



BUSINESS BRIEFS

Economic Development News from Central Pennsylvania

Volume 29 - Number 6
2011

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SEDA-COG's Board to be Headed by Clinton County Commissioner in '12



*(seated l. to r.) Clinton County Commissioner Joel Long,
President; Mary Simington, Montour County, Secretary;
(standing l. to r.) Larry Seibert, Union County, Treasurer;
Union County Commissioner Preston Boop, First Vice-president;
Snyder County Commissioner Malcolm Derk, III, Second Vice-
president.*

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SEDA-COG's Board of Directors will be headed by Clinton County Commissioner Joel Long in 2012. He was elected President at the December 7, 2011 meeting of the Board.

Commissioner Long joined SEDA-COG's Board in 2008, and has served as its First and Second vice-president. Commissioner Long is about to begin his second term in the Commissioners' office, having been reelected in November. In addition to SEDA-COG, the Commissioner serves on a number of boards and organizations including, the Communications Advisory Board, Children & Youth/Big Brothers Big Sisters, STEP Inc., and the Aging Advisory Board. He also serves with his fellow Commissioners on the Prison Board, Revolving Loan Board, Susqueview Home Board and Lycoming/Clinton Joinder Board.

Commissioner Long also finds time for community and youth activities, serving as president and coach for Lock Haven/Flemington Little League. He also coaches youth basketball and youth football.

SEDA-COG's First Vice-president in 2012 will be Union County Commissioner Preston Boop, who joined the Board in 2004 and served as its President in 2010. Commissioner Boop has taken a particular interest in SEDA-COG's Energy Resource Center and is known for his own innovative alternative energy projects. For nearly 30 years, the Commissioner has owned and operated Preston Boop Masonry Construction, and Briar Patch Organic Farms. In addition, he continues to operate the Mifflinburg-area farm where he was born.

Snyder County Commissioner Malcolm Derk, III was elected Second Vice-president of the Board. He has served three one-year terms as SEDA-COG's Treasurer. Like Commissioners Long and Boop, Derk was re-elected in 2011, and will begin his second term as County Commissioner. Prior to being elected Commissioner he worked as Associate Director of the Susquehanna University fund and was a member of the Freeburg Borough Council. Commissioner Derk is a graduate of Susquehanna University and has a background in public service and volunteerism.

The Board's new Treasurer will be Larry Seibert, who was appointed to SEDA-COG's Board in 2003 as Union County's second representative. He has been a member of the White Deer Township Supervisors since 1998 and is a Regional Manager with Pennsylvania's Ben Franklin Technology Partners program. In that capacity, Seibert works with private industry, local economic development organizations and start-up companies.

Mary Simington, one of Montour County's two representatives on the Board, was re-

[Introduction to Government Contracting](#) - January 10

[Modern Lighting Trends Seminar](#) - January 13

[Government Contracting Seminar](#) - January 18

[Tools for Federal Project Compliance](#) - January 20

[Internet Resources for Government Contracting](#) - January 20

[Government Contracting Seminar](#) - January 25

Interested in Energy Financial Assistance?

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

SEDA-COG now offers assistance to

electd Secretary of the board. She was appointed to the Board of Directors in 1998, prior to which she was a member of both the SEDA Foundation and SEDA-COG Local Loan Review Committee. Professionally Ms. Simington has over 30 years in the banking business, and now works with the Selinsgrove law firm of Rudnitsky & Hackman, L. L.P.



Final Issue of Business Briefs



BUSINESS BRIEFS

Business Briefs is one of the longest-running publications prepared and distributed by SEDA-COG. It began in 1983 as a means of keeping Central Pennsylvania's business community aware of new opportunities and programs from which they might benefit. From time to time, Business Briefs featured

economic development projects being carried out by SEDA-COG, one of the region's counties or municipalities, or an industrial development group. The look of the publication changed over the years, beginning as two sides of a legal sheet and later becoming a four-page newsletter with photographs. Two years ago Business Briefs became strictly an electronic publication, distributed via e-mail.

In addition to Business Briefs' look and means of distribution, the content also changed over the years. What primarily began as an economic development publication broadened to include news about nearly all SEDA-COG's programs and services (e.g., energy, community improvements, and rail freight activities.)

In light of the wider perspective established since Business Briefs began, SEDA-COG has begun a new publication — The SEDA-COG Report. It will be distributed electronically, just as Business Briefs has been. It will include economic development activities as well as information about the other programs and services offered through SEDA-COG. This is the final issue of Business Briefs, but you will be receiving The SEDA-COG Report. Let us know what you think. After all, it has big shoes to fill.

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 at 570-524-4491.



Groundbreaking Ceremonies are Held for Senior Housing Project



Construction is expected to begin soon on Mann Edge Terrace, Lewistown's new apartment building for elderly citizens. Groundbreaking ceremonies were held on November 2 at South Water and Dorcas streets, the site of the project. It is expected that the building's first tenants will move in early next fall.

Numerous institutions and agencies have been involved in development of the project, and many were represented at the ceremony. Speakers at the groundbreaking included:

- Senator Jake Corman, Pennsylvania General Assembly
- Rusty Diamond, Southcentral Regional Office Director, Pennsylvania Department of Environmental Protection (DEP)
- Michael Fisher, SEDA-COG Housing Development Corporation (HDC)
- Dennis Robinson, Executive Director, SEDA-COG
- Brian Hudson, Executive Director & CEO, Pennsylvania Housing Finance Agency
- Marcie Barber, President & CEO, Juniata Valley Bank
- Robert Postal, President, Mifflin County Industrial Development Corporation (MCIDC)
- County Commissioner Mark Sunderland, Mifflin County
- Mayor Deborah Bargo, Borough of Lewistown

Several years of effort have gone into development of Mann Edge Terrace, much of that related to permitting and financing for the \$5.9 million project. Funding will be provided by:

- Pennsylvania Housing Finance Agency (PHFA)
- Juniata Valley Bank
- Pennsylvania Department of Community and Economic Development (PA DCED)
- Mifflin County Industrial Development Corporation (MCIDC)
- Mifflin County
- Borough of Lewistown

- SEDA-COG Housing Development Corporation

For over 110 years, the Dorcas and South Water streets' location was home to Mann Edge Tool Company. DEP required comprehensive testing of the industrial "brownfield" site before it could be utilized for new development. After the DEP approval in late spring, MCIDC purchased the site.

The HDC plans to begin construction before the end of 2011. The new apartment building will be constructed on half of the site. MCIDC is considering various alternatives for the other half.



2010 Census and the American Community Survey: Where is the Socio-Economic Data?

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By now, most data users have accessed population counts and basic demographic data available from the 2010 Census. However, some users of data remain confused when it comes to locating the latest socio-economic data available from the U.S. Census Bureau. Since the release of the first local decennial census counts in March, the Pennsylvania State Data Center has received a large number of inquiries from individuals looking for the detailed socio-economic data that was derived from the past decennial census sample data. This research brief seeks to end the confusion surrounding the re-engineered 2010 Census, the American Community Survey and answer the question: Where is the socio-economic data?

Decennial Census Long Form Replaced

The 2010 Census was "short form" only, which means the questionnaire contained only 10 questions on population and housing. In previous decennial censuses, like the 2000 Census, the Census Bureau also selected a sample of households to receive a "long form" that asked for more detailed household information. This more detailed data was released in Summary File 3. For the 2010 Census, the Census Bureau replaced the "long form" with an ongoing survey of households called the American Community Survey (ACS) to collect data on the detailed characteristics of the population. For this reason, the detailed socio-economic data formerly contained in the decennial census Summary File 3 is now available through the American Community Survey.

What Is the Census?

How does the decennial census differ from the American Community Survey? A census is a "snapshot" of the entire population at a single point in time. The U.S. Census determines how many people reside within the country's borders, who they are, and where they live. Every 10 years since 1790, data from the decennial census have been used to apportion seats in the U.S. House of Representatives, as mandated by the U.S. constitution. The 2010 Census enumerated the resident population of the United States as of April 1, 2010 and presented the basic demographic characteristic of the population such as age, sex, race and ethnicity.

What is the American Community Survey?

The American Community Survey (ACS) is a continuous survey that provides more timely and updated socio-economic information about the nation's changing and diverse population every year. The ACS, like all surveys, uses data gathered from a sample of the target population to represent the total population. Respondents are asked to report their answers to several questions, which are then used to derive estimates of the various socio-economic characteristics, providing detailed information on how the population lives. The ACS provides data relating to income, poverty, educational attainment, commuting, disability, employment and much more. ACS estimates are based on an annual, nationwide household sample of about 250,000 addresses per month, or 2.5 percent of the population per year. Beginning with the June 2011 monthly sample, the sample will increase to approximately 295,000 addresses per month or 3.5 million addresses annually.

Using the ACS

ACS produces single-year, 3-year, and 5-year period estimates that represent the average characteristics of the population over a specific period of time. Single-year estimates include information collected over a 12-month period and are available for geographic areas with 65,000 people or more, 3-year estimates represents data collected over a 36-month period (20,000 or more), and 5-year estimates include data collected over a 60-month period (20,000 or less).

The differences in time periods between single-year and multi-year ACS estimates affect decisions about which set of estimates should be used for a particular analysis. Single-year estimates present the most current estimate available, while 5-year estimates provide the greatest precision by means of a larger sample size. ACS 3-year estimates offer a trade-off between the two because they are more reliable than 1-year and more current than 5-year estimates. The Census Bureau encourages comparing estimates based only on the same survey period.

For example, if a data user wanted to make a comparison between Harrisburg, which receives both 3-year and 5-year multi-year data from the ACS, with estimates for Pittsburg, he or she would have to choose between 3-year and 5-year multi-year estimates. Harrisburg is below the population threshold (65,000 or more) for receiving 1-year estimates; therefore single-year estimates are not available. If a more recent estimate is required, the data user would be better served comparing 2008-2010 estimates for Harrisburg with 2008-2010 estimates for Pittsburgh, as 3-year estimates are available for both geographies and provide the most current data. However, if the precision of the estimate is paramount, the larger sample size provided by the 5-year estimate would make it more appropriate for the analysis.

SEDA-COG is an affiliate of the Pennsylvania State Data Center, the Commonwealth's official source of population statistics, economic information, and statistical services. Contact Betsy Lockwood at lockwood@seda-cog.org or 570-524-4491 if you or your organization would like assistance in locating census data.



Annual Average Unemployment Rate

