



BUSINESS BRIEFS

Economic Development News from Central Pennsylvania

Volume 28 - Number 4
2010

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Register Now For The 12th Annual Central Pennsylvania International Trade Conference!

The Central Pennsylvania International Trade Conference will be held September 21, 2010, at Celebration Hall in State College. Twenty-one of our PA Authorized Trade Representatives will be available to meet one-on-one with interested companies. This is a great opportunity to gain valuable market insight as well as firsthand knowledge from localized experts. This signature event is hosted by the SEDA-COG Export Development Program.

The PA Authorized Trade Representatives offer expertise in the following countries: Arab Gulf (Kuwait, Oman, UAE, Yemen, Bahrain, Qatar), Australia (includes New Zealand), Brazil, Canada, Chile, China - Beijing, China - Shanghai, Czech Republic (includes Hungary, Poland, Slovakia), France, Germany (includes Italy, Switzerland, Austria), India, Japan, Mexico, Netherlands, Saudi Arabia, Singapore (includes Malaysia, Indonesia, Thailand, Philippines), South Africa, South Korea, Taiwan, United Kingdom (includes Denmark, Finland, Ireland, Norway, Sweden), and Vietnam.

The Pennsylvania WoodMobile will also be on site for participants to visit. The WoodMobile is a traveling exhibit that provides information on the state's forest resource and the state's forest products industry. Exhibit patrons will see how Pennsylvania forests have shaped the history of the state and nation, learn how today's forest differs from 100 years ago, touch the various hardwood species produced in Pennsylvania and see how deer impact the forests.

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Space is limited. Registration is available online at www.seda-cog.org/export. There is no cost to participate in this event.

Sponsors of this year's conference include McNees Wallace & Nurick LLC, M&T Bank, UPS, The Industrial Modernization Center, and the Pennsylvania Office of International Business Development.

Those seeking more information should contact SEDA-COG's Noelle Long or Lindsay Michael, tel. 570-524-4491 or by email at nlong@seda-cog.org or lmichael@seda-cog.org.

The SEDA-COG Export Development Program provides free international business consulting and services to companies located in the Central PA region. For more information on the Export Development Program, contact us at export@seda-cog.org.

Thank you to the following sponsors:



New Website Designed to Expand Local Business Growth

A new website designed to drive business growth and investment in Pennsylvania should help promote the area's available business properties, local economic development officials said.

The largest nation-wide site selection network of its kind, PaSiteSearch.com, which was recently launched by the state Department of Community and Economic Development and Team Pennsylvania Foundation, includes up-to-date community demographics, built-in social-media integration, Google Maps, labor and infrastructure assets, as well as workforce and expenditure reports for properties of interest. Geographic information system, or GIS, mapping technology is part of the website as well.

According to GIS Planning Inc., the company that designed and built the system, PaSiteSearch is the first website to integrate site selection information from Pennsylvania and the United States into a single, user-friendly site. PaSiteSearch is integrated with ZoomProspector.com, which allow visitors worldwide to conduct a national search of communities and commercial properties that match specific criteria. When a community or commercial property in Pennsylvania matches a business search on ZoomProspector, users can immediately click through to the new website to get the information that will help them analyze the unique business advantages offered by the Pennsylvania site.

[Association of
Development
Organizations](#)

[Valley Vision 2020](#)



*Save The Date
For These
Upcoming Export
Events!*

Legal Considerations
for a Global Business
- October 7th, State
College

Focus on the
Caribbean -
October 13th,
Williamsport

ITAR -
October 20th, State
College

Export 101 -
November 4th,

In developing PASiteSearch, DCED worked with local economic development partners and the [Team Pennsylvania Foundation](#) to ensure that the most critical site selection information would be available to users.

"This enhancement makes SiteSearch a unique, indispensable economic development tool and it gives Pennsylvania a major advantage over other states that are competing to retain, attract and expand business," said Rich Hudic, Team Pennsylvania president and CEO.



SEDA-COG Board Adopts the Region's 5-Year CEDS and EDA Project Priority Listing

As a designated Economic Development District (EDD) by the United States Department of Commerce, Economic Development Administration (EDA), SEDA-COG has two major responsibilities. The first responsibility is to regularly update and maintain the region's Comprehensive Economic Development Strategy (CEDS) in order to maintain eligibility for Economic Development Administration (EDA) funding for the 11-county region. The second responsibility is to identify and evaluate projects in the region that could potentially be eligible for funding from EDA.

The region's CEDS is reviewed yearly by SEDA-COG with substantial updates required every five years. The SEDA-COG CEDS Committee and Board of Directors recently approved the 2010 Five Year CEDS at their February 2010 meetings. This document takes a more comprehensive look at where we have been and where we are going as a region. Seven goals and accompanying objectives listed in the report are what SEDA-COG uses to identify and evaluate projects and proposals in the region. These goals are flexible and meet the needs of the individual counties and the region as a whole.

The development process for the Five Year CEDS included surveying our region's local elected officials, economic development partners, workforce investment board, CEDS Committee, SEDA-COG Board, and other economic development organizations. Once a draft version of the document was prepared, it was distributed to those same groups for review and comment.

To download and read SEDA-COG's Five Year CEDS, go to www.seda-cog.org/ceds.

At SEDA-COG's July 2010 CEDS Committee and Board meeting, the CEDS Committee and Board established project priority recommendations for submission to EDA. The top ranked Public Works project is the MCIDC Plaza Building Renovations in Mifflin County. This project proposes to complete selected building upgrades to this older industrial plaza. Kardex, a manufacturer dynamic storage and retrieval systems, has committed to locating their US operations at this plaza. Funding for this project is currently being pursued through EDA's Community Trade and Adjustment Assistance (CTAA) Program. The CTAA Program is aimed at helping to create and retain jobs by providing grants to communities that have experienced job loss resulting from international trade impacts.

The top ranked Technical Assistance Project for EDA is the Marcellus Shale Telecom Initiative Feasibility Study in Lycoming County. This project proposes to do a feasibility study to research the concept of reusing the right-of-way created by the gas pipelines which are being built to service the Marcellus shale play, to preposition a network of conduit for dark fiber infrastructure that, in the future, could provide broadband availability

Lewisburg

[Check out the Export Website for more information on these events!](#)

Interested in Energy Financial Assistance?

Need technical assistance with a particular energy-related loan or grant?

SEDA-COG now offers assistance to businesses interested in pursuing grant and loan opportunities for renewable energy and energy efficiency and conservation projects.

For more information about the types of financial assistance services SEDA-COG can provide, contact Betsy Lockwood at elockwood@seda-cog.org or Ray Haden at rhaden@seda-cog.org or by phone

to these rural areas.



Municipal Training Classes Scheduled For Fall 2010

SEDA-COG partners with PennDOT to provide municipalities in the SEDA-COG region with free training through LTAP (Local Technical Assistance Program). LTAP offers various training courses dealing with roadway maintenance and safety. Technical assistance on road maintenance and safety issues is available from an LTAP engineer free of charge in person, over the phone, or by email. Library materials and technical information sheets are also available. PennDOT has been providing LTAP services to Pennsylvania municipalities since 1983.

LTAP is based on the premise that new technologies and procedures developed at the state and federal level should be transferred to local municipal officials and employees for the purpose of improving the overall transportation system.

LTAP goals include: increase municipal expertise; improve safety for client and public; increase professional communication; disseminate information; promote the implementation of research; provide tailored training materials; and meet municipal government needs.

SEDA-COG staff coordinates closely with municipal officials to ensure that their training and technical assistance needs are being met. The value of LTAP services is shared with area municipalities through personal meetings, newsletters, flyers, websites, and marketing by staff at county conventions, equipment shows, conferences, etc.

The below LTAP classes have been scheduled for fall 2010. Additional classes may be sponsored at the request of municipalities. To register for any of the classes or learn more about other LTAP activities in the SEDA-COG region, please contact Steve Herman at 570-524-4491. Please check the LTAP website at www.ltap.state.pa.us for classes in other regions.

Upcoming LTAP Classes

Traffic Calming: September 9, 8:00-3:00,
SEDA-COG Office, Lewisburg

Road Surface Management: September 23, 8:00-3:00,
SEDA-COG Office, Lewisburg

Winter Maintenance: September 30, 8:00-3:00,
Point Township Building, Northumberland

at
570-524-4491.

Project Estimating Using Mathematical Principles: October 1, 8:00-3:00,
Woodward Township Fire Hall, Linden

Posting & Bonding of Local Roads: October 22, 8:00-12:00,
Woodward Township Fire Hall, Linden

Winter Maintenance: October 28, 8:00-3:00,
Patton Township Building, State College



SEDA-COG Included in National Research Report

The National Association of Development Organizations (NADO) Research Foundation has released a new research report on the Land Use, Transportation and Economic Development (LUTED) initiative in Pennsylvania, including the leadership and planning roles played by the state's Local Development Districts (LDDs), in partnership with state and local officials. SEDA-COG is one of Pennsylvania's seven LDDs, multi-county organizations which provide numerous planning and development services.

Pennsylvania initiated the LUTED process to integrate land use, transportation and economic development at the regional level. Through the process, LDDs have created regional visions and strategies to identify projects related to multiple issue areas.

For the SEDA-COG Region, a plan titled, "Valley Vision 2020: A Plan For Pennsylvania's Heartland" was developed as an outgrowth of the Valley Vision 2020 planning process and serves as a starting point for planning, investment, and development in the region. The report in its entirety can be found by clicking here: http://www.valleyvision2020.org/Documents/Valley_Vision_2020.pdf

In April 2010, the NADO Research Foundation coordinated a national peer exchange in Pennsylvania to learn more about this effort. Through presentations, in-depth discussion and site visits, participants learned how LDDs have integrated land use and transportation planning with regional economic development strategies, and how they are implementing the Regional Action Strategies that developed from the LUTED process.

Although LUTED began as a special state-level initiative, the regions have identified connections with their ongoing work through the U.S. Economic Development Administration's Comprehensive Economic Development Strategy (CEDS) process, the regional transportation planning process, and other planning programs.

The completed proceedings report describes the background of regional planning and the LUTED process in Pennsylvania, and provides case studies of how three organizations, including SEDA-COG, approached the integration of land use, transportation and economic development planning in their regions. [The report can be accessed here.](#)

This special report was produced by the NADO Research Foundation's Center for Transportation Advancement and Regional Development under a cooperative agreement with the Federal Highway Administration (FHWA). For more details, visit www.ruraltransportation.org or www.nado.org.

