

Bucks Prospectus

A Newsletter for
Bucks County's Business & Industry
Communities



In partnership with the Bucks County Industrial Development Authority

Bucks' Native Mark Schweiker Elevated to Governor's Office

Former Bucks County Commissioner and native of Levittown, Mark Schweiker, became Governor of the Commonwealth of Pennsylvania on October 5th, 2001. Schweiker served as Lieutenant Governor in the Ridge Administration since 1995. Schweiker became Governor after President George W. Bush appointed former Governor Tom Ridge to Director of the newly created Federal Office of Homeland Security.



BCEDC works closely with the Governor's office in promoting Pennsylvania's incentives to businesses relocating to or expanding in Bucks County. Loans through the Pennsylvania Industrial Development Authority or the Small Business First Fund, and grants and tax credits such as the Opportunity Grant Program or the Job Creation Tax Credit, are all examples of incentives that BCEDC promotes on behalf of the Commonwealth of Pennsylvania.

We look forward to working in close alliance with Governor Schweiker to support the Bucks County economy and bring more jobs to our community.

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In Memorium

Daniel W. Tomlinson, Jr.

BCEDC Vice President Daniel W. Tomlinson Jr. of Doylestown died Friday, Sept. 21, 2001. He was 68. Dan was the husband of Sally Fenley Tomlinson and father of three daughters.

Dan was an active supporter and officer of the Bucks County Economic Development Corporation for many years and perennial chair of the BCEDC Golf Committee, which organizes the BCEDC Annual Golf Outing. At the 2001 Golf Outing, BCEDC presented the first annual Daniel W. Tomlinson, Jr. Award to PNC Bank, N.A., for creating the best economic development project in partnership with BCEDC/BCIDA in 2000-2001.

Dan had a lifetime career in banking, beginning with positions at Central Penn Bank and later the Meridian Bank where he was a vice president.

In addition to his volunteer work with BCEDC, Dan was actively engaged in many other civic or charitable organizations such as; the Bucks County Association for the Blind, the Lower Bucks Chamber of Commerce, Bucks County Transport, Newtown Historical Association, United Way of Bucks County, and the Bucks County Association for Retarded Citizens.



Dan Tomlinson (left) visits with Sam McCullough, Pennsylvania Secretary of Community and Economic Development at the 1998 BCEDC Annual Dinner and Reorganization Meeting.

NOTEWORTHY NEWS

Businesses May Qualify for Education Tax Credits

Under a new program administered by the Department of Community and Economic Development (DCED), corporations may receive a tax credit of 75 cents for every dollar they donate to an educational improvement organization. If a business agrees to participate for two years, it could receive up to 90 cents in tax credits for every dollar donated. Businesses are eligible for up to \$100,000 in tax credits each year under the \$30 million program.

DCED has developed guidelines and is accepting applications from businesses seeking to participate in the program. Visit www.inventpa.com for more information.

BCEDC thanks State Representative Matt Wright for bringing this program to our attention.

Rohm and Haas Unveils Development Plan for Bristol Site

In July, Rohm and Haas Company announced plans to move its Research Staff based in Bristol to Spring House, PA. The decision will affect approximately 175 researchers at the Bristol site.

The company also unveiled a land development plan for the 880 acre Bristol facility. In the plan, the company directs new industrial development on approximately 180 acres, and devotes more than 200 acres of undeveloped property for open space preservation and recreational opportunities.

The company will lease property identified for industrial use to third parties. With access to I-95, the Pennsylvania Turnpike and local rail services, the site is very well suited for industrial growth.

For more information, contact Christine Miller at (215) 641-7876 or visit www.rohmhaas.com/bristol/landplan/index.htm.

New Web Site to Promote Pennsylvania Manufacturers

A new web site has been developed to promote Pennsylvania-based manufacturers at no cost. The site, www.MfgGate.com, offers an interactive, electronic directory of all Pennsylvania manufacturers, to help companies find more customers and suppliers based in our state. Businesses may access their own records to verify, edit and expand them. In the mfgGate.com directory you can perform a custom search for Pennsylvania manufacturers using a variety of criteria, including geographical area, core capabilities, SIC code, and more. Each search will return a series of listings within the mfgGate.com database that match your criteria.



Bucks Prospectus



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BUCKS PROSPECTUS is the quarterly newsletter of the Bucks County Economic Development Corporation (BCEDC). BCEDC, the official Economic Development Agency for Bucks County, is a nonprofit economic development corporation with a mandate to increase job opportunities for local residents through various programs.

\$\$\$ The Bottom Line \$\$\$

A Regular Feature to Help Your Business Improve Its Profitability

Hey Partner! Be More Than Just a Supplier to Your Customers

By Ken Plessner, Goldenberg Rosenthal, LLP



In today's business environment, there is no shortage of rivals vying for your customers. Merely supplying good products and excellent services to those customers may not be enough to keep them, because someone else may be able to beat you on price.

To counter this appeal, you need to do more. Specifically, you need to make your firm an indispensable partner that helps your customers run their business leaner and more profitably. Competitors will then find it harder to win your customers by beating you on price alone. Let's examine the benefits of partnering with your customers by reviewing a case study.

Identifying the Problem

Global Clothiers, a manufacturer, wanted to differentiate itself with its customers - clothing distributors. Global's executives recognized that many of those distributors were struggling financially, and that this was hurting Global's collections and sales efforts.

After studying the problem further, Global decided its distributors needed to be more financially sophisticated. So they committed to giving these important business partners a variety of management tools. Theoretically, putting the tools into practice would raise revenues and profits on both sides of the relationships.

Taking Inventory

Global kicked off the improvement process by offering its customers a series of educational seminars and one-on-one coaching. But first, Global's management took an inventory of the skills its staff could share with customers. These included merchandising, sales, inventory control, purchasing and finance. Global initially conducted seminars at its headquarters, extending invitations to key accounts. This program proved so successful that Global eventually added sessions in other locations to coincide with buying seasons and industry events, making it easier for customers to attend.

The seminar component that made the greatest impact was direct coaching. Global's CFO, sales manager and profit consultant selected a group of accounts to assist during these sessions and arranged meetings at customer offices.

Best Practice Makes Perfect

Global divided these customers into two categories: large accounts struggling financially and smaller accounts with the potential to become major customers. Global required financial statements before these customers could participate but stressed that it would keep the financial statements and coaching confidential.

For comparison purposes, Global showed each customer best practices and financial performance data for the clothing industry. This illustrated that the distributors often failed to address changing business conditions.

Global's team established key indicators to track sales, critical operating expenses and inventory levels. In many cases, this information showed that Global was selling too many products to a given distributor, suggesting a need for smarter purchasing. Global's sales department resisted because this was encouraging some customers to actually buy less. In responses, company executives explained that because it would help ensure its customers' financial viability, a reduction in customer purchasing would benefit Global in the long run.

The coaching program had a major impact on Global's operations. Even though the company was the high cost provider to the industry, and facing stiff competition, it didn't matter. In fact, Global maintained its margins while continuing to increase sales volume.

Cementing Relationships

Retaining customers and winning new ones is an ongoing exercise in providing additional value. Selling quality products and making business transactions as simple as possible is essential. To further cement relationships, explore ways of improving your customers' revenues, productivity and profitability. Please contact our profit advisors to learn how partnering with your customers can result in higher profits for your company.

Goldenberg Rosenthal, LLP is a BCEDC member providing business advisory and accounting services to businesses of all types. GR's team of profit advisors can help add to your bottom line. If you are interested in learning more, please contact Ken Plessner at 215-881-8823, or visit www.grgrp.com.

New Financing Approved for Bucks' Businesses

BCEDC and BCIDA have approved \$2.626 million in low-interest loans for four businesses, which will create and retain at least 409 jobs in Bucks County as a result.

Alan Breece, LLC was approved to receive up to \$375,000 through PIDA and the Small Business First Fund for the acquisition of 111 Lower Morrisville Road in the Fallsington Industrial Park, Falls Township. **Gemini Plastics, Inc.**, a plastic injection molding business will occupy the site under a lease agreement with Alan Breece, LLC. Gemini Plastics will retain 24 jobs and create an additional 8 positions in return for the loans.

Bitzer Properties, LP was approved by PIDA to receive up to \$ for the acquisition of and renovations to 776 American Drive, Bensalem. The occupant company, **R.D. Bitzer Co., Inc.**, is a wholesale distributor and assembler of industrial pumps, controls, exchangers, and related equipment. The company will retain 25 jobs in Pennsylvania as a result.

Metal Improvement Company, a subsidiary of Curtiss-Wright Corporation, was approved to receive a \$1,000,000 loan through PIDA to finance its acquisition of 3434 State Road, in the Expressway 95 Industrial Park, Bensalem Township. Metal Improvement Company provides shot peening and heat treating services for manufacturers of metal parts and components. The company expects to create 40 jobs in Bensalem as a result of its expansion into Pennsylvania.

Joseph and Marion Wesley were approved for up to \$626,000 in PIDA financing to acquire 445 Winks Lane, in the Expressway 95 Industrial Park in Bensalem Township. **Amquip Corporation**, with headquarters adjacent to the site, will use the property to establish a centralized maintenance facility for its crane and industrial equipment leasing and distribution business. Amquip Corporation employs 284 people (200 in Bucks County) and will create an additional 28 jobs in Bucks as a result of this financing.

NOTE: The companies listed in this report were approved for financing by the BCEDC or BCIDA, but may not have received necessary approval through state or federal funding agencies at the time of this printing.

Ben Franklin Technology Partners of Southeast Pennsylvania (BFTP/SEP) has approved financing for three Bucks County companies.

BFTP/SEP and The Heritage Conservancy (Doylestown) announced the provision of \$220,000 in startup capital to **EnviroGro Solutions, Inc.**, headquartered in Dublin, PA. The loans help boost EnviroGro's proprietary efforts to deliver unique solutions to livestock producers for manure management and pollution prevention needs.

ESI is an entrepreneurial response to the farm animal waste management and pollution prevention challenges facing livestock producers. Through ESI's in-vessel technology, the company's Bio-Digestor(tm), available through sales, leases and use agreements, produces premium quality compost and related soil products.

BMS Technologies, Inc. of Pipersville, was approved for \$100,000 through BFTP/SEP. As part of a \$411,000 project, the Ben Franklin funds will help the company design, make and assess new polymers in order to create a palette of materials. BMS Technologies produces Organic Light Emitting Diodes (OLED's), which are flat, light-emitting devices.

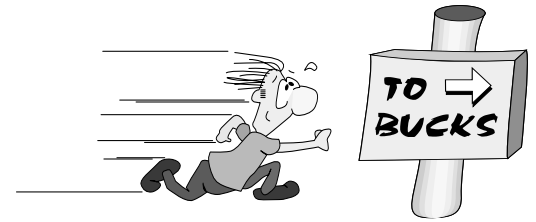
The company employs 12 people.

Network Alternatives, Inc., of Langhorne (www.network-alternatives.com), is the area's fastest growing ASP and full technology service provider dedicated to serving the legal market. NAI hosts and delivers software applications from their state of the art data centers, providing improved security and reliability, reduced support and hardware costs, centralized management, built-in disaster recovery, software upgrades and improved communications and remote access.

The \$150,000 investment will support commercialization efforts of the company's existing ASP and Thin Client Technology business. The \$418,000 project includes an expansion of the offering to rollout a hybrid ASP alternative and to add a number of enhancements to the service, all of which are designed to broaden and scale the solution for increased sales and which require technical assessment and implementation.

The company has 14 employees.

COMPANIES ON THE MOVE



Bensalem Township

Sale/Leaseback - 510 Station Avenue, Woodhaven Industrial Park, 85,605 square feet, to **Joseph Di'Egidio, Sr.**, who has leased the property back to **PBJ Windows, Inc. (trading as REPCO)**. Roddy, Inc.. represented Philbern Associates, LLC in the sale and Di'Egidio in the lease transaction.

Sale - 3434 State Road, Expressway 95 Industrial Park, 93,688 square feet to **Metal Improvement Company, Inc.**, a subsidiary of Curtiss-Wright Corporation specializing in shot peening and heat treating services for metal parts and components. Roddy, Inc. represented The Bortnick Limited Partnership in the sale.

Lease (Renewal) - One Greenwood Square, 3333 Street Road, 16,453 square feet, expanded to 18,539 square feet, to **Orleans Homebuilders, Inc.**, one of the region's largest residential builders. Roddy, Inc. negotiated the lease transaction for Orleans.

Lease - 774 Haunted Lane, Waters Edge Business Center, 9,000 square feet to **Loray Stationers**, an office supplier relocating from Bristol. NAI Mertz Corporation negotiated the lease for Louis DiEgidio/ Michener Construction Co.

Bristol Township

Sale/Leaseback - 3001 State Road, 102,063 square feet, to **Keystone Industrial Properties, Inc.**, which will lease the property back to the seller, **Gilbreath Packaging, Inc.**, a subsidiary of Impaxx, Inc.. Roddy, Inc.. represented Gilbreath Packaging, Inc. in the sale and Keystone Industrial Properties, Inc. in the lease transaction.

Lease - 211 Sinclair Street, Keystone Industrial Park, 40,600 square feet to **IMA North America, Inc.**, a world leader in the design and manufacture of packaging machinery for the food processing and pharmaceutical industries. IMA was represented by Roddy, Inc. in the lease negotiations.

Falls Township

Sale - 101 Canal Road, Penn Warner Industrial Park, 55,902 square feet, to **Amerco Real Estate Company**, a real estate holding entity of U-Haul International. Roddy, Inc.. represented the seller, Victor G. Warren, in the sale.

Lease (Renewal) - 1101 New Ford Mill Road, USX Industrial Park, 265,000 square feet, to **Eckerd Corporation**. Roddy, Inc. negotiated the lease.

Lease (Renewal) - 1001 New Ford Mill Road, USX Industrial Park, 177,648 square feet, to **Foamex Carpet Cushion, Inc.**, the leading producer for comfort cushioning for bedding, furniture, carpet cushion and automotive markets. Roddy, Inc. negotiated the lease on behalf of USX Corporation.

Newtown Township

Lease - 826 Newtown-Yardley Road, Newtown Industrial Commons, 15,000 square feet, to **MHC Consulting, Inc.**, a pharmaceutical firm, under a long-term agreement negotiated by GMH Capital Partners, leasing agent for the property. Colliers Lanard & Axilbund represented MHC Consulting in the lease negotiations.

Penn State Harrisburg Offers 15th Annual Economic Development Course

Penn State's Economic Development Research and Training Center will host the 15th Annual Economic Development Course in Pennsylvania, December 2-7, at the Holiday Inn Grantville (near Hershey). Designed to serve the needs of seasoned professional or newcomers to the field, this course reviews theoretical and practical approaches to economic development, with a full-week case study exercise in business attraction.

The course is designed for economic developers, municipal managers, chamber of commerce professionals, community volunteers, and many more.

Call Denise Franz at (717) 948-6178 to register or for more information.

Welcome New BCEDC Members

William L. Messick
660 Tudor Square Development, Inc.
Commercial Office Property for Lease
(215) 321-3684

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Blue Flame Gas Service
LP Gas Sales and Service
(215) 249-3575

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RETURN SERVICE REQUESTED

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