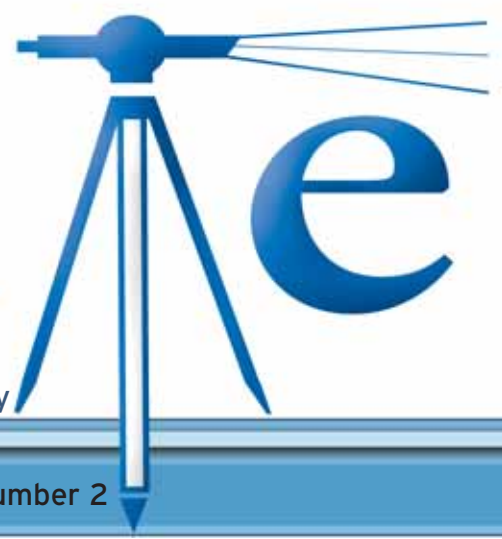




Insight



Insight to economic development in Monroe County

Winter 2003/2004 • Volume 1 • Number 2

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BUSINESS CENTER OPENS AT STROUD TOWNSHIP KOZ

The Keystone Opportunity Zone (KOZ) program, designed to accelerate economic revitalization throughout Pennsylvania, is working in Monroe County. A 5,000 square-foot CARQUEST wholesale distribution center is the centerpiece of the Parker Business Center, a nine-acre Stroud Township property that has been designated as a KOZ.

Pocono Mountains Industries Chairman Paul Canevari lauded the vision of the elected officials responsible for approving the Parker Center's KOZ designation.

"We really have to thank Stroud Township, the Monroe County Commissioners and Stroudsburg Area School District for approving this property for KOZ designation," said Paul Canevari, Chairman of Pocono Mountains Industries. "Our job is to convince the taxing bodies that allowing for tax incentives now will create a long-term return on the investment. This project is positive example of what can happen when we all work together for economic development." Approved Monroe County KOZ



PICTURED AT THE GROUNDBREAKING CEREMONY (LEFT TO RIGHT) : MONROE COUNTY COMMISSIONERS ROBERT NOTHSTEIN AND DONNA ASURE; BOB MARINELLIE, REPRESENTATIVE KELLY LEWIS' OFFICE; CHUCK HOFFMAN, STROUDSBURG SCHOOL BOARD; CHUCK LEONARD, POCONO MOUNTAINS INDUSTRIES; JANET WEIDENSAUL, REPRESENTATIVE MARIO SCAVELLO'S OFFICE; ED CRAMER, STROUD TOWNSHIP SUPERVISOR; BUTCH HEIMBACH, CARQUEST; RICHARD OSSWALD, DEVELOPER; ROBERT BOEHNING, POCONO MOUNTAINS INDUSTRIES; MARK WILLIAMS, DEVELOPER; BILL HENNIGEN, WAYNE BANK; MARY LOUISE PARKER, DEVELOPER; TRUDIE LEAR, CANDIDATE FOR MONROE COUNTY COMMISSIONER; JOHN PARKER JR., DEVELOPER; CHUCK NICLAUS, NICLAUS ENGINEERING CORPORATION, AND MR. AND MRS. JOHN PARKER SR.

properties can take advantage of tax abatements through year 2010.

We are excited to be the first completed KOZ project in Monroe County," stated John Parker, Jr., one of the developers/owners for the project. "This is the first of several phases of the project which we anticipate will reach 60,000 square feet of industrial space for other tenants."

The first tenant is BWP Distributors, from Armonk, New York, who does business as

CARQUEST Wholesale Distribution Center. CARQUEST began in 1974 with 100 auto parts stores. Today there are nearly 60 CARQUEST Distribution Centers and 4,000 CARQUEST Auto Parts Stores serving North America. CARQUEST is committed to providing auto parts and services of the highest quality and greatest value to its customers.

Visit www.carquest.com for more information. For more information on Monroe County's KOZs, contact Pocono Mountains Industries at (877) 736-7700.

PENNSYLVANIA | come invent the future™

Pocono Mountains INDUSTRIES



One of the most important results of our preparation for Governor Rendell's Regional Economic Summit last March, was the coining of the phrase "Critical Impact Zone". Commissioner Bob Nothstein suggested it and it has become the phrase of choice when we talk about our needs in Monroe County.

Some criteria that describes our "Critical Impact Zone" include:

- Located 100 miles from the New York metropolitan area and connected to it by Interstate 80, Monroe County is the Gateway to the rest of the nation and offers unparalleled natural resources

MESSAGE FROM THE CHAIRMAN OF THE BOARD



Technically, there is no such thing in Pennsylvania but we think there should be. Our community is unique compared to other rural counties across the commonwealth and therefore, we are presented with a variety of challenges.

What makes Monroe County a unique "Critical Impact Zone"? In one word, growth.

Monroe County continues to be the second fastest growing county in the Commonwealth. The population has doubled since 1980 and tripled since 1970 to about 150,000 persons today. While the positive aspects of growth are widely recognized, the accompanying demands for infrastructure and services have created significant challenges. The county has taken a proactive role in meeting these challenges and now needs to strengthen its partnership with the Commonwealth in order to build on past success. Future continued success depends on the county being able to leverage state funding and qualify for priority projects.

and recreational opportunities within an easy drive of the largest concentration of population and commerce on the East Coast.

- These natural resources have drawn visitors and new residents since the 1800s, but accelerating growth (particularly since 9/11/01) demands that we carefully manage and protect the resources that make the county unique.
- The county's streams are classified as special protection waters and are essential to enhancing the future of the tourism/visitor industry. Maintaining water quality while providing for sustainable, diversified development is crucial to the area's long-term success.
- State and federal funding has not been adequate to meet the needs of our rapid growth. Critical infrastructure needs include water, sewer, highway improvements, utility lines and telecommunications.
- The county is a model of effective planning and intergovernmental cooperation.

We have accomplished a lot through the Monroe 2020 comprehensive planning process, but we need to do more and we need assistance to get it done. Creating a special designation for the unique problems that we face would allow us to gain recognition and hopefully obtain the assistance we need to manage our rapid growth while maintaining our excellent quality of life.

A handwritten signature in black ink that reads "Paul J. Canevari".

Paul J. Canevari
Chairman of the

Board of Directors List

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MONROE COUNTY

A BUSINESS CONTINUITY HOTSPOT

Recent recommendations made by the Federal Reserve System, the Office of the Comptroller of the Currency and the Securities and Exchange Commission to organizations in critical financial markets, give financial firms three years to implement recovery activities in the event of a disaster. Following September 11, 2001, these agencies recognized the importance of preparing for wide-scale disruption and set a goal of recovering and resuming business activities within the business day when a disruption occurs.

That is where Penn's Northeast and Monroe County come in. A few months ago, Congressman Paul Kanjorski's office issued the Business Continuity White Paper on behalf of Penn's Northeast,

which includes Monroe, Pike, Wayne, Luzerne and Lackawanna Counties.

A variety of issues are addressed in the White Paper that detail why our area would be an excellent location for these financial firms who must have "an appropriate level of geographic diversity between primary and back-up sites". These sites must not rely on the same infrastructure components, like water, electric power and telecommunications, used by the primary site and must be within 125 fiber miles.

Monroe County is uniquely positioned to be a perfect location for these firms to consider. Stroudsburg is 78 driving miles and 110 fiber miles from New

York City. A lower cost of living, excellent educational institutions and numerous outdoor and recreational opportunities are just a few highlighted attributes.

Pocono Mountains Industries, the Penn's Northeast partner organization that receives the leads, has already responded to several inquiries for more detailed information on some of our sites. Specific potential sites are being targeted because they must be dually served by electricity and telecommunications. □

To view the full Business Continuity White Paper report or the Executive Summary, visit www.pennsnortheast.com

PIDA LOAN HELPS COMPANY EXPAN

A Pennsylvania Industrial Development Authority loan in the amount of \$456,741 has paved the way for an expansion by Downes & Reader Hardwoods Company into Monroe County's New Ventures Commercial Park in Blakeslee. The 30-year old Massachusetts-based company is purchasing 8.32 acres in the Tobyhanna Township park and will construct two buildings totaling 30,000 square feet for a wholesale distribution and lumber milling facility.

Project costs are estimated to be \$1.44 million and will create 12 new jobs initially and 26 within a three-year period.

"We have grown steadily and carefully with a focus on

customer service and quality products," says owner Rod Reader. "We are looking forward to becoming a part of the Monroe County community and greatly appreciate all of the assistance we have received as we made our site location decision."

Downes & Reader Hardwoods started in 1973. Today, they have annual sales of around \$20 million and an inventory of two million board feet. The company also has an import/export division involved primarily in procuring lumber from South America as well as exporting to other countries. They market their products throughout the United States and provide delivery service throughout the Northeast. □

Aventis Pasteur Recieves Pennsylvania Governor's 2003 Foreign Investment Award

Aventis Pasteur received a Governor's Foreign Investment Award of Recognition in September at the Governor's Residence in Harrisburg. Aventis Pasteur Vice President of Finance Frank Epifano received the award for his company. PMI Executive Director Chuck Leonard accompanied Mr. Epifano at the ceremony.

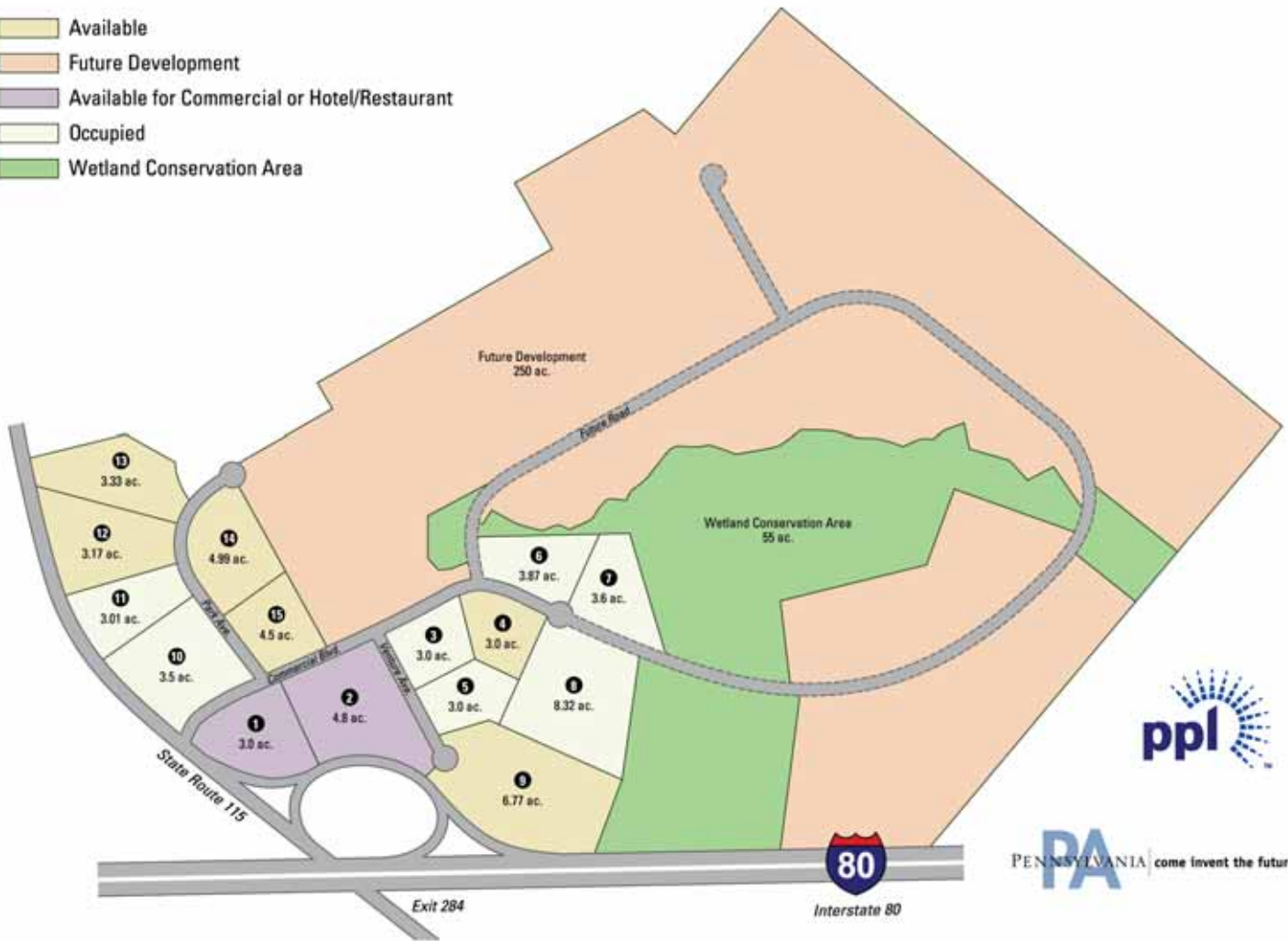
PROPERTY SPOTLIGHT

New Ventures: All the lots are zoned Commercial Industrial (C-I), which allows a variety of uses. Specific uses targeted for New Ventures include warehouse distribution, light manufacturing, restaurant, office space, hotel, convenience store and service plaza, but whatever business you're in, New Ventures the right choice. The adjoining property is also zoned C-I and is owned by the developer, so if you need a larger lot, New Ventures can meet your needs. For further information and lot pricing call 1-800-653-3276.

New Ventures Commercial Park

Tobyhanna Township • Monroe County • Pennsylvania

- Available
- Future Development
- Available for Commercial or Hotel/Restaurant
- Occupied
- Wetland Conservation Area



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The award, sponsored by the Governor's Action Team and the DCED Office of International Business Development, is designed to honor foreign companies who have made significant investments in Pennsylvania. Aventis Pasteur continues to invest millions of dollars in their Swiftwater and northeast Pennsylvania facilities, creating hundreds of new jobs.

"The impact Aventis Pasteur has in our community and in the region is phenomenal," says PMI Chairman Paul Canevari. "We are undoubtedly thankful for their investment in the local economy and continuous job creation. We also appreciate their and their employees involvement in the community and many volunteer organizations."

Plastic Company Molds its Future In East Stroudsburg

Iridium Industries, Inc. has completed an expansion of 47,600 square feet to their existing facility. The new area allows for additional manufacturing and warehouse space and will add 30 new jobs while retaining 78 current employees.

“Iridium has grown significantly over the past 2 years and have established themselves in the plastics industry,” said PMI Chairman Paul Canevari. “Expanding the facility will allow them to increase production to better serve their customer base, while creating jobs for Monroe County citizens.”

The expansion cost approximately \$1.6 million with \$660,000 funded through a Pennsylvania Industrial Development Authority loan.

“We would not be where we are today had it not been for the

assistance we received from the PMI staff, specifically Chuck Leonard,” commented Eli Sassouni, Executive Vice President of Iridium Industries, Inc. “We went through a lot to obtain financing for our project and were able to secure it with Chuck’s help.”

The Pennsylvania Industrial Development Authority was established in 1956 to provide low-interest loans to local non-profit industrial development corporations (IDCs) for eligible businesses that commit to creating or retaining jobs and to IDCs for the development of industrial parks and multi-tenant facilities. □

Would you like to learn more about how PIDA loans and other low-interest financing options can help your business grow? Call Pocono Mountains Industries at (877) 736-7700 for more information.

C O R P O R A T E C E N T E R I S H O M E T O N A T I O N A L D I A L Y S I S C O M P A N Y

DaVita, the second largest dialysis company in the United States, now has a second Monroe County location in the Mountain Healthcare Center located in the Pocono Mountains Corporate Center East. “We share the same goals and dedication to quality. DaVita lives by their mission,” stated Dr. Peter Casale, DaVita Medical Director. “We provide global care. Everything is intimate and can’t be separated.”

DaVita provides dialysis services to nearly 43,000 patients in 32 states and the District of Columbia from over 480 outpatient dialysis centers. Two locations, one in Mount Pocono and one in East Stroudsburg currently serve Monroe County. Patients visit the centers three times per week for about four hours each time. “We are like family here,” commented Rita McCord, BS, RN, CNN, and Facility Administrator. “Every decision that is made is made with the patient in mind.”

Dr. Casale was the first full time nephrologist to practice in Monroe County and is



PICTURED (LEFT-RIGHT): DR. PETER CASALE, MEDICAL DIRECTOR; RITA MCCORD, FACILITY ADMINISTRATOR AND DONNA WALCK, ADMINISTRATIVE ASSISTANT

responsible for bringing DaVita here. He plans to expand services to patients in the West End section of the county.

The outcome data for the local centers has been excellent, in fact the East Stroudsburg center is one of the top ranked units by quality of outcomes. “There are a variety of standards that must be met,” added Dr. Casale. “There are requirements for water quality, machinery specifications and staff ratios just to name a few.” A medical director, administrator, social worker and dietician

are mandated staff.

DaVita’s mission is not just to be the provider and partner of choice, but also to be an employer of choice. “They promote a team environment,” Ms. McCord added. “They provide educational opportunities for all levels of employees. It is a great company to work for.” Locally, DaVita employs about 40 people. □

For more information and employment opportunities, visit www.davita.com

Pocono Mountains Airport Expands Services

Pocono Air Center is the new fixed based operator at the Pocono Mountains Airport providing repair services, fueling, storage, flight training, and charter services for both airplanes and helicopters. Plans for expansion are in place and various improvements have already taken place.

“The key to our success is the fact that all the things we do support each other. One couldn’t survive without the other,” stated Mark Boyer, manager. “We have a great relationship with the Pocono Mountains Municipal Airport Authority, they have

applied for various grants and we benefit from all the improvements.” Boyer also feels the Pennsylvania Board of Aviation is also very supportive.

In the spring, additional security items will be installed such as fencing and a keypad entry system. Later in 2006, the runway will be expanded from 4,000 feet to 5,00 feet allowing for lower instrument minimums.

One of the newest services added is helicopter shuttle service by Davis Aviation. “You can leave Mount Pocono and be in

midtown Manhattan in 42 minutes,” said Boyer. “This is an attractive option for corporate executives especially those who locate companies in Pocono Mountains Corporate Center.”

Another new interesting feature is the 24-hour weather hotline. Pilots, and anyone else, can call (570) 839-1584 24 hours a day and receive updated weather conditions at the airport. “The only thing we can’t control is the weather”, added Boyer. “Usually when we have fog, it is clear in Wilkes-Barre/Scranton and when they have fog we are clear.”

Pocono Air Center offers both piston-powered and turbine-powered aircraft and deal with Robinson helicopters, the most popular helicopters in the country. Rental cars are available on site as well as courtesy van service. □

For more information, visit www.PoconoAirCenter.com



POCONO AIR CENTER OFFERS HELICOPTER AND FIXED WING CHARTER SERVICES. PISTON-POWERED AND TURBINE-POWERED PLANES ARE BOTH AVAILABLE.

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