

MOSHANNON VALLEY PROGRESS

Spring 2012 Volume 11 Issue 1

Special points of interest:

- Free Advertising
- In The Spotlight
- Save the Date
- Thank You

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MVEDP/PRC Annual Dinner Guest Speaker Announced



Honorable C. Alan Walker DCED Secretary

The MVEDP/PRC Annual Awards Dinner will be held on May 3, 2012 at The Hotel Philips. We are pleased to announce that this year's guest speaker will be the Honorable C. Alan Walker, DCED Secretary. Join us for an evening of good food,

great friends, and come hear Mr. Walker's views on current issues. For more information about our event please visit www.mvedp.org. You can also contact Sharon Yingling at 814-342-2260 or email her at sharonf@mvedp.org. We look forward to seeing you on May 3rd.

Newly Designed MVEDP Web Site Launched!

The MVEDP's newly designed web site has been launched! On March 9th, the MVEDP's new web site was officially made available to the public. The MVEDP's web site address is www.mvedp.org.

The MVEDP contracted with Shan Karimushan of the Philipsburg area to complete all of the web site upgrades. Some of the new features of the web site include:

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First-Ever Strategic Plan Being Developed by MVEDP

The board of directors and staff of the MVEDP have been working over the past few months on a new strategic plan that will guide their work over the next 2-3 years. Through the outstanding cooperation of Cen-Clear Child Services, the MVEDP brought in strategic planning professional Dr. Yvonne Randle of California. Dr. Randle came highly recommended from Cen-Clear's leadership as she has done a number of projects for them over the years.

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Fund Program Available to Help Area Businesses

The MVEDP has been making loans from its Revolving Loan Fund Program since early 1991. This low interest loan program continues to be available for area entrepreneurs and business owners.

The MVEDP can provide loans at an interest rate as low as 3.5%. This lower interest rate is intended to save the business owner money that can then be used for other purposes.

The RLF Program can fund 33% of a

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MOSHANNON VALLEY ENTERPRISE CENTER



- Space to accommodate manufacturing, distribution, warehousing or other uses
- Air conditioned offices and conference room available;
 50% of large area also has air conditioning
- One-quarter mile from PA Rt. 322, one mile east of Philipsburg
- 10 miles to I-99 and to I-80

Contact: Stan LaFuria, Exec. Dir 814-342-2260 Email: slafuria@mvedp.org

MVEDP Employee Achieves Milestone



Dave Baughman

Dave Baughman, Maintenance Supervisor for the MVEDP just achieved the 25 year milestone as an employee of the former MOVERS and MVEDP. Dave started work on March 28, 1987. He was a former employee of the General Cigar Company.

Said Stan: "We have been fortunate to have Dave employed by the MVEDP for so many years. He knows our properties like the back of his hand and he understands the importance of our business tenants to the success of the MVEDP. We strongly believe in great customer service and Dave's good work over the years is consistent with that belief. His willingness to come in to work on weekends, and in the evenings so as not to disturb tenant areas, is a testament to his dedication to the MVEDP. Thanks Dave, keep up the good work!

Business After Hours

Business After Hours Wednesday, April 25 from 5:30 - 7:30 pm



Join the PRC and MVEDP for Business After Hours on Wednesday, April 25 from 5:30 - 7:30 PM hosted by Geisinger Medical Group Location: Geisinger Medical Group, 210 Medical Center Drive, Philipsburg

Manager Attends National Conference



Emily Gette-Doyle, Philipsburg's Main Street Manager, recently attended the National Main Street Conference in Baltimore, MD. The National Main Streets Conference showcases and celebrates the innovative techniques and practices that make the Main Street Approach® one of the most

powerful economic development tools in the nation. Whether from an urban business district, small rural downtown, or some place in between, the conference provides real solutions to common problems and techniques to help managers not only survive this economic downturn, but also find ways to position our Main Street and our community to thrive long after these difficult times are gone and forgotten.

As emphasized by the National trust, preservation -based economic development is not only essential to the success of Main Street; it is connected to issues consistently in the national spotlight – sustainability; smart growth; local fiscal investment and job creation; fostering small, independent and innovative businesses; embracing diversity; utilizing social media for grassroots campaigns; and so much more.

Philipsburg is a Nationally accredited Main Street community. Pictured is Emily Gette-Doyle, Philipsburg Main Street Manager with Juli Dull, Manager of Downtown Bedford Inc, Bedford, PA.

Keystone Community

The Commonwealth of Pennsylvania, Department of Community and Economic Development has created new designations for communities who are seeking to revitalize their neighborhoods and their downtowns. The Keystone Community program assists Pennsylvania's communities in achieving this revitalization. The program designates and funds communities that are implementing Main Street, Elm Street, Enterprise Zone efforts or other community development efforts by supporting physical improvements to designated and/or other communities that are undertaking revitalization activities within the community.

The Philipsburg Revitalization Corporation, Inc in partnership with Philipsburg Borough and the Moshannon Valley Economic Development Corporation, Inc recently made application for a designation. If approved the program would expand the current program boundaries and focus on more neighborhood redevelopment.

The program encourages community revitalization and economic development projects involving physical improvements to a specific area; revitalization of residential and mixed use neighborhoods and downtowns; development or rehabilitation of housing; physical improvements supported by a downtown plan; acquisition costs and physical building improvements for a development project such as an Anchor Building or similar project; competitive grants to loans for eligible businesses located in an enterprise zone; business development surveys; business development strategy/preparation; revolving loan funds; and adaptive modifications that increase the ability of persons with permanent, physical disabilities to remain in their homes preventing institutionalization.

Get Paid for Helping the MVEDP!



The MVEDP helps the private sector to generate new employment opportunities by providing sites and building space to businesses. Anyone who brings a lead (business owner) to the MVEDP that buys a lot in our Business Park, or rents space in either of our two multi-tenant buildings will be paid a 5% finder's fee. For example, if a new lease is

signed and \$30,000 in rent will be paid over a two-year period, the "finder" will be paid a lump sum fee of \$1,500.00! The MVEDP considers everyone in the community to be its partner in working to enhance the economy of this region. Bring us a new business tenant or business owner that purchases land in our Regional Business Park and **GET PAID!**



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CATACOMMUTE

Over the last year, working families have seen their savings shrink. Finding ways to save money and still meet daily living expenses is a hallmark of these times. Not having the ability to drive, or not being able to afford to own a vehicle, limits employment and educational opportunities available in surrounding communities.

Whether via vanpool or carpool, ridesharing can offset fluctuating gasoline costs and growing traffic congestion. Ridesharing also reduces pollution and greenhouse gas emissions, as well as saves wear and tear on vehicles. Ridesharing can make a long commute interesting, enjoyable and affordable—all while helping commuters arrive at work relaxed and ready to concentrate on the tasks at hand.

Employers benefit when their employees are able to access rideshare options. Their workers are likely to be more productive, miss fewer hours at work, and stay on the job longer when they have a predictable, cost-effective means for traveling to work. Having fewer employees drive to work also frees up parking spaces for customers or other visitors.

CATACOMMUTE is a family of services that offers:

- *RideShare*, a free ridematching program that will find carpool partners or vanpool groups instantly in a personalized match list;
- a Vanpool Program for groups of 7-15 in which CATA pro-

Continued on Page 8

South Hills School of Business & Technology "Training the Workforce Call 814-342-7427 now! South Hills School of Business & Technology School of Business & Technology 200 Shady Lane Philipsburg, PA 16866

Website Launched

Continued from Page 1

- the MVEDP Membership Directory is now included on the web site which provides for better marketing of the businesses located in this region
- the new "MVEDP Site Map" on the web site provides a list of all the economic and community development programs and assets that are available; this site map is very user friendly
- there are more links to other sites provided which makes it easier for the user to check on other agencies and programs that might be helpful to the business owner; there are new links to Facebook and Twitter
- many more photos are included which makes the web site much more visually appealing

Check out our newly designed web site. We think you'll find it much improved.



Know Your Customers

The current economic climate is causing customers to be more selective. Most businesses can only guess at the reasons customers leave, mainly because they don't gather that information or develop a formal strategy to retain customers until *after* they leave.

1. Find out what customers want and what causes them to stay or leave.

First, conduct a survey with existing customers. Ask customers what they want and need, as well as which specific aspects of your business, products, services they value most. In addition, conduct a separate survey with former customers to find out what specifically caused them to leave.

2. Proactively collect and promote customer feedback.

Don't wait until there is a problem to contact or follow up with customers. Instead, set up communication channels to encourage sincere two-way communication with them, and then use those channels to actively solicit and collect their feedback.

3. Use technology to manage and analyze customer feedback, and ensure the right people see and hear it.

Companies can easily have as many as 35 or more tools in place to listen to the customer. These tools frequently duplicate efforts and constitute a tremendous amount of time and resources. By the time feedback is tabulated, analyzed and shared, the input is weeks or months old.

4. Analyze customer feedback to gain valuable insights.

Once you've gathered feedback from customers, analyze it to find out:

- The type of customer feedback and the percentage in each category (complaints, suggestions, comments, concerns)
- The channel most used by customers to provide feedback (Web, phone, in-person, etc.)
- The underlying drivers of customer loyalty and engagement (i.e. the main reasons that customers do business with you, how they are emotionally connected to your business)
- The current strength and depth of customer loyalty and engagement

• New revenue and growth opportunities for your business

5. Immediately address customers' complaints and concerns.

To make the most of your customer feedback, put together an action plan that focuses on addressing and resolving any areas that are causing customers concern. In conjunction, establish standards of excellence and share best practices with others in your organization.

6. Take action and Measure the Results.

Use customer feedback to make improvements, and then measure the impact of the changes you made. Some of the areas that you may want to consider measuring include **customer retention** rate, revenue per customer, customer referrals, customers saved due to feedback, etc.

7. Actively measure and monitor your customers' loyalty and engagement.

Customers today are bombarded with attractive offers all the time. If they see a better deal based on price, quality or service, they feel pressure to switch brands or stores. To combat this, regularly measure and monitor your customers' loyalty, satisfaction and engagement. Then use that information to make adjustments.

8. Create and nurture a company culture that embraces and is committed to using customer feedback.

Embrace feedback by dedicating resources to acting on customer feedback. This involves training all your employees on what they can do to assist you in building a more loyal customer base.

9. Keep asking, listening, analyzing and improving.

Customer needs, wants and concerns are constantly changing. So, keep asking and listening to customers' feedback, and analyzing that feedback on an ongoing basis. By doing so, your business will be able to not only retain more customers, but continually tap into fresh, new customer preferences and attitudes that you can use to create new products, services, and programs tailored to their needs.

<<<<<<<<<

"I cannot give you a sure-fire formula for success, but I can give you the formula for failure, which is: Try to please everybody."

Herbert B. Swope,

Pulitzer Prize-winning journalist

<<<<<<<<<>>>>>>>>

Barbara Wold

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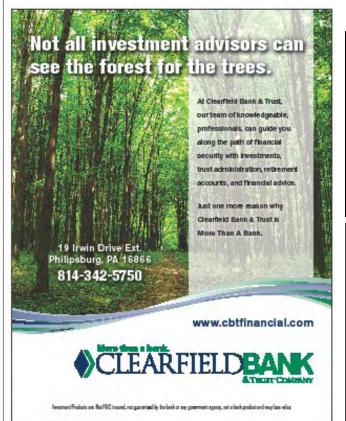
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IN THE SPOTLIGHT









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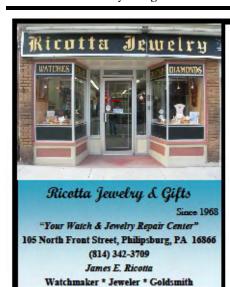
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CATA Continued from Page 4

vides the van, insurance, maintenance and gas card; and a Guaranteed Ride Home program that takes the fear out of being stuck by providing rides home in the event of an emergency or mandatory overtime.

During Fiscal Year 2009/2010, we estimated that participants in the CATACOMMUTE program took 124,680 vehicles off of our highways, saved 192,800 gallons of gasoline, and eliminated 3.7 million pounds of CO² from the environment. There were 398 active rideshare participants in 68 carpools and 16 vanpool groups, servicing a 10-county wide area.

As of January 2012, the **CATACOMMUTE** program is servicing over 1650 participants, with 568 active in 72 registered carpools and 27 vanpools.

Commuters are often looking for alternatives to their long distance ride to work. If you are thinking about carpooling or joining a vanpool, contact Terri Quici at 814-238-2282 ext. 134 or visit www.catabus.com for more information.

Strategic Plan Continued from Page 1

The draft strategic plan has been put together and is now being finalized. Measurable goals will be developed that identify exactly who is responsible for working toward the achievement of the goals, the priority level of the goal, and the schedule for achieving the goal. There are eight (8) "Key Result Areas:"

- Markets
- 2. Products and Services
- Resources
- 4. Operational Systems
- 5. Management Systems
- 6. Company Culture
- 7. Financial Results
- 8. Partnerships

The measurable goals will be established under each of these Key Result Areas. Our MVEDP members will be provided with more information about this new strategic plan once it is finalized and approved by the board of directors.

Penn National Insurance

Does your business insurance earn you dividends? Purchase your business insurance through Penn National Insurance, and depending on the total group premium and total claims experience, you could earn an annual dividend.

Eligible lines* offered through this program include:

- Businessowners
- Commercial auto
- Property
- General liability
- Package policies
- Inland marine
- Workers' Compensation

Program Features

- All-lines dividend (excluding umbrella and bonds). Dividend payments are based on total group program premium and claims experience of eligible lines. As program grows, so does dividend potential.
- Enhanced coverages on auto, businessowners, property, workers, compensation, and general liability—giving you added protection at no additional cost;
- Equipment breakdown coverage automatically included with businessowners and property policies
- Information and services to help reduce losses the payoff is greater dividend potential
- Outstanding, local claim and customer support service

*Subject to individual risk characteristics, loss experience and underwriting guidelines.

What to know more? Contact Charles Jones Insurance Agency at 814-342-1880 or visit PennNationalInsurance.com.



RLF Continued from Page 1

total project cost. If a local manufacturer needs \$200,000 for the purchase of new machinery and equipment, the MVEDP can provide \$66,667 toward that total project cost. Since only 33% of the project cost can come from the RLF Program, it is important for business owners and entrepreneurs to have bank or other financing available for their projects.

The MVEDP's RLF Program is available to all types of businesses including manufacturing, service, commercial and retail. Contact the MVEDP at 342-2260 if you are interested in learning more about this important economic development tool.

Housing Rehab



Staff of the MVEDP is currently taking applications from homeowners interested in participating in the Phase III Eastern Clearfield County housing rehabilitation

program. The project targets the communities of Chester Hill, Osceola Mills, Wallaceton, Decatur Township, Morris and Cooper Townships.

The MVEDP's housing rehabilitation program provides grant assistance to homeowners to bring their homes up to code. Improvements may include new furnaces, electrical, plumbing, roof, foundations and new windows and doors.

Homeowners must be income eligible to participate in the program. Eligibility guidelines can be secured by contacting Sherrie Beals of the MVEDP at 342-2260 or applications can be downloaded from our website www.mvedp.org.



MOSHANNON VALLEY REGIONAL BUSINESS PARK



- Tax Free Keystone Opportunity Zone
- 5 Lots Still Available
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- Complete With All Utilities

Contact: Stan LaFuria, Exec. Dir. 814-342-2260

Email: slafuria@mvedp.org

SAVE THE DATE! Tuesday, June 19, 2012



Moshannon Valley Economic Development Partnership

23rd Annual
Golf & Picnic Outing at the
Philipsburg Elk's Country Club

For more information contact: Sharon Yingling at 814-342-2260 Email: sharonf@mvedp.org Page 10 Volume 9 Issue 4

Thank You!

The Moshannon Valley Economic Development Partnership & the Philipsburg Revitalization Corporation thank you for your support of our economic & community development efforts!

Renewals 1st Quarter

611 MRI-CT

American Cancer Society

American Red Cross

Belding & Mull, Inc.

Bloom Electric

Bryan & Melody Crist

Central PA Tax Doctors

Centre Co. Community Foundation

Chamber of Business & Industry

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David K. Dahlgren Funeral Home

David T. Byron Agency

Denise Franko-Bacher

Diann Westrick, MD

Ernie & Bernie Mohney

Forcey Coal, Inc.

Friends of Glenn Thompson

Friends of the Library

Grauch Enterprises, Inc.

Hawbaker Engineering

Hi-Way Pizza

Home Instead Senior Care

Hrenko Insurance Agency

Hurwitz Real Estate

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Leadership Centre County

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Lynn Herman

Marian Kephart

Moshannon Building Enterprises

McDonalds of Philipsburg

Michael & Shirley Slother

Midway Collision

Moshannon Valley Super Bowl

Moshannon Valley YMCA

PA American Water

PA Centre Orchestra

Penn State Small Business Dev. Center

Pennoni Associates, Inc.

Philipsburg Historical Foundation

Philipsburg Journal

Philipsburg Marble & Granite

Philipsburg-Osceola School District

Primerica

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Saupp Signs Company, LLC

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Simler Insurance Agency

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So Sweet

South Hills School of Business & Technology

State College Spikes

The Drucker Company

The EADS Group

The Hotel Philips, LLC

Thomas Haney

Thomas M. Irwin, DMD

Walker Financial Services

Walter Hopkins & Company

Yurkey & Son's

Membership Luncheon Scheduled

ChamberChoice offers comprehensive employee benefits and business solutions to Chamber Members throughout Pennsylvania. The Moshannon Valley Economic Development Partnership is pleased to offer this extensive portfolio to its members. On Wednesday, April 18th at noon at Windy Hill Village, Michael Galardini will be conducting an overview of the "Classic" ChamberChoice portfolio as well as introducing the new cutting-edge Benefits Exchange that is now available in our area. The Benefits Exchange portfolio offers innovative alternatives to employers who want to engage employees in the decision making process, create a more robust benefits package, and gain budget certainty.

Michael has over 10 years of experience with Chamber Choice in assisting businesses balance health insurance costs with coverage needs. He will discuss the myriad of solutions available through Chamber Choice while addressing any product-related questions. We encourage businesses of all sizes to join us on April 18th at noon at Windy Hill Village to learn how Chamber Choice could benefit your company. Lunch will be provided. Cost to attend is \$10.00. To register, please RSVP to Sharon Yingling at 814-342-2260 or email sharonf@mvedp.org.







Painting and Cleaning

308 W. 5th Ave. Clearfield, PA 16830
Tiffany L. Dixon (814)592-0112

handyhelperspnc@qmail.com
PA083237

Handy Helpers is now offering a 15% Spring Discount on all services. We are also offering a 20% Senior Citizen Spring Discount on all services. (Excluding other specials)

The following specials (gutter cleaning, driveway sealing, and window cleaning) are for the Clearfield, Dubois, and Philipsburg areas. Our specials are also available in other areas, but depending on location our prices may increase slightly.

We are offering residential gutter cleaning for \$50.00. Gutters that are higher than 24' would be \$100.00 for full cleaning.

We are offering driveway sealing for \$20.00 per gallon applied (labor only).

Window cleaning \$10.00 per window inside and out. (An additional \$10.00 each for storm windows)

Spring Discounts are going on now and will be ending June 1st, 2012.

Other Services Offered but are not limited to: Interior/Exterior Painting, Pressure Washing, Drywall Installation, Faux Finishes, Flooring and Finishing, Wood/Brick/Vinyl Staining, Textured Painting, Stucco, Roof Coating, Direct To Metal Applications, Rust Treatment, Trim Installation/Finishing, Gutters, Cabinet/Furniture Refinishing, Siding/Fascia, Light Remodeling, and many more.

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