executive director Karen Gunnison left this past winter to join Gov. Tom Corbett's administration, the transformation began. The Harrisburg Regional Chamber & CREDC asked Ben Franklin Technology Partners of Central and Northern Pennsylvania (BFTP) to take charge of the incubator's services. Ben Franklin Technology Partners, a technology-based economic development initiative of the Pennsylvania Department of Community and Economic Development, aims to foster new businesses through financial, business and technical assistance. Pam Martin, who was already serving on Murata's advisory board, was asked to be the executive director.

"The mission of the Murata Center fits in well with what [Ben Franklin Technology Partners has] been doing," said Martin. "[Ben Franklin] can offer more assistance in terms of technology and software."

Murata is the only business incubator owned by CREDC. Every participating company or entrepreneur shares office space and assistance. They also must have an advisory board and be reviewed regularly.

"A lot of entrepreneurs are good at the innovative aspect, but not the business end," explained Linda Goldstein, vice president and chief operating officer of the Harrisburg Regional Chamber & CREDC. "They may have a great idea but need help with the everyday operations."

Specifically, the new TechCelerator program gives eligible startups \$1,000 in seed money to get their business concept on its feet. The two-month program provides intensive training with access to professional services such as attorneys and accountants.

"It's been a lot tougher for new businesses to grow in this economic

Success

Murata business incubator rebrands as TechCelerator to lure tech startups

By Susan Wolf



Officials cut the ribbon to launch the Ben Franklin TechCelerator program at the Murata Business Center on May 5, 2011. (PHOTO/ART ROREX)



WebpageFX Co-founders William Craig (left) and Karie Shearer (right) house their business at the Ben Franklin TechCelerator. (PHOTO/ART ROREX)

environment,” said Martin. “The money isn’t as available in the private sector.”

According to Martin, seven entrepreneurs participated in the first round of the TechCelerator. And those who successfully completed it may be eligible for additional funding through the Ben Franklin Program.

“Entrepreneurship is extremely important to any region,” Goldstein said. “These companies are creating innovation and jobs, which are important to the economic growth of the area.”

CREDC will continue to own the building, but it will partner with BFTP to provide technical support and oversee day-to-day operations. The building itself will still be called the Murata Building.

“One of the biggest draws for a program like this is the peer-to-peer camaraderie,” Goldstein said. “They are each facing similar challenges as a new business, and the on-site technical assistance helps them succeed.”

WebpageFX is one company that has found success at the Murata Center. Co-founders Karie Shearer and William Craig chose the center for their startup Internet marketing firm in part to take advantage of the talents coming out of the surrounding universities. They customized their space in the building to accommodate current staff, and they have room to grow.

Partnering with BFTP gives the tenants access to even more technology and software expertise, Goldstein added. CREDC also hopes to grow the tenant base from the current seven.

“We’ve had three companies that ‘graduated’ from the center, and they are all doing well,” she said. “We’re hoping to increase that number.”

Accelerate Your Startup with TechCelerator

Are you a techie entrepreneur?

Give your startup a chance to succeed with a push from the Ben Franklin TechCelerator program.

What makes you eligible?

- Your business is in the concept or pre-revenue stage
- There is a technology component to your business idea
- You can physically locate/work on-site for 60 days
- You are willing/able to commercialize your business concept

What does your startup receive?

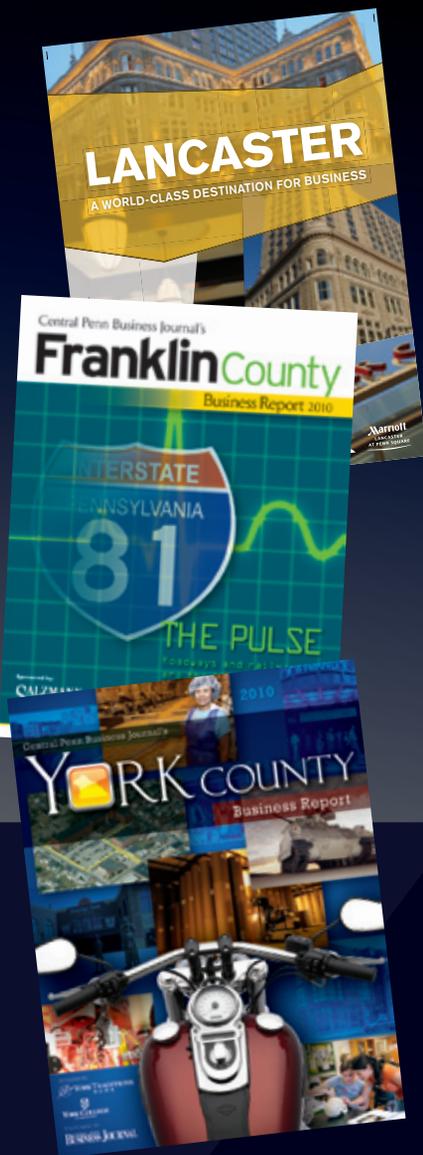
- \$1,000 in seed money
- Designated workspace in a shared environment
- On-site, one-on-one business mentors
- Some financial assistance with startup issues, such as legal and accounting
- Marketing research capabilities
- Weekly group sessions on business startup topics
- Presentations from former incubator tenants and graduates of the Ben Franklin program
- Use of standard incubator office resources

What do you gain from successful program completion?

- The chance to “pitch” your new business idea to the Ben Franklin funding program
- You become a candidate for Murata’s office space
- Ability to compete for \$10,000 to jump start your business venture
- An invitation to make a presentation to potential angel investors

TechCelerator applications for the second round of entrepreneurs are being accepted through mid-June.

Visit www.muratabusinesscenter.com to start accelerating your tech-business idea.



Lancaster County York County Franklin County

Business Reports
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The Central Penn Business Journal takes a look at three different counties, in three separate publications, and the impact each has on the Central Pennsylvania business landscape. We'll examine why these counties have been steady players when it comes to attracting and retaining businesses and highlight those companies that have been doing business in these regions for years and the new ones that have recently settled in the area.

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Putting the “C” in Carlisle

California-based Alacer Corp. looks to Carlisle for expansion of Emergen-C® brand

By Lori Myers



Ron Fugate, president and chief executive officer, Alacer Corp.

Ron Fugate, president and chief executive officer of California-based Alacer Corp., hasn't forgotten his roots. Despite residing near the Pacific shores and running his successful dietary supplement company thousands of miles from Central Pennsylvania, Fugate decided to expand Alacer's operations into Carlisle. Now his company is providing more than 20 full-time jobs in the area and predicting more than 40 by this summer.

Fugate is proud of his midstate connections. Growing up, he attended Hershey Junior High School and Palmyra Area Senior High School and worked summers as a tram supervisor at Hersheypark.

But childhood memories aside, Fugate had other reasons to choose Carlisle when Alacer's revenue continued to rise and his company needed to expand. He felt that Carlisle was ideally located to serve his company's growing customer base in the eastern United States. Fugate also liked Carlisle's business-friendly environment.

"We value the strong work force and the availability of high-quality, new buildings that were ideally suited for our expansion needs," Fugate said.

Alacer Corp. is engaged in the development, manufacturing and marketing of Emergen-C®, a leading vitamin C brand in the U.S. The company's 135,000-square-foot facility in Foothill Ranch, Calif., produces the majority of its annual output of 500 million Emergen-C packets. It broke ground on its new East Coast operation in Cumberland County July 2010, and the first employee began work at the plant in October 2010. The Carlisle plant will eventually allow Alacer to double its capacity.

"The positions hired range from entry-level assembly workers to highly skilled maintenance mechanics with support positions in IT, accounting, human resources, quality assurance, administration and management," Fugate said. "In the initial few weeks of one-shift operation, we have already produced millions of packets in Pennsylvania."

continued on page 22

"We value the strong work force and the availability of high-quality, new buildings that were ideally suited for our expansion needs."

— Ron Fugate, president & CEO, Alacer Corp.

Alacer Corp. headquarters, Carlisle (PHOTO/SUBMITTED)



“Alacer has assimilated well in the local community. The company has become a member of the local chamber. It has used local services such as contracting and electric, and pulled materials from nearby businesses.”

— **Anthony Amadure**, business development specialist, CCED

Manufacturing in Carlisle’s 130,000-square-foot facility, located at 219 Allen Road, will expand to two shifts as production gains momentum. The company’s first packages of Emergen-C rolled off the line in February.

“This location represents a key growth platform for Alacer’s rapidly expanding dietary supplement business,” Fugate said. “As production capacity increases, we will continue to supplement our staff, bringing the work force up to 60 to 70 employees by late 2011.”

The decision to finally select Carlisle as a second location was a multistate competitive process, Fugate said. Last year, he got support from Cumberland County Economic Development (CCED) and the Governor’s Action Team (under then-Gov. Ed Rendell), as they helped secure a \$286,700 funding offer from the Department of Community and Economic Development for the project. Additionally, CCED, through its Industrial Development Authority, issued a tax-exempt loan for a total of \$10 million to fund the Carlisle site.

“As part of its funding agreement, the Department of Community & Economic Development will monitor the project after three years for job creation and retention,

and again after five years,” said Luke Webber, deputy press secretary for DCED.

Alacer has used the money to complete tenant improvements at the Allen Road site in order to maintain the environmental conditions required to make its Emergen-C effervescent products. It also purchased and installed state-of-the-art blending, filling and cartoning equipment and outfitted a high-volume warehousing and distribution center.

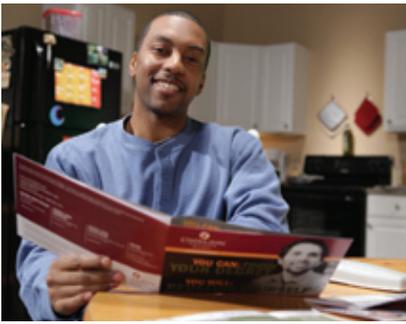
That loan was an important piece to attract the company to the area, said Anthony Amadure, business development specialist for CCED.

“Alacer has assimilated well in the local community,” Amadure said. “The company has become a member of the local chamber. It has used local services such as contracting and electric, and pulled materials from nearby businesses.”

Local job fairs have also noticed Alacer’s presence. The company plans to attend the next one in June to help meet its employee needs.

“The Carlisle facility will be our growth platform for the next five to 10 years,” Fugate said. “Alacer East will extend the manufacturing capabilities of the company’s Southern California site to include full-cycle manufacturing, from the receipt of raw materials to production, shipping, receiving and warehousing.”





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