

# FOCUS

**WORK LIVE GROW**

IN CENTRAL  
PENNSYLVANIA



Photo: William Ames

SPONSORED CONTENT SECTION

# A WORLD APART IN THE CENTER OF IT ALL

*There is a place ...*



Penn College Innovation Lab  
Courtesy of Pennsylvania College of Technology

Where heritage and culture meet technology and innovation.



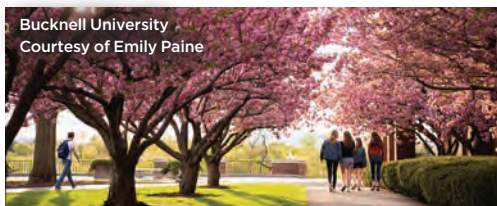
Goose Day Community Celebration  
- Juniata River Valley

Where high-speed internet is as common as horse and buggies.



@benny.elliott  
Ricketts Glen State Park  
Courtesy of Columbia-Montour Visitors Bureau

Where you can have breakfast at home and drive to a lunch meeting in Baltimore, NYC, D.C., Philadelphia or Pittsburgh with time to spare.



Bucknell University  
Courtesy of Emily Paine

Where hiking paths are as important as highways, runways and rails.

*It's a place where you can*  
**WORK, LIVE and GROW.**



Susquehanna River



Green Barn Berry Farm – Muncy PA  
Courtesy of Joe Serkoch, Producer, Orienvaga, LLC

Where entrepreneurs  
dream big and make their  
ideas take flight.

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Where you can nurture  
your business, your family  
and your own well-being.



Photo by Michael Winters  
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Where neighbors  
welcome newcomers.

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Shy Bear Brewing – Lewistown PA

Where the ideal becomes real.

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It's a place that often feels a world apart  
but is truly in the center of it all.



Brookmere Winery & Vineyard Inn  
Courtesy of Juniata River Valley  
Visitors Bureau

## It's **CENTRAL PENNSYLVANIA.**

### **NINE COUNTIES, ONE FOCUS**

**CENTRE** | State College, Bellefonte  
**CLINTON** | Lock Haven  
**COLUMBIA** | Bloomsburg, Berwick  
**LYCOMING** | Williamsport  
**MIFFLIN** | Lewistown

**MONTOUR** | Danville  
**NORTHUMBERLAND** | Sunbury, Milton  
**SNYDER** | Selinsgrove  
**UNION** | Lewisburg, Mifflinburg

# WORK CENTRAL PA

## SOMETHING IN THE WATER

SEKISUI KYDEX is a Bloomsburg, Pennsylvania manufacturer of sustainable thermoplastic sheets.

President and COO Ronn Cort has spent much of his career traveling the globe helping companies find the best locations to manufacture products.

One of his early tasks at the company was to evaluate whether or not Central Pennsylvania was the right place to continue manufacturing operations for KYDEX.

“I SPENT MY FIRST SIX MONTHS AS PRESIDENT LIVING ON THE PRODUCTION FLOOR,” he recalls. “WHAT I DISCOVERED WAS A LEVEL OF PASSION, COMMITMENT AND CAN-DO ATTITUDES THAT I HAD NOT EXPERIENCED AT ANY OTHER MANUFACTURING FACILITY ON THREE CONTINENTS.”

Since then, KYDEX has invested heavily in expansions at their Central Pennsylvania location and the community.

Today, KYDEX routinely wins accolades as one of the most productive units in the \$11 billion parent company's portfolio.

“How? It's Central Pennsylvania,” says Cort. “There's something in the water.”



North Shore Railroad

## FROM HERE TO ANYWHERE

In a community of makers, being able to move product is essential. Central Pennsylvania has a robust, multimodal transportation system utilizing planes, trains, trucks and ships.

Significant rail infrastructure is made available with a unique partnership from the SEDA-COG Joint Rail Authority that owns and maintains over 200 miles of track in the region. Leading the way in logistics, the award-winning shortline, North Shore Railroad Company & Affiliates, puts the customer at the center of the equation, providing access to mainlines Norfolk Southern and Canadian Pacific.

“WE'RE VERY COST-EFFECTIVE AND ABSOLUTELY IN TUNE WITH OUR CUSTOMERS' NEEDS. IF A CUSTOMER NEEDS A RAILCAR PUT IN AT 9:30 PM ON WEDNESDAY, WE'RE THERE.”

*Jeb Stotter, president and CEO*

Loni Martz Briner, media manager adds: “What we provide is more economical for our customers and makes them more competitive. Each railcar is equivalent to four tractor trailers.”



SEKISUI KYDEX's appLab™ - Bloomsburg PA



Geisinger Medical Center - Danville PA



Penn College Plastics  
Innovation & Resource Center  
Courtesy of Pennsylvania College  
of Technology

## BEING YOUR BEST SELF

Offering the best of small-town life, Central Pennsylvania is rich with the type of resources that support businesses and families.

Central Pennsylvania offers premier educational opportunities from early childhood education to advanced degrees.

The region is proudly home to eight colleges and universities, twelve technical and trade schools, and three community college locations, including research and athletic powerhouse Penn State University.

Pennsylvania College of Technology, a special mission affiliate of Penn State, is a national leader in applied technology and STEM education.

The school offers more than 100 academic programs ranging from nursing, welding and plastics to culinary and aviation, with a graduate placement rate of 98%.

"We are a net importer of people to Pennsylvania," says Davie Jane Gilmour, president of Penn College. "It provides a great economic benefit to the community and region, and a richness and diversity, as well."



Penn College Campus - Williamsport PA  
Courtesy of Pennsylvania College of Technology

“THERE IS HIGH-QUALITY EDUCATION OFFERED IN OUR COMMUNITY AT ALL LEVELS, AND I THINK IT'S ONE OF OUR STRENGTHS WHEN RECRUITING NEW FAMILIES TO THE AREA.”

Central Pennsylvania is home to several excellent health care facilities including the renowned Geisinger Health System. The health system features the full range of clinical services to care for the sick, from pediatrics and genomics to surgical specialties and trauma.

With the best in health services, Geisinger's reputation for innovation often stems from the work they do to keep patients out of the hospital.

Geisinger 65 Forward, the Food is Medicine initiative, and house calls to manage chronic disease set the system apart.

"Our goal is to really help people be their best self and their healthiest self," says Jeff Bean, vice president of System and Brand, Geisinger.

“YOU DON'T HAVE TO GO TO A MAJOR METROPOLITAN AREA TO ACCESS WORLD-CLASS CARE.”

## THREE KEYS TO BUSINESS SUCCESS

### WHAT SETS CENTRAL PA APART?

**INFRASTRUCTURE:** From logistics to high-speed internet, the region keeps products and ideas flowing.

**TALENT:** A skilled workforce with a collective can-do attitude paves the way for innovation and productivity.

**COMMUNITY:** Central Pennsylvania's quality of life encourages employees and businesses to put down roots and grow.

# LIVE CENTRAL PA



John Prendergast at  
Penn's View Outlook  
- Woodward PA

William Ames

## THE BEST OF BOTH WORLDS

John Prendergast, plant manager for First Quality Lewistown, manufacturer of a wide range of consumer products, has deep roots in Central Pennsylvania.

"I'm the seventh generation of my family to live and work here."

Moving often during his military and business career, he jumped at the opportunity to return home.

**"I LOVE SPENDING TIME OUTDOORS. YOU CAN GET AWAY FROM IT ALL AND GO HIKE, BIKE, RUN, FISH AND KAYAK."**

"Within a short distance of where I live, I could go on a different hike every day of the year. All of this at home with the benefit of taking my children to the National Zoo in D.C., then walking the Mall to see the monuments and still be home in the evening.

"We have fast access to major metropolitan areas but can live life with small-town convenience," Prendergast says.

## IT'S ALL ABOUT COMMUNITY

Jeff Bean moved from the West Coast to accept a position with Geisinger in Central Pennsylvania. "It took me a long time to unlearn checking Google maps every time I was going somewhere," he says of the traffic-free commutes.

"I learned to surf in the Pacific Ocean," says the San Diego native. "But you have a different kind of open space here. I would look out the window as the sun was coming up, and it made me feel the same way as looking at the ocean," he recalls of his move to an area farmhouse.

Now living in the heart of Lewisburg, Bean loves that he can walk with his dog, Zinc, just about anywhere and be greeted with a smile and a dog treat.

**"ANYBODY I'VE MET WILL GO OUT OF THEIR WAY TO HELP YOU."**

He even enjoys the four seasons. "There's no such thing as bad weather - there's only bad equipment," he says like a true Pennsylvanian.

"It's been such a great experience for me, and one I never really expected," Bean adds. "I came for the work and stayed for the community."

## LIVE RICHLY FOR LESS

*Central Pennsylvania offers a variety of available and affordable housing - from college towns and historic homes near the town square to mountainside communities and rural country property. With the average median home cost in Central Pennsylvania being 68% less than major northeast cities, your options are endless.*

## SIGHTS OF CENTRAL PENNSYLVANIA

**Explore Outdoors:** Known for nature, the area is home to the Susquehanna and Juniata rivers, state parks for hiking, hunting, beaches and lake access and miles of hiking trails.

**Sporting Life:** Whether cheering on a college team, taking a swing at golf or skiing, snowboarding and sledding all winter, there are plenty of ways to stay in the game.

**Eat, Drink & Be Merry:** Sample area wineries and breweries on the River Rat Brew Tour, Susquehanna Heartland

Wine Trail, Pour Tour of the Juniata River Valley or the Central Pennsylvania Tasting Trail. Enjoy the fresh fare from area farmers markets, farm tours and roadside stands, and support local shopping and dining in charming historic downtown settings.

**Turn of Events:** Festivals, fairs and rodeos happen throughout the year. From the Bloomsburg Fair, Pennsylvania's largest, to the Central Pennsylvania Festival of the Arts, there's always something to celebrate.

# GROW CENTRAL PA

“THE ACCESS TO TALENT BY A VERY LARGE AND VERY DIVERSE, WORLD-CLASS UNIVERSITY HAS BEEN THE DOMINANT FACTOR IN BEING ABLE TO HANDLE THE GROWTH WE’VE HAD.”

*Jeremy Frank, co-founder and CEO, KCF Technologies  
- State College PA*



## DREAMS TAKE FLIGHT

Central Pennsylvania's innovative soul and supportive communities foster entrepreneurship and business growth.

Brian Vargo was born half an hour away from where he lives in Lewisburg, but much of his adult life centered around Japan.

An adventurer at heart, he appreciates how high-quality gear enhances enjoyment of travel and the outdoors. Upon his return to Central Pennsylvania, he embarked on turning his adventure blog into a business, and forged a collaboration with Equinox, a Williamsport distributor of outdoor gear.

Vargo soon launched his own company, Vargo Outdoors, and its growth was fueled with assistance from Bucknell University's Small Business Development Center (SBDC) and Pennsylvania's Global Access Program through SEDA-COG.

“THIS HAS BEEN A GREAT PLACE TO BUILD MY BUSINESS, AND THE RESOURCES I HAVE USED HAVE BEEN INCREDIBLY HELPFUL.”

Like Vargo, Wendy and Carlos De Osambela dreamed of owning their own business, but they were far from family roots in El Salvador and Peru when they relocated to Selinsgrove.



“I’M SO GRATEFUL FOR THE SUPPORT THE TOWN HAS GIVEN US. WE COULDN’T HAVE PICKED A BETTER PLACE TO START A RESTAURANT. WE GET PHONE CALLS AS EARLY AS 7 A.M. FOR PEOPLE WANTING TO RESERVE A DINNER SPOT!”

*Wendy De Osambela, co-owner and head chef, Deo's Kitchen - Selinsgrove PA*



De Osambela Family

“When I moved here, what I missed most was the food. I wanted something familiar,” Wendy says.

Also like Vargo, she took her idea for a restaurant to the SBDC. “They are the reason why we are here, and they continue to be a great resource,” she adds.

In State College, KCF Technologies has surged past the “startup” phase, and the continued rapid growth invigorates Co-Founder and CEO Jeremy Frank.

He “solve industrial problems through the convergence of people and technology,” he explains of creating wireless sensors for manufacturing equipment. “We call it giving machines a voice.”

A global movement toward digital transformation has helped KCF grow from 20 to 220 employees in the last six years, with ambitious plans to reach 1,800 employees in the coming decade.

# REGIONALLY FOCUSED LOCALLY CONNECTED



## WHY CHOOSE CENTRAL PA?

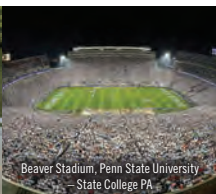
- 1 Equipped to Make and Move Product
- 2 Innovation and Technology Resources
- 3 Dedicated, Talented People
- 4 Surrounded by Success Stories
- 5 Quality of Life that Offers  
A World Apart in the Center of It All

**“I CAN PRODUCE IN BLOOMSBURG AND DELIVER IN GERMANY BEFORE MY GERMAN COMPETITOR CAN GET IT DELIVERED.”**

*Ronn Cort, president and COO, SEKISUI KYDEX - Bloomsburg PA*



Kayaking in the Juniata River



Beaver Stadium, Penn State University  
State College PA



Winter in the Juniata River Valley



GAF, New Columbia PA Facility



Farmland in Selinsgrove PA

## ONE REGION. ONE FOCUS.



## PLAN YOUR MOVE TO CENTRAL PA, CONTACT:



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