

Bucks Prospectus

BCEDC/BCIDA Approve \$8.0 Million for Local Companies

BCEDC and BCIDA have approved more than \$8.0 million in low-interest financing for 7 local businesses, which will use the funds for capital investment projects that will create or retain up to 388 jobs for Bucks County.

B-Tech Solutions, Inc., was approved for a \$200,000 loan through the Bucks County Revolving Loan Fund for the purchase of machinery and equipment used in the company's metal stamping and machining operations. The Croyden company will retain 60 jobs and create up to 25 new jobs at the site within three years.

Colory Metal and Glass, Inc., of Bensalem, was approved by BCEDC to borrow up to \$450,000 through PIDA for the purchase of a 24,800 square foot industrial facility located at 775 American Drive, Bensalem. The company, which will maintain operations at both the existing and new locations, will retain 18 jobs and create at least 3 new jobs in connection with this loan project. Colory Metal and Glass is a commercial glazier and window manufacturer, providing complete services from design to installation.

Doughboys Pretzel Factory, LLC, was approved by BCEDC to borrow up to \$116,000 through the

Bucks County Revolving Loan Fund for working capital and the purchase of bakery equipment associated with the company's expansion of its wholesale soft pretzel bakery in Feasterville. Doughboys will retain 20 jobs and create as many as 20 new jobs in connection with this loan project.

The Goodson Holding Company, a division of Journal Register, Inc., was approved by the BCIDA Board of Directors to borrow up to \$6,000,000 through tax-exempt industrial revenue bonds for the purchase and renovation of a 70,000 square foot commercial printing plant in the Keystone Industrial Park, and the purchase of printing machinery and equipment. The company will retain 89 jobs and create at least 37 new jobs at the site in connection with this loan project.

Imageworx Corp. was approved by BCEDC to borrow \$375,000 through PIDA and \$100,000 through the Small Business First Fund, in connection with \$340,000 through The Reinvestment Fund, for the acquisition of a newly constructed light industrial facility of nearly 15,000 square feet in

New Loans Approved

(Continued on page 2)

Inside This Issue:

Noteworthy News (p.2)

- BCEDC Assists with Delaware River Waterfront Study
- DEP Secretary Confirmed by PA Senate

Spotlight on Bucks Business (p.3)

- Career Mentor Associates: An Affordable Alternative for Employee and Career Development Resources

The Bottom Line (p.4)

- Ten Tips to make your web site more effective

Page 5

- PennTAP and e-TAP: Technical Assistance for Bucks County companies

Companies on the Move (p.6)

- Business Relocations and Real Estate Transactions in Bucks County

Welcome New

BCEDC Members (p.8)



Noteworthy News

Delaware River Waterfront Committee Reviews Proposals

BCEDC Executive Director Robert Cormack has joined a committee of community leaders in lower Bucks County to review consultants' proposals to develop an ambitious new plan for the long-term redevelopment of the Delaware River waterfront between Bensalem and Morrisville. Stated Mr. Cormack, "The Delaware has been an integral part of the Bucks County economy from the days of William Penn. To devote our resources to the waterfront now, speaks not only to our vision of the waterfront as an economic resource, but also as an important ingredient in our quality of life."

McGinty Confirmed as DEP Secretary

The Pennsylvania Senate has confirmed Kathleen A. McGinty as Secretary of the Pennsylvania Department of Environmental Protection. Secretary McGinty was Governor Ed Rendell's nomination and is the first woman ever to hold the Commonwealth's top environmental post.

A native of Philadelphia, McGinty has held a number of positions in private industry and served as a top counselor and senior advisor on environmental, natural resource and sustainable development issues for the federal government, chairing the White House Council on Environmental Quality during the Clinton Administration. *Source: "The First Stop" published by the PA Small Business Development Center*

New Loans Approved (continued from page 1)

the Edgely Industrial Park, Levittown. The company has relocated its operations from Philadelphia, but will retain 15 jobs and create at least 3 new jobs at the site in connection with this loan project. Imageworx is a provider of pre-press services to the label printing industry, including design, production proofs, and printing plates.

N. Jonas & Company, Inc., a manufacturer and distributor of chemicals for swimming pools and spas, was approved to borrow up to \$600,000 through PIDA for the purchase of a 59,000 square foot building located at 4525 Adams Court in the Bridgewater Industrial Park. The company will retain 52 jobs and create at least 6 new jobs.

Pelmor Laboratories, Inc., borrowed \$200,000 for working capital through the BCEDC Business Builder Loan fund. Pelmor is a full-service, custom manufacturer of high-quality, tight tolerance, all-rubber extrusions, and all-rubber and rubber-to-metal bonded molded components. The company will retain 40 jobs at locations in Newtown and Bensalem.

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.

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.

Career Mentor Associates: Leading Edge, Affordable Help for Organizations

Located in Buckingham, Career Mentor Associates (CMA) is a classic example of a company finding a need in the marketplace and providing solutions to address those needs.

According to founder Joe Santoro, CMA was developed with the belief that able, motivated people are the key to an enterprise's success. CMA programs provide the tools, resources, and immediate availability to make this possible.

CMA, on the world wide web at www.careermentorassociates.com, offers 3 primary programs and provides these services either on-line or on-site. In challenging times like these, Santoro believes that attracting, retaining and motivating good people into an organization, and keeping mediocre people out, is absolutely critical to success. CMA provides assistance in both areas. They are:

Performance Optimization Program©:

- Complete resource for your managers and employees to improve their job performance

Career Success Track©:

- Personnel transition program for organizations
- Complete "how to / where to" resource for finding a new job or changing careers

New Business Start Up Program©:

- Personnel transition support program for organizations
- Complete "how to / where to" resource for starting a new business

Personalized Services:

- On-site training
- Licensed web-based services
- Workshops
- Coaching

Santoro says that through its use of leading edge technology and proprietary programs, CMA can provide its services to



organizations at **less than one-tenth the cost of old world brick-and-mortar services**. CMA can be an organization's one-stop resource. In short, an organization's existing and new associates receive more effective help, and corporate saves a considerable amount of money, thus positively impacting a company's bottom line.

After a 20-year career as a senior manager with some of America's most admired companies, such as Anheuser-Busch, PepsiCo, and Keebler Foods, Santoro founded Career Mentor Associates in early 2002. He found that companies desired immediate high quality help, but were hard pressed to find affordable services that were accessible when people wanted them and where they wanted them.

Upon completing his graduate studies at the University of Pennsylvania, company founder Santoro, with the assistance of the Wharton SBDC, developed and perfected CMA. CMA has recently been recognized by the Wharton SBDC for its outstanding value added services. The PA Chamber of Business and Industry recognizes CMA because of how effectively it helps people make career transitions, how it helps improve employee performance to achieve personal and corporate goals, and how it saves corporate dollars in doing so.

What makes CMA unique is that CMA offers high quality, "24 x 7", on-line, self-paced programs, which are now available to an entire organization at substantial cost savings. CMA's web-based programs eliminate any geographic constraints. CMA responds immediately to an organization's needs. CMA's approach, according to Santoro, is tailored to meet a company's specific needs. CMA helps companies control costs, and successfully improves their business performance and/or helps them navigate organizational change. All programs are turn-key, best-in-class, accessible from remote locations and are self-paced.

In addition to CMA's web-based services, CMA provides on-site group workshops and telephone coaching support for

*Career Mentor Associates
Continued on Page 7*

If your company has a great story to tell, submit your idea to info@bcedc.com!

Is your web site effective? Follow these tips for higher search engine rankings

By Sue McCrossin

It seems that the trend is now paid placement for higher search engine rankings, but you can still improve your web site rankings by search engine optimization. Here are some tips to get you started:

1. Choose a domain name (URL) for your site and concentrate on the home page first. Submit the home page to Google and the Open Directory.
2. Remember that search engine rankings are not just based on your pages, but are also based on how many good links you have to your pages. Try to get as many web sites to link back to your web site as you can. Search engines follow the philosophy that if other sites are willing to link to your site, they must think it's a good site, and others will too.
3. Spend time coming up with your search keywords. The keywords you think might be perfect for your site may not be what people are actually searching for. You can see what people are actually searching for (and this will help you to find the optimal keywords for your site) by using tools like www.wordtracker.com. Choose two or three specialized phrases for each page of your site. Never use general keywords like photographer. Instead use "portrait photographer in Bucks County."
4. Write at least 200 - 250 words of visible text copy (not buttons, pictures or graphics) based on your chosen keywords at or near the top of each page. The search engines need to "read" keyword rich copy on your pages so they can successfully classify

your site. Use each keyword phrase numerous times (between 3 and 7) within your copy for best results.

5. Create a keyword-rich Title tag between 11 and 15 words long. HTML title tags are critical because they're given a lot of weight with all of the search engines. Put your keywords into this tag and don't worry about saying your company name or "Home Page." Think of it more as a "Title Keyword Tag" and create it accordingly. Add your company name to the end of this tag, if you need to use it.
6. Use Meta tags. Meta tags can be valuable, but they are not as important as they used to be. Create a Meta Description tag that uses your keywords and also describes your site. The information in this tag often appears under your Title in the search engine results pages, and should be about 250 characters. The Meta Keyword tag is not important to Google, but it doesn't hurt to have it, and it should not exceed 1000 characters.
7. Use your keywords all over your pages. Things like headlines, image alt tags, header tags <H1><H2>, etc., links from other pages, keywords in file names, and keywords in hyperlinks

can cumulatively boost search engine rankings. Use any or all of these where they make sense for your site.

8. When you submit your site to Yahoo and the Open Directory Project (DMOZ) make sure it is in the right place. Directory listings are a key component to getting your site listed by Google. Directory listings are difficult to change, so it's important to get your site listed in the right spot. Read the information on how to suggest a site or add a site before you submit.
9. Encourage everyone you know to click through your site – the more people access your site, the higher its ranking will go.
10. Make sure your site is error-free and compatible with all browsers. Stay away from graphics that take a long time to load and excessive flash animation. Have patience. Improving your rankings takes time. Once your site is added to a search engine or directory, its ranking may start out low and then slowly work its way up the ladder.

Sue McCrossin is an e-Business specialist with PennTAP (see page 5). For more information, contact Sue at (215) 275-7212.

Contributors Wanted!

To submit a column with business advice suitable to the *Bucks Prospectus*, please contact BCEDC at (215) 348-9031 or submit it by email to info@bcedc.com.



PENNTAP & e-TAP: Providing Technical Assistance to Small Businesses in Bucks County

PENNTAP helps Pennsylvania businesses improve their competitiveness by providing free technical assistance and information to help resolve specific technical questions or needs that can be addressed within a limited amount of time.

The program focuses on helping small-to medium-sized businesses that normally do not have the in-house expertise or time to resolve specific technical questions or needs. PENNTAP technical specialists assist small businesses by providing technical advice, technical information, and referrals to other expertise, resources or programs.

PENNTAP services the entire state of Pennsylvania through a network of technical specialists who have specific areas of technical expertise and are located throughout the state.

A program of Penn State University, PENNTAP is a federal-state-university partnership for economic development. Serving Pennsylvania business and industry statewide since 1965, PENNTAP is one of the nation's first technical assistance programs and remains a credible and valuable resource for helping Pennsylvania businesses compete and grow.

The service of PENNTAP staff is confidential and provided at no cost to clients.

PENNTAP & e-TAP

PENNTAP's *e-TAP* initiative is funded by the Pennsylvania Technology Investment Authority of the Penn-



sylvania Department of Community and Economic Development and by the U.S. Economic Development Administration. A PENNTAP e-business technical specialist is now located in ten Team PA locations around the state.

The new e-TAP initiative will help all types of Pennsylvania small businesses improve their competitiveness and growth by providing technical assistance to accelerate use of Internet-based technologies to enhance their e-business capabilities. It will provide opportunities for businesses to implement e-commerce applications and to integrate appropriate e-commerce strategies into company business plans.

When working with manufacturing firms, the PENNTAP specialists will collaborate in your area with Pennsylvania's network of Industrial Resource Centers, specifically Larry Chrzan of the DVIRC. (www.dvirc.com) They will also work collaboratively with the Pennsylvania Small Business Development Centers,

specifically the Kutztown SBDC, (www.kutztownsbdc.edu) regarding the SBDC's e-business training activities.

PENNTAP's Services

- √ Computer Assistance Services
- √ Environmental Assistance Services
- √ E-Business Assistance Services
- √ Food Processing and Handling
- √ Forest Products Assistance Services
- √ Product Development Services
- √ Occupational Safety and Health Assistance Services
- √ Statistical Data and Analyses Services
- √ Technical Information Searches
- √ NASA Technology Transfer Assistance Services

e-Business Related Services:

Website Assessment —PENNTAP can evaluate your organization's current Website for ease of use, appearance, and technical accuracy. Let PENNTAP's consultants assess and advise you on both your website and on your competitors' websites.

PENNTAP & e-TAP

(Continued on page 7)

Companies

ON THE MOVE



Bensalem Township

Industrial Lease - 1726 Woodhaven Drive, 66,790 square feet owned by Joseph Di'Egidio, Sr. to National Towellette Company, which will relocate its entire operation to Bucks County from Cinnaminson, New Jersey. National Towellette is a manufacturer of moist towlettes, specializing in custom products for specialty applications. Roddy, Inc. represented the landlord in the lease negotiations.

Office Lease (renewal) - Kor Center, Neshaminy Interplex, 18,000 square feet to GE Polymershapes, Inc. The Neshaminy Interplex is owned and operated by Korman Commercial Properties.

Office Lease (renewal) - One Neshaminy Interplex, 1,140 square feet to Career Staff Unlimited.

Office Lease (renewal) - One Neshaminy Interplex, 2,364 square feet to RGIS Inventory Specialists.

Office Lease (renewal) - Three Neshaminy Interplex, 1,223 square feet to Fala DM Group, Inc.

Office Lease (renewal) - Five Neshaminy Interplex, 3,767 square feet to PEC Solutions.

Office Lease (renewal) - Five Neshaminy Interplex, 1,850 square feet to Valence Health, LLC.

Office Lease (renewal and expansion) - Eight Neshaminy Interplex, 36,114 square feet to Verizon Wireless.

Bristol Township

Industrial Sale - 2558 Pearl Buck Road, Keystone Industrial Park, 99,000 square feet owned by Lenar Corporation to Snowball Real Estate, L.P., on behalf of ActionPak, Inc., a contract packaging and assembly business. Hart Corporation represented Snowball Real Estate, L.P. and CB Richard Ellis was the broker for the seller.

Industrial Sale - 51 Runway Road, Edgely Industrial Park, 14,136 square feet, to 51 Runway, LLC, on behalf of Imageworx Corp., a pre-press supplier of artwork, proofs and plates for the label printing industry. Imageworx Corp. has relocated from Philadelphia into Bucks County, with 15 full-time positions. NAI Mertz Corporation was the sole brokerage involved in the sale transaction.

Milford Township

Industrial Lease - 500 Commerce Drive, Milford Industrial Commons, 40,000 square feet, to Candles and Supplies.com. The Lessor is 500 Commerce Drive Associates. Markward Group was the sole brokerage in this transaction.

Warminster Township

Industrial Lease - 790 Jacksonville Road, North American Technology Center, 50,000 square feet, to O'Solo Foods, Inc., a commercial bakery specializing in low-carbohydrate breads and pastries. O'Solo Foods relocated its operations from Feasterville, Bucks County. The lease was negotiated with Industrial Investments, Inc., which is also the landlord at this facility.

Industrial Sale - 370 Constance Drive, Street Road Industrial Park, 10,200 square feet, to Richard and Donna Ervin of Pioneer Engine by Cedat Industries, LLC, the seller. Pioneer Engine will be using the building for the storage of industrial engines as they continue to expand their operations for their national company.



Career Mentor Associates

(Continued from page 3)

individuals and small groups. The CMA staff consists of proven industry professionals.

In summary, with the CMA performance optimization and career service programs, companies...

- Get what they want
- When they want it
- How they want it
- As often as they want it
- For as many employees at one time as they want
- Have cost options based on their needs and choices
- Have flexible program options
- Schedule employee usage when it fits their business priorities; day or night
- Can have everyone study one topic or have individuals study at their own pace
- Utilize the program as a dynamic management training guide
- Have unlimited availability
- Can have employees at many locations gain entrance to the material at the same time

From a company's employee's perspective...

- Access from anywhere, at any time
- Eliminate off site personnel training or career transition downtime
- Eliminate geographic constraints
- Eliminate timing constraints
- Provide support to the entire organization vs. a select few
- Self-paced personal improvement and career transition services
- Convert learning into action

In terms of program usage, CMA is a great tool for personnel development and self-improvement for:

- New employee programs
- Downsizing organizations and their former associates
- Fast track employee programs
- Performance reviews
- Re-energizing the organization to think out of the box
- Professional / organizational development for succession planning and newly promoted associates

For more information about Career Mentor Associates, please visit their web site at www.careermentorassociates.com or call Joe Santoro at 215-489-8820.

PENNTAP & e-TAP

(Continued from page 5)

e-Business Roadmap – PENNTAP Technical Specialist will help you not only define your Internet initiatives but give you a roadmap of how to get from point A to point B.

Disaster Recovery/Business Continuity – PENNTAP can evaluate your organization's disaster readiness. Today, work place violence, computer viruses and terrorism unfortunately must also be considered to assure a business's survival.

Network Roadmap – The PENNTAP Information Technology

Network Assessment provides a comprehensive review of a company's Information Technology Infrastructure, assessing both the company's ability to meet its current needs and an analysis of the strengths and deficiencies found. Based on this network review, the client company will receive a report detailing potential IT issues that the company can then use as a roadmap for augmenting its IT resources.

Security Assessment – Through a series of structured questions, the completion of a network diagram, and the use of a set of software tools, PENNTAP's Technical Consultants can evaluate a company's Internet exposure and security holes in its internal IT infrastructure.

Request for Proposal (RFP) – PENNTAP Technical Specialists have the experience and insight to create an RFP that is tailored to the specific needs of your business, helping to guarantee the best possible solution.

Software Selection – Software selection requires an e-TAP person to act as a Systems Analyst.

For information contact:

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Welcome New Members



Don George
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Rick Wood
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Thank you for Joining BCEDC!

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