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**The Official Newsletter of the CAN DO Marketing Department**  
 1 S. Church St., Hazleton, Pennsylvania, 18201 - Phone: 800-54-CAN DO

## Tootsie Roll Workforce, location attract company to Humboldt

Tootsie Roll Industries, Inc., recently announced that it's opening a new Northeast distribution center in Humboldt Industrial Park, and company officials noted the role Greater Hazleton's location and workforce played in their decision.



**Tootsie Roll Industries, Inc., is working to open soon in this building in Humboldt Industrial Park East, Hazle Township.**

The 240,000-square-foot center in Humboldt Industrial Park East, Hazle Township, will be the distribution point for

Tootsie Roll's 36 brands to locations throughout the northeastern United States and the Atlantic Seaboard, said Ellen Gordon, Tootsie Roll's president and chief operating officer.

John Majors, Tootsie Roll's vice president of distribution, said he was very pleased with what he saw in the Hazleton area during the site selection phase.

"We really wanted to make sure Hazleton was the right fit before we made our final decision, because once we locate somewhere, we're there for the long term. The combination of location, workforce and the Keystone Opportunity Zone incentives we found in the Hazleton area made us confident that this is the perfect location for Tootsie Roll," Majors said.

Tootsie Roll purchased the building in late December from Exeter Property Group in the Philadelphia area.

CAN DO President Kevin O'Donnell emphasized the importance of CAN DO's partnership with commercial real estate developers who erect buildings in the industrial parks on speculation of finding a buyer or tenant.

"It is usually a great advantage to have buildings ready to move into for companies that are eager to locate in the Northeast. And in today's economy, incentives like the Keystone Opportunity Zone are equally

important as surrounding states compete for the same projects," O'Donnell said.

Majors said, "There were other communities that also offered the KOZ benefits, but having a building ready to go with those incentives and the local workforce made Hazleton that much more attractive."

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## Food services cluster growing in Hazleton area

With Tootsie Roll's announcement that it will soon open a distribution center in Humboldt Industrial Park, the food services industry cluster in Greater Hazleton continues to grow.

"Companies in the food services and food-processing industry find that the Hazleton area is the perfect location for many reasons, including our strategic location, competitive operating environment, highly rated workforce and the availability of training programs," said CAN DO Vice President of Sales and Marketing Joseph Lettiere.

The cluster in CAN DO's industrial parks consists of companies such as General Mills, Hershey Foods, Archer Daniels Midland (ADM), Cargill Meat Solutions, Entenmann's and Stroehmann's bakeries, Gonnella Frozen

Products, U.S. Cold Storage and Romark Logistics, in addition to other food packaging and food transportation businesses.

"Many of the employees we have hired have come to us with very similar food service experience. Logistically, the area is perfect for distribution to the eastern portion of the country," said Gonnella Frozen Products Plant Manager Jim Byerly. "We continue to see more companies come to this area and look forward to the progress it will bring for the people and community."

"CAN DO keeps us well informed of what's going on and as we mature as a facility, we look forward to taking advantage of all Greater Hazleton has to offer," Byerly said.

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# CAN DO Energy Solutions program helping companies save money

More and more companies throughout Greater Hazleton and the region are turning to CAN DO for assistance in finding ways to reduce their energy costs through CAN DO's new Energy Solutions program.

The new Energy Solutions program not only helps companies find ways to cut their energy consumption and costs, but it also assists companies with finding funding to complete portions of the projects.

"We've assembled a team of providers that can help save businesses a great deal of money through energy efficiency and the use of renewable energy, among other methods," said CAN DO Director of Economic Development Bernadette DeBias. "We recognize that in this economy, helping a company save money can contribute toward the retention of local jobs."

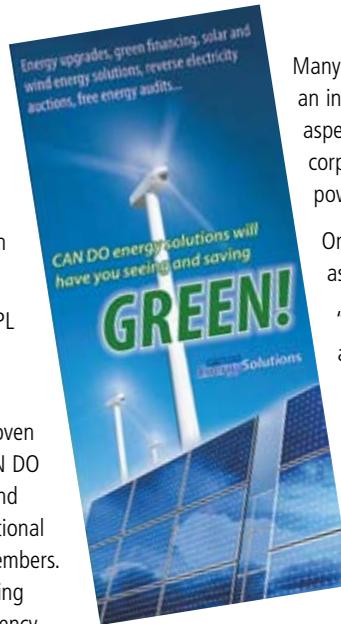
Many companies are becoming proactive in light of the pending PPL rate cap expiration at the end of 2010, which will increase power costs.

CAN DO has chosen its partners based on their experience and proven results for clients all across the country and the world. Locally, CAN DO has partnered with the Greater Hazleton Chamber of Commerce and the Wilkes-Barre Chamber of Business and Industry to deliver additional benefits and services in northeastern Pennsylvania for Chamber members. The other partners provide a variety of options and services, including free energy audits, reverse electricity auctions, turnkey energy efficiency solutions and renewable energy such as solar and wind power.

The energy audits show businesses how they can decrease energy use and costs while increasing productivity and corporate competitiveness. Reverse electricity auctions help companies using large amounts of power buy power at rates up to 10 percent less expensive than market rates. Turnkey solutions include a full range of services such as energy audits, cost-saving tactics and financing.

CAN DO is also using its business expertise and relationships to help companies obtain financing for their green projects. The organization's services can help identify potential loan and grant opportunities to help companies in financing renewable energy projects, energy efficiency and LEED-certified building projects, often based on kilowatt hour reduction or renewable energy usage.

## CAN DO Energy Solutions



Many companies in Greater Hazleton have already expressed an interest in the program. Others are interested in different aspects of CAN DO Energy Solutions. Several large corporations are also interested in harnessing wind and solar power and are obtaining proposals to do so.

One company that received an energy audit with CAN DO's assistance is Romark Logistics in Humboldt Industrial Park.

"CAN DO let me know what sort of funding and programs are available, helped me interpret the results from the energy audit and gave me a list of providers that could assist our company," said Ryan Ziegler, director of facilities management for Romark Logistics. "It makes a big difference that CAN DO has connections to all the state agencies to secure some of these grants."

CAN DO Vice President of Sales and Marketing Joseph Lettiere said, "This program demonstrates one of the ways we work with companies in our parks to

do all we can to assist and help them save money. CAN DO strives to maintain a close relationship with the companies through this type of business assistance and helps them address whatever needs they may have to improve their operations."

For more information about CAN DO Energy Solutions, contact Bernadette DeBias at (570) 455-1508.

## Greater Hazleton has available space for any need

Whether you're looking for a speculative building ready to move into, prime office space, or a location for a manufacturing, distribution or warehouse operation, CAN DO and the Hazleton Area have many options.

The available inventory within Humboldt and Valmont Industrial Park includes a wide variety of building sizes ranging from 20,000 SF up to 594,000 SF and some that are approved for expansions of more than 600,000 SF. Many of the buildings can be subdivided if desired.

"Whether your needs or your client's needs are large or small, you can find the perfect fit in Greater Hazleton," said CAN DO Vice President of Sales and Marketing Joseph Lettiere.

### Downtown Hazleton office space

CAN DO's Renaissance Center in the heart of downtown Hazleton offers three offices for lease, one on the first floor and two on the third floor. The offices offer prime Class "A" space facing Broad and Church streets that's ideal for front office, professional or retail use.

On the first floor, the 2,037-square-foot space includes a conference room, lunchroom, reception area, private restrooms and two dedicated parking spaces

in the building's lot.

On the third floor, a 1,202-square-foot space is equipped with a conference room, lunchroom and reception area and also comes with a reserved parking space in the building's lot. A 690-square-foot suite with one enclosed office is also available.

### 24,000 SF industrial space, Valmont Industrial Park

At 103 Rotary Drive in Valmont Industrial Park, 24,000 SF is available for lease in a 48,000 SF building. Perfectly suited for light manufacturing, distribution or warehouse usage, this space is adjacent to Interstate 81 in Valmont Industrial Park. The space can also be divided into increments of 4,800 SF.

"Location is a key advantage with this building as it nearly borders Interstate 81 via Exit 145 and is only a few miles from Interstate 80," Lettiere said.

Our marketing department will be happy to discuss any of the available properties. You can also visit [www.hazletoncando.com](http://www.hazletoncando.com) to learn more. To discuss how these buildings in Greater Hazleton can meet the needs of you or your company, contact CAN DO at (570) 455-1508 today!

## Tootsie Roll coming to Hazle Twp. *(Continued from page 1)*

Scott Cox, general manager of the Hazleton location, said, "We hope to start the receiving process by the end of March and be fully functional by April 7."

Company officials said Greater Hazleton's workforce and location were important factors in the company's decision to open a facility in Humboldt.

"Over the years, the Greater Hazleton area has grown its business community into what it is today, and continues to plan for future growth. This is only possible through a workforce that helps employers remain competitive through innovative thinking, ability to change, reacting to market conditions and hard work. This is one of the many factors we used to help make our decision to join the Greater Hazleton business community," Cox said. "Businesses in the Greater Hazleton area should succeed

### **Greater Hazleton's workforce and location were important factors in the company's decision to open a facility in Humboldt.**

due to the industrious workforce."

CAN DO Vice President of Sales and Marketing Joseph Lettiere said, "Having a world-renowned company like Tootsie Roll in our industrial park is a mark of success not just for CAN DO, but for Greater Hazleton as a whole. It shows that even in this economy, companies still know that Greater Hazleton has what they need to help boost their business success."

Tootsie Roll Industries, Inc., is based in Chicago and has operations throughout North America. Its products are distributed in more than 75 countries. Some of its most famous brands include Tootsie Roll, Charms Blow Pop, Mason Dots, Andes, Sugar Daddy, Charleston Chew, Dubble Bubble and Junior Mints.

# CAN DO named agency of the year

Due to its achievements in economic development over a five-year period, CAN DO was selected by the Pennsylvania Economic Development Association (PEDA) as Pennsylvania's "Large Agency of the Year" for 2007.

CAN DO was recognized for major accomplishments such as attracting internationally known businesses to Greater Hazleton and creating over thousands of jobs through the ongoing expansion of Humboldt Industrial Park. PEDA also recognized CAN DO for working with the Bureau of Abandoned Mine Reclamation to reclaim hundreds of acres of mine-scarred land; expanding its focus to include commercial land development at Humboldt Station, and encouraging entrepreneurial activity through the development of the CAN BE business incubator.

"CAN DO is grateful to receive such a high honor from the state economic development association. These five years have been a time of extended growth for CAN DO, and we are appreciative that an organization such as PEDA has recognized our achievements," said CAN DO Chairman E. Thomas Sandrock.

"In the five-year time period for which we received the award, CAN DO helped create more than 4,000 jobs for Greater Hazleton. Although we recognize that economic times have changed, CAN DO is still committed to bringing new industry and jobs to the Hazleton area," CAN DO Vice President of Sales and Marketing Joseph Lettiere said.

"We want to thank the brokers, developers and site selectors who have played a major role in helping CAN DO bring new employment opportunities to this area," Lettiere said. "We appreciate our partnerships with them and look forward to many more opportunities working with them in the future."



**CAN DO President Kevin O'Donnell, left, and Chairman E. Thomas Sandrock display the plaque naming CAN DO as PEDA's "Large Agency of the Year" for 2007.**

PEDA represents more than 370 economic development professionals from local, state, utility, private and railroad organizations throughout Pennsylvania.

## Food services cluster growing *(Continued from page 1)*

### More water, sewage capacity

As another benefit to companies in the food-processing industry, CAN DO is expanding both the water and sewer systems within Humboldt Industrial Park. To better serve the growing needs of the industrial park, CAN DO is doubling the capacity of its wastewater treatment facility. This expansion will increase CAN DO's sewage treatment facility to 1 million gallons per day and completely modernize its operation. For larger capacity requirements, Humboldt Industrial Park North is served by the Greater Hazleton Joint Sewer Authority, which boasts an 8.9 million-gallon-per-day treatment facility.

Additionally, CAN DO recently strengthened its partnership with the Hazleton City (water) Authority. In an effort to supplement the capacity of the current water system, CAN DO will be purchasing a minimum of 200,000 gallons per day from the local water authority, which will provide additional water for new and existing industries. Furthermore, the water authority has agreed to work with users who have large water requirements.

"We know that businesses in many industries, especially food service, have specific water and sewer requirements for their operations," Lettiere said. "Through our partnerships with both the Hazleton City (water) Authority and the Greater Hazleton Joint Sewer Authority, along with the upgrades to the CAN DO water and sewer systems, we should be able to accommodate the needs of any food-processing operation that would choose to locate to Humboldt Industrial Park."

### Partnerships bring industries, organizations together

Several food-processing partnerships are also in place throughout Greater Hazleton to assist companies with a variety of needs, including workforce development and training programs.

One of them, the STARS (Strategic Teams Accelerating Regional Stimuli) program, was launched to bring colleges and universities together with business and industry representatives to help them identify joint areas of interest and how they can work together, explained Ken Okrepkie, assistant regional manager at Ben Franklin Technology Partners and founder of the STARS program through the Great Valley Technology Alliance.

"This region is rich with food services and food-processing companies, which is why we began a food-processing initiative through STARS," Okrepkie said.



**Gonnella Frozen Products is one of many food-processing and food services companies located in Humboldt Industrial Park.**

Often, the industries can use their combined strengths to achieve more than they would on their own.

Jane Ashton, former director of workforce development for the Wilkes-Barre Chamber of Business and Industry, served as the project manager of the STARS food-processing industry partnership since its founding.

Ashton said the group is currently looking to develop a certified food worker training program in response to industry input.

"Some training topics we already funded include supervisory, leadership development, industrial maintenance, management development, team and communication skills, electricity, food defense and food safety," she said.

Ashton said the group is also considering non-training initiatives such as group purchasing and presentations from experts in the food industry field.

Another consortium, the Northeast PA Food Processing Partnership, offers free training sessions for food-processing industry supervisors, managers and employees.

The partnership includes colleges and universities such as Penn State University that offer training programs for industries in Greater Hazleton.

"Our continuing education programs have been meeting the needs of business and industry for a very long time," said PSU Hazleton Assistant Director of Continuing Education Deb Conway. "The food service industry has a need for industrial maintenance employees and training in that area, so our Industrial Maintenance Program was developed to meet that need," she said.

In addition to that program, Penn State's local campus also offers an American Production Inventory Control Society (APICS) Certification and a Functional Manager Program, which uses workshop sessions to help participants learn more about five key areas of management.

Lettiere said, "Programs such as these are only some of the benefits for industries in Greater Hazleton's food services cluster. Through CAN DO's relationships with a variety of organizations, we are able to assist our industries with many of their needs."

To learn more about how to locate in Greater Hazleton and take advantage of the many benefits for food service industries in Humboldt Industrial Park, contact Lettiere at (570) 455-1508 or visit [www.hazletoncando.com](http://www.hazletoncando.com).

### CAN DO Marketing Staff

Joseph Lettiere ..... Vice President of Sales and Marketing ... [jlettieri@hazletoncando.com](mailto:jlettieri@hazletoncando.com)

Melissa Frederick ..... Marketing Specialist ..... [mfrederick@hazletoncando.com](mailto:mfrederick@hazletoncando.com)

Phone: 800-54-CANDO or 570-455-1508 Web: [www.hazletoncando.com](http://www.hazletoncando.com)

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**CAN DO, Inc.**

1 South Church Street  
200 Renaissance Center  
Hazleton, Pennsylvania 18201-6288



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## Featured Properties



### Flex / Industrial

**Multi-Tenant 7B**  
**Valmont Industrial Park**  
**103 Rotary Drive, West Hazleton, PA**

- 24,000 SF available space (48,000 SF total space) available in 4,800 SF increments
- Adjacent to Interstate 81
- Suited for light manufacturing/distribution
- Ceilings: 20'
- Floors: 6-inch concrete
- Walls: Steel/masonry
- Heating: Gas hot air
- Loading docks: 6
- Drive-in door: 1
- Electric: PPL Utilities - 800 amp - 120v/208v/3 phase
- Gas: UGI - medium pressure
- Water: Hazleton City Authority 1¼" main

**Available immediately!**

**Contact CAN DO today at 570-455-1508!**



### Class "A" Office

**1 S. Church St.**  
**CAN DO Renaissance Center, Hazleton, PA**

- Three spaces available: 2,037 SF on the first floor (includes two dedicated parking spaces), 1,202 SF on the third floor (includes one dedicated space) and 690 SF on the third floor
- Located minutes from I-81 and I-80
- 2,037 and 1,202 SF offices include a conference room, lunch room and reception area
- Ideal for front office, retail or professional use

**Available immediately!**

**Contact CAN DO today at 570-455-1508!**

For information about these or any other properties, call 800.54.CANDO outside PA or 570.455.1508, send an e-mail to [cando@hazletoncando.com](mailto:cando@hazletoncando.com) or visit our web site at [www.hazletoncando.com](http://www.hazletoncando.com)