

BUSINESS BRIEFS

Economic Development News from Central Pennsylvania

2009
Vol. 27
No. 2
Visit our Web site at
www.seda-cog.org

Susquehanna Greenway Interpretive Master Plan Helps Guide Tourism Development

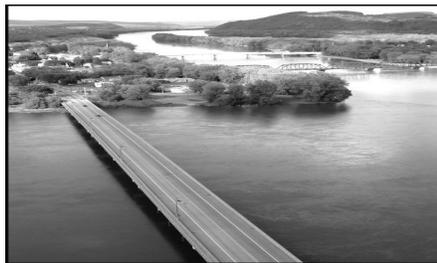
The Susquehanna Greenway is a common thread that links the multitude of recreational, historic, environmental, and cultural assets along the Susquehanna River’s nearly 500 miles and 22 Pennsylvania counties. The recently completed Susquehanna Greenway Interpretive Master Plan seeks to heighten the public’s awareness of these river corridor-based assets while highlighting their collective relationship through the Greenway.

The Susquehanna Greenway Interpretive Master Plan was prepared by John Veverka & Associates, a company specializing in heritage interpretation and heritage tourism planning and training. The plan emphasizes the natural, cultural and stewardship components throughout the Susquehanna Greenway network corridor and along the Susquehanna River Water Trail. The plan evaluated over 100 assets and began to organize these through an implementation and operations matrix and an outdoor recreation and linkage system.

Recommendations are outlined for the development of interpretive media (signs, online tour guides, brochures, podcasts, etc.) that link together resources and attractions under the Susquehanna Greenway

brand. The Susquehanna Greenway Partnership (SGP) commissioned and managed the project with funding provided by the National Park Service’s Chesapeake Bay Gateway Network and the PA Department of Conservation and Natural Resources.

“The basic intent of this interpretive plan is to highlight the ‘gems’ throughout the Susquehanna Greenway; provide an ‘experience



The Susquehanna Greenway Interpretive Master Plan was unveiled at a symposium on March 24 at Tedd’s on the Hill, overlooking the confluence of the West Branch and North Branch of the Susquehanna River.

of place’; and create an awareness of the interconnection between these assets and the Chesapeake Bay,” said Gary Bloss, SGP Executive Director. “We want visitors and residents to discover and explore the Greenway - historic downtowns and natural areas it encompasses; trails, bike paths, cultural assets, and recreation it offers.

“We want them to remember ‘Susquehanna Greenway,’ not only as a collection of recreation opportunities and authentic river towns, but as a destination in and of itself, comprised of wildlife, history, community parks, cultural resources, and special events. The interpretive plan is one step in achieving that objective and in helping to build the partnerships vital to its creation.”

To learn more about the SGP and the Interpretive Master Plan go to www.susquehannagreenway.org

E-Payment Acceptance for Local Governments

Are you frustrated with your current process of accepting, recording, collecting, depositing, and reporting payments? Have you been asked when your township, borough or city will accept credit card payments or allow payments through your website? Have you wondered

exactly how such a system works? If the answer to any of the above questions is “yes”, this would be a good time to talk with SEDA-COG Information Technologies Group (ITG) about a project titled ePay.

See **EPAY** on Page 3

Population Decline in Five SEDA-COG Counties

On March 19, 2009, the United States Census Bureau's Population Estimates Program and the Pennsylvania State Data Center released 2008 population estimates for all of Pennsylvania's counties. These population estimates have revealed a population decline in five of SEDA-COG's 11 counties from the 2000 Census to the 2008 Census Estimate.

The table, "Population of SEDA-COG

Counties..." shows the total Census population in 2000 compared to the population estimates of 2008 for each county in the SEDA-COG region, for the SEDA-COG region as a whole, and for the state.

Five counties in the SEDA-COG region experienced a decline in population. Mifflin County's

Population of SEDA-COG Counties, SEDA-COG Region, and Pennsylvania			
Geographic Area	April 1, 2000 Estimates Base	Population Estimate (July 1, 2008)	Percentage Change
Centre	135,760	144,779	6.2%
Clinton	37,910	37,038	-2.3%
Columbia	64,148	65,004	1.3%
Juniata	22,821	23,146	1.4%
Lycoming	120,048	116,670	-2.8%
Mifflin	46,486	46,062	-0.9%
Montour	18,239	17,705	-3.0%
Northumberland	94,556	91,091	-3.7%
Perry	43,609	45,185	3.5%
Snyder	37,546	38,074	1.4%
Union	41,624	43,640	4.6%
SEDA-COG Region	662,747	668,394	0.8%
Pennsylvania	12,281,052	12,448,279	1.3%

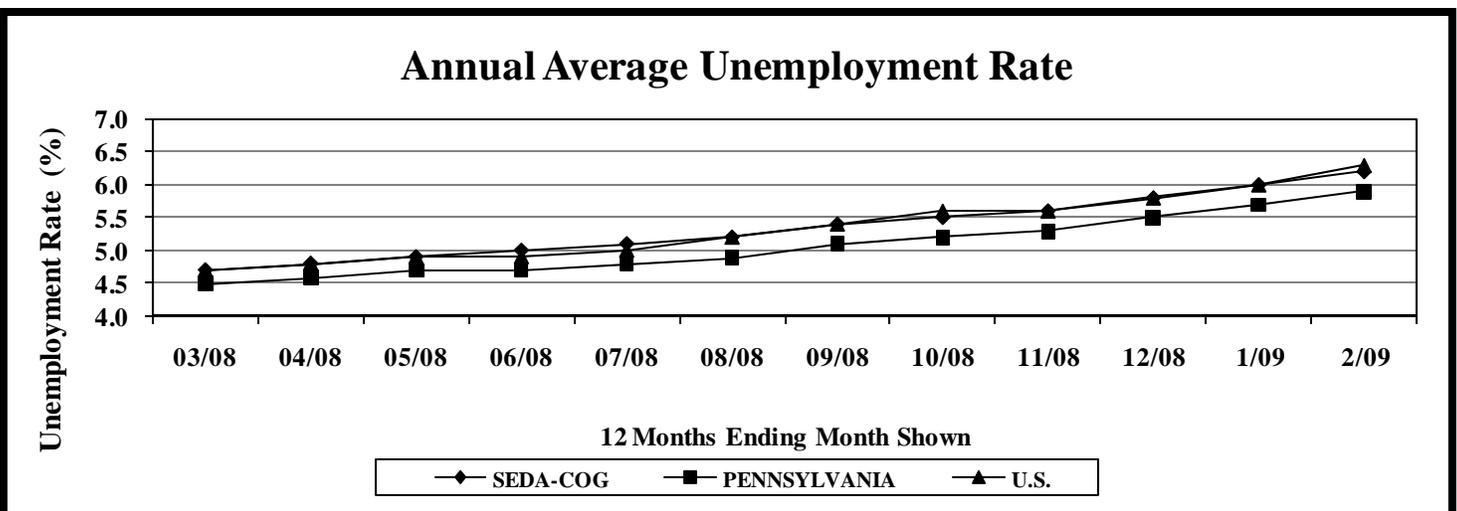
population decline stood at 0.9%. Clinton and Lycoming County both had a population decline over 2%. Montour and Northumberland County had a population decline of 3.0% and 3.7% respectively.

Centre County and Union County both experienced the highest growth in population for the region during

this time period. Their growth is estimated by the Census Bureau at 6.2% and 4.6% respectively. Columbia, Juniata, Perry, and Snyder counties also experienced growth.

As a whole, the SEDA-COG region, as well as Pennsylvania, experienced growth from 2000 to 2008. The SEDA-COG region's population growth was 0.8% while Pennsylvania grew at a rate of 1.3%.

For more information on regional statistics in the SEDA-COG region, visit www.seda-cog.org or contact Betsy Lockwood, Senior Program Analyst, Economic Development Programs, at 570-524-4491 ext. 265 or by email at elockwood@seda-cog.org.



Export Development Program Success: Restek Corporation Opens Branch Office in Japan



is one of the world's leading manufacturers of high quality chromatography columns and accessories. They provide analysts around the world with the innovative tools they need to monitor the quality of air, water, soil, foods, pharmaceuticals, chemical, and petroleum products. Restek first opened their doors in 1985 from a one-room operation. They have since grown to more than 250 owner-employees in a state-of-the-art 128,000 square foot facility in Penn Eagle Industrial Park in Bellefonte, a research facility in California, and at subsidiary locations in England, France, Germany, and Ireland.

They are also recipients of numerous national, state, and local awards, including the State College Business and Professional Women's Employer of the Year, the Outstanding Technology Company award from the Chamber of Business

and Industry of Centre County, and the ESOP Company of the Year award from the PA/DE Chapter of The ESOP Association. They've also been recognized as one of the Wall Street Journal's 15 Top Small Workplaces and ranked three times as one of the 100 Best Places to Work in Pennsylvania.

The Export Development Program at SEDA-COG has been working with Restek on sales, marketing, logistics and more for the past 14 years. The most recent project has been helping to coordinate activities with

Mr. Eberhardt Kuhn, International Sales & Distribution Manager Asia/Pacific, and Pennsylvania's Authorized Trade Representative in Japan, Mr. Nobuyuki Sakamoto, to establish a Restek branch office in Tokyo. After numerous trips to Japan to meet with potential representatives, visit office spaces, and meet with Mr. Sakamoto, Restek

Japan officially opened for business on January 1, 2009.

"We could not have completed this important project without the help of Mr. Sakamoto. His knowledge of Japanese business and his connections with numerous agencies were the keys to getting everything accomplished in time and on budget," said Mr. Kuhn.

Restek Japan is an integral part of Restek's growth in Asia and will strengthen Restek's position as a premier supplier of chromatography columns and accessories, analytical reference standards, and sample

preparation products in Japan.

Located in the Shimbashi district of Tokyo, Restek Japan will provide support to existing distribution channels and allow Restek to offer chromatography products more efficiently to Japanese customers. Mr. Ryosei Kanaguchi has been



Mr. Ryosei Kanaguchi has been appointed as the Managing Director of Restek Japan.

See **RESTEK** on Page 4

EPAY from Page 1

SEDA-COG's ITG has developed easy to use on-line payment tools that your municipality can use to accept funds electronically through your web site, have those funds sent directly to your bank, and track and report all the payments through the current ePay project. If you are interested in adding this capability to your website, SEDA-COG ITG staff will help you with each step, and train you on how to use ePay tools so that you can do this on your

own. SEDA-COG ITG can even help you create a website if you don't have one already.

Recently, we have assisted a Police Department, a Municipal Authority, and a Municipality to accept ePay. Although not all fees lend themselves to this process, we envision other municipalities using it to collect parking tickets, park reservation fees, season swimming passes, and many other fees which are now collected through the mail or over the counter.

What is the cost? The only cost is time spent working with ITG to set up your ePay application. Currently our grant sources are providing funding for SEDA-COG ITG expenses. However, after July 2009, municipal partners will be required to provide a contribution to participate in the program, making now a good time to participate before the changes take place.

For more information about ePay or about other ITG services, contact Bill Flather at 570-524-4491 or by email at wflather@seda-cog.org.

New Use for Railroad Ties

Millions of railroad crossties reach the end of their useful life every year. Disposal of these ties is an issue, particularly as scarce landfill space is an ever more limited and valuable resource, and Koppers, based in Pittsburgh, PA, has found a better way. They produce chemicals, carbon compounds, and treated wood products for the aluminum, steel, chemical, rubber, railroad and utility industries.

One of Koppers' locations is the Susquehanna Plant in Muncy. Thousands of used railroad ties are shipped there, via the Lycoming Valley Railroad (LVRR). The crossties are disposed of through the plant's cogeneration facility, creating sufficient electricity for the Susquehanna Plant, along with excess power which is sold to PPL Electric Utilities.

Koppers' cogeneration facility produces approximately 150,000 kw of electricity daily, enough to power more than 700 households. The equivalent of 1.2 million railroad ties are processed annually at the Susquehanna Plant.

The cogeneration process utilizes specially designed fuel cells which safely burn the creosote-treated wood. State-of-the-art emissions equipment further ensures conformance with all federal, state, and local environmental air quality standards, and Kopper's monitors the process around the clock. Once the used ties are unloaded for disposal, trucks and LVRR's rail cars are loaded with new ties-about 950,000 a year-and shipped to railroad customers.

For more information about Kopper's, call 570-547-1651 or by email at BeswickPC@koppers.com.

RESTEK from Page 3

appointed as the Managing Director of Restek Japan, bringing over 30 years of marketing and sales experience to the position. Restek recognizes the contributions and importance of the Japanese market and is pleased to make Restek chromatography products more easily available to customers in Japan.

This is just one example of the impact of the SEDA-COG Export Development Program and Pennsylvania's strong commitment to providing superior trade assistance to companies.

For more information on the SEDA-COG Export Development Program, feel free to visit www.seda-cog.org/export or call us at 570-524-4491.

REQUESTED
SERVICE
ADDRESS

201 Furnace Road
Lewistown, PA
17837 USA



PRESORT STANDARD
U.S. POSTAGE
PAID
LEWISBURG, PA 17837
PERMIT NO. 35