

Profile

HERSHEY- HARRISBURG PENNSYLVANIA



SOLID SUCCESS

Industry Icons Meet the New Economy

HISTORY The Hershey Legacy • **COMMERCE** Flexible Growth in Harrisburg
EDUCATION Training the Work Force • **INNOVATION** Brothers Who Brew

[WORD OF MOUTH]

WHAT PEOPLE ARE TALKING ABOUT
IN HERSHEY-HARRISBURG, PA

Hershey Spa
Making scents
of chocolate

Haydn's
When ordinary
steaks won't do

Tröegs
Cheers for
brothers who brew

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WRITTEN BY

SARA BOZICH
JEFF WIDMER

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JULIA LYNN

HEAD OF STATE

More museum than office, THIS BUILDING SERVES ALL who visit.

THE SITE OF NEARLY every Pennsylvanian's first school field trip, the Pennsylvania State Capitol Building turns 100 years old this year. Completed for the second time in October 1906 (the first was destroyed by fire in 1897), the building has remained a model for art and history preservation, as well as a home to state legislature.

More than 2,000 people work inside the capitol building, including the entire state Senate and House of Representatives, the Governor's staff, and Capitol Police.

"I work very late, and in my judgment, this building is most beautiful when it is dark and empty. You have more time to reflect on who walked those floors long before you did," says Mike Manzo, chief of staff for House Minority Leader H. William DeWeese.

Joseph M. Huston, a young architect from Philadelphia, modeled the capitol building after classic Renaissance design, replicating styles found in great European buildings. The capitol's dome is shaped after St. Peter's Basilica in Rome, while the rotunda stairway is reminiscent of that in the Paris Opera House.

Art is a primary component of the capitol building's design. The floor of the rotunda is composed of 377 mosaics depicting 254 scenes from Pennsylvania history, from its agricultural roots to the Industrial Revolution. The clay tiles, constructed by Henry Mercer Chapman, are considered to be some of the best representations of Pennsylvania German folk art.

The House and Senate chambers both display beautiful murals and 24 opalescent stained glass windows that depict the history, art, science, and industry of Pennsylvania.

The state's rich history also is honored in the form of ornate chairs, clocks, medallions, and columns. Even the House members' desks are antiques.

Each one is made of the original mahogany installed when the capitol was completed, and each was built with its own private footlocker for rain boots. Now modernized, two electric voting buttons have been installed in each desk, in addition to a button that summons a page who runs errands for the representatives.

Tours of the capitol building are available daily.—*Sara Bozich*



Capitol Rotunda



Pennsylvania State Capitol Building

[WORD OF MOUTH]

ARTISTIC
POINTS
OF VIEW



Harrisburg's cultural side continues to grow. Take time to explore a few of the city's galleries:

Art Association of Harrisburg

Find local and national artists, seven days a week.
21 N. Front St.
717-236-1432

Mantis Collective

This off-the-beaten-path building showcases local and regional artists.
202 North St.
717-236-2131

Jupi's Art Gallery

Home to paper-cutting artist Jupi Das and the region's largest display of Indian and African arts.
1010 N. Third St.
717-236-1797

Susquehanna Art Museum

"Sqart" houses three galleries and features a new exhibit each season.
301 Market St.
717-233-8668
—S.B.



The Spa's Chocolate-Dipped Strawberry Treatment

COURTESY THE HERSHEY COMPANY

FOLLOW
YOUR BLISS

In a town where chocolate rules, THE SPA AT THE HOTEL HERSHEY cooks up new ways to indulge in the local favorite.

CHOCOLATE SUGAR SCRUB, Whipped Cocoa Bath, Chocolate Fondue Wrap—these delicious-sounding menu items are actually treatments available at the spa in the Hotel Hershey. In chocolate country, what else would you expect?

The spa experience starts in the Quiet Room, which overlooks the hotel's formal garden. Sip on water, cocoa, or coffee. Nibble on Hershey's Kisses and other sweet treats before the real pampering begins.

From soaking tubs, steam rooms, and saunas to massage and beauty treatments, the spa offers many options for relaxation. The sweetest of all are the Everything Chocolate treatments. But don't worry—you won't be coated in chocolate.

"Chocolate is fun," says Jennifer Wayland-Smith, spa director. "It relaxes guests and

keeps them from worrying about whether they're following proper spa etiquette."

The Chocolate Escape package is a dreamy indulgence for those passionate about chocolate. Over the course of three-and-a-half hours, guests are scrubbed, wrapped, massaged, and polished with chocolate-infused products.

If the aroma of the experience isn't enough to raise your blood sugar, have a light meal in the guest-only lounge-restaurant, the Oasis, to recover your equilibrium.

The spa at the Hotel Hershey also offers Cuban-inspired treatments—an homage to Milton Hershey's love for the country where he owned sugar plantations. Spice things up with a Mojito Sugar Scrub, Green Coffee Body Wrap, or Noche Azul Massage.

—Sara Bozich

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[WORD OF MOUTH]

TWO-IN-ONE HOT SPOT

Plan for a night of dining downstairs at HAYDN'S and mingling upstairs at MAXINE'S.

ONE OF THE MORE RECENT additions to Harrisburg dining and nightlife, Haydn's on Pine, featuring Maxine's (Haydn's second-floor martini lounge), offers fine dining and great drinks in an upscale environment.

Haydn's on Pine, opened in late 2005, is the second restaurant of the Lee Family, who operate Haydn Zug's Restaurant in East Petersburg, Pennsylvania.

Located just steps from the Capitol Complex on Pine Street, Haydn's is open for lunch and dinner throughout the week. Owner Terry Lee and his partner Stew Hansford set up focus groups with nearby workers and researched the area for a year-and-a-half before opening.

"They kept telling us the same thing," says Lee, "We need a good restaurant in Harrisburg, a place with steaks and seafood."

Staying true to that request, the menu is reminiscent of an elegant metropolitan steak

house. Menu highlights include the Grilled Bone-In Swordfish Chop and Medallions of Tenderloin Chesapeake.

Another item of note is the 50 Dollar Baked Potato, which consists of a baked potato accompanied by sour cream, sweet butter, cheddar cheese, chives, bacon, and a whole jar of imported caviar.

Upstairs, at Maxine's, sip on martinis or enjoy a glass of wine in the boldly colored red and gold lounge. An incredible blown-glass ornament hangs above the three-sided bar. Cocktail tables line the walls, and couch and coffee table settings create additional seating.

During happy hour and late-night hours, Maxine's can open up its back wall to accommodate dancing or a crowd when the house fills up for jazz or blues performances during the week, or when DJs spin on Sunday nights.

—Sara Bozich

BIGGER & BETTER



Pennsylvania Farm Show

GRANTED, it does still smell faintly of manure. But since its \$86.2 million expansion in 2001, which added an exposition hall, equine arena, barn, and rotunda, the Pennsylvania Farm Show Complex has become one of the largest exhibition facilities on the East Coast.

Its namesake event, the Pennsylvania Farm Show, is the largest indoor agricultural event in the country, housing 25 acres in eight buildings and three arenas. Nearly half a million people come each year to see the livestock and to eat some of Pennsylvania's best food. In fact, some people come just for the grub.

The complex hosts more than 200 exhibits, trade shows, and events during the year. This month, look for the Eastern Sports and Outdoor Show and the Pennsylvania Horse World Expo.—S.B.



Maxine's



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Stephen R. Reed
Mayor

[WORD OF MOUTH]

THE ARTS & SCIENCE



Harrisburg Mayor Stephen R. Reed calls Whitaker Center the city's "crown jewel," and few would argue.

Since it opened in September 1999, the Whitaker Center for Science and the Arts has been a catalyst for change, providing education to the community via its three exhibition venues.

Sunoco Performance Theater is home to nine area companies, including the Harrisburg Opera Association and Theatre Harrisburg. This month, look for a performance from Harrisburg native and national recording artist Jeffrey Gaines.

Harsco Science Center features hands-on exhibits such as this season's, "Backyard Monsters," an in-depth look at insects.

At Select Medical IMAX Theater, check out 3-D films such as, "A Rain-forest Adventure—Bugs!," playing in conjunction with Harsco's exhibit.
—S.B.

THE BREWS BROTHERS

Tap into Harrisburg's favorite house of ale, TRÖEGS BREWING COMPANY.

AT CHRISTMAS TIME, it's the Mad Elf. Daily, it's the Tröegnator Double Bock or the Hopback or the Rugged Trail Ale. In the warm season, they tap Sunshine Pils.

Since 1997, brothers Chris and John Trogner have been making Harrisburg's favorite beers in their brewery just outside of downtown.

Native to the area, the brothers developed their affinity for good beer while living in different parts of the country and studying different avenues of the industry. John has extensive beer degrees; Chris heads up marketing and sales. They thought it a no-brainer to go into business together. Opting to "leave the food to someone else" and instead focus on brewing great beer, the brothers returned to their hometown, chose their Paxton Street location, and set to work.

Tröegs Brewing Company now brews more than eight styles of beer, a number of single-batch brews, and specialty per-bar items such as their own ginger beer, Tröegs Atomic Ginger, which they brew for McGrath's Pub in Harrisburg. McGrath's keeps the Atomic Ginger on tap for making the city's best ginger beer—vodka drink, the Moscow Mule.

You'll also find Tröegs at nearly every Harrisburg-area bar and restaurant. Tröegs also sell kegs, 24-bottle cases, and growlers at the brewery.

The brewery is open to the public every Saturday for tours and tastings. A tour lasts about 30 minutes. But get there a few minutes early, and plan on lingering—you'll want to sample and browse through the cool Tröegs merchandise. For more information, log on to troegs.com.—Sara Bozich



Chris (left) and John Trogner (right)

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[IN DEPTH]

STUDY HALLS

Hershey-Harrisburg is an educated region. The U.S. Census Bureau reports 87 percent of people 25 years and older have graduated from high school, and 25 percent have a bachelor's degree or higher.

Name	Enrollment	Programs	Contact	Fast Fact
Central Pennsylvania College	1,044	Health care, technology, law enforcement	centralpenn.edu	Central now offers a B.S. in corporate communications.
Dickinson College	2,300	International education	dickinson.edu	President James Buchanan graduated from Dickinson.
Duquesne University Capital Region*	2,000	Accelerated B.S. in professional studies and computer systems technology	leadership.duq.edu	Duquesne offers programs designed for busy adults, with online and Saturday classes.
Harrisburg Area Community College	17,000	Associate's degrees in science, applied science, and the arts	hacc.edu	HACC specializes in programs such as public safety and work force development.
Harrisburg University of Science and Technology	73	Undergraduate and graduate degree programs	harrisburgu.net	Launched in 2005, HU has received a \$400,000 grant from the Bill and Melinda Gates Foundation for its affiliated SciTech High School.
Messiah College	2,900	Embraces the evangelical spirit rooted in Anabaptist, Pietist and Wesleyan traditions of Christianity	messiah.edu	Ninety-seven percent of the past year's graduates are employed full time, attending graduate school, or in voluntary service within six months after graduation.
Penn State College of Medicine	265	M.D., graduate and post-doctoral programs	harrisburgu.net	Affiliated with the Penn State Milton S. Hershey Medical Center, the school offers courses in bioterrorism preparedness and disaster readiness.
Penn State Dickinson School of Law	500	Three-year doctor of jurisprudence degree	dsl.psu.edu	The law school counts Tom Ridge, the first secretary of Homeland Security, as one of its graduates.
Penn State Harrisburg*	3,700	Associate's, baccalaureate, master's and doctoral degrees	hbg.psu.edu	PSU's Eastgate Center conducts management development and leadership programs.
Shippensburg University	6,500	Nanofabrication, geographic information systems, and gerontology programs	ship.edu	"The Ship's" Frehn Center provides training and research services to businesses and nonprofit organizations.
Temple University*	600	Advanced certification in professional fields, master's degrees and doctorate in educational administration	temple.edu/harrisburg	Temple's campus offers coursework designed for working adults.
Widener University*	422	Degrees in law and law-related disciplines	law.widener.edu/hb_entry.shtml	Widener's Summer Abroad Law Institutes offer international study opportunities.
Wilson College	371	B.S. in education plus teacher certification programs	wilson.edu	Wilson is touted as a top regional college by U.S. News and World Report.

* Branch campus

Sources: Cumberland County Economic Development Corp., Pennsylvania Department of Education, and individual college Web sites

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Where Talent and Technology Meet

★ 4th most "Profitable City for employees" in the Country (Salary.com, April 2005)

★ 47th Most Wireless City in America-Intel Corporation's Top100 Unwired Cities in the USA (Intel Corporation, June 2005)

★ 22 Colleges and Universities (PA Department of Education)

★ 1st (tied) Least Stressful Place to Live in the Nation (Sperling's BestPlaces.net 2004)

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At Penn State Milton S. Hershey Medical Center, biomedical breakthroughs, technological innovation, community service, education, and a distinct passion for advancing the practice of medicine are at the heart of who we are. As a teaching hospital and research center, we are both an unrivaled provider of advanced health care for children and adults and a major economic engine for central Pennsylvania.

Penn State Hershey is a recognized healthcare leader:

- More than 125 physicians included in Best Doctors in America®.
- Ranked by Solucient® as one of the 100 Top Cardiovascular Hospitals in the U.S.
- Recognized by *Health Imaging & IT Magazine* as one of the Top Connected Healthcare Facilities in the nation for our advanced electronic health information system.

We educate scientists, physicians and healthcare professionals dedicated to the prevention, early detection and treatment of disease.

We develop new diagnostics and therapies that benefit patients around the world.

And we believe that providing a human touch is an essential part of everything we do.

We know that research makes us better and our people are committed to working together for the benefit of others.

Dr. Charles Palmer is one example. He cares for our most fragile patients – premature infants who might not survive without the advanced care available at Penn State Children’s Hospital. Dr. Palmer and his Pediatric Innovation Program team develop new technologies that reduce respiratory distress, decrease risks of infection and help extremely premature infants breathe – while increasing their opportunities for contact with their parents. And they work with industry to make their advances available to everyone.

Such collaborations produce value beyond improved health. While the team’s work

improves the odds for the tiniest babies, it also stimulates growth within Pennsylvania’s biotechnology industry. And this is just one example of contributing to economic development while advancing care.

Our funded research has doubled over the past five years to more than \$100 million annually. An independent study attributed more than \$613 million in statewide economic impact and the generation of nearly 13,500 jobs to Penn State Hershey Medical Center and Penn State College of Medicine.

It’s proof that Penn State Hershey is good for the health of our economy as well as the health of our community.

*Tripp Umbach Healthcare Consulting, 2003

E D U C A T I O N H E A L I N G D I S C O V E R Y E X C E L L E N C E



Dr. Charles Palmer cares for the most fragile children. His team of researchers is developing new technologies to help premature infants breathe more easily.

Charles Palmer, M.B., Ch.B
Physician and researcher



PENNSTATE
Milton S. Hershey Medical Center
College of Medicine

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HERSHEY CENTER FOR APPLIED RESEARCH

Wexford Science & Technology LLC, an affiliate of Townsend Capital, is pleased to announce the development of a new research and office project in Hershey, Pennsylvania.

Approximately 80,000 square feet in size, this state-of-the-art lab facility will be the first building in the beautiful new Hershey Center for Applied Research. The center is immediately adjacent to the nationally acclaimed Penn State Milton S. Hershey Medical Center. A Keystone Innovation Zone project (KIZ), this facility will be available for occupancy in the first quarter of 2007.

Contact Information:
James R. Berens, President
Wexford Science & Technology, LLC
7312 Parkway Drive
Hanover, Maryland 21076
Telephone: 410.579.4876
Facsimile: 410.579.4890



**WEXFORD
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The legacy of chocolate magnate and philanthropist Milton S. Hershey is visible throughout the town of Hershey, in its architecture, its landscape, and its traditions. Best known for his world-famous chocolate, which he introduced in 1900, Hershey's interests ranged far beyond confections.

His generosity and humanitarianism led to the development of a community in Derry Township now known as Hershey. The company town was planned so employees could live, work, and play in a concentrated area, since the surrounding land was otherwise rural countryside.

"It was a beautiful vision," says Mindy Bianca, public relations director for Hershey Entertainment and Resorts. "one that began 100 years ago for company employees and that can now be enjoyed by visitors."

THE LEGACY BEGINS

Established in the early part of the 20th century, Milton Hershey's utopian community with its tree-lined streets, amusement park, zoo, and public gardens, was merely a beginning.

Having no children of their own and eager to put their fortune to good use, Milton and his wife Catherine established a home and school in 1909 to nurture and educate orphaned boys. Later renamed the Milton Hershey



Sweet DREAMS

Milton Hershey's Influence Continues to Improve the Lives of Hershey Residents.

By Sara Bozich

School, the institute now provides education to more than a 1,400 boys and girls in grades pre-K to 12.

Just after his wife's death in 1918, Hershey transferred his entire personal fortune to the school's trust, a cool \$60 million dollars, which today has grown to more than \$6 billion. The trust owns

Hershey Entertainment and Resort Company (HERCO) in its entirety and owns more than 30 percent of publicly-owned Hershey Foods Corporation.

Today, millions of people visit the town's resorts and attractions, which creates an annual economic impact of more than \$1.2 billion for Dauphin County, where Hershey is located.

HOME AWAY FROM HOME

The landmark Hotel Hershey was built in 1933, when Milton Hershey decided his town needed accommodations for visitors. The industrialist bragged that no one in Hershey was without a job during the Great Depression. This was largely because he employed everyone in town capable of construction work to build his extravagant new hotel.

A Mobil Four Star and AAA Four Diamond awards winner, the hotel itself is a getaway. Its spa provides delicious pampering, with guests swooning over chocolate-infused treatments.

The Hershey Lodge is more casual than its grand sister. Although the appendage "convention center" has been



Hershey's Chocolate World

CHOCOLATE-COVERED FEBRUARY

It's no surprise that Hershey is considered the chocolate capital of the United States. But did you know that February is chocolate month? It is in Hershey—"the sweetest place on earth"—and chocolate-themed activities take place all over town.

Every day in February, sample delicious chocolate desserts at Hershey's Bakeshop, inside Chocolate World, or tour the town of Hershey in all of its chocolate-themed splendor on a Hershey Trolley.

At the Hotel Hershey, splurge on the Chocolate-Covered February kick-off package. Guests receive deluxe accommodations for one night, breakfast, and a four-course chocolate dinner served in the hotel's elegant circular dining room. Other events at the hotel include afternoon chocolate tea, a chocolate dessert buffet, and a wine and chocolate pairing seminar.

If you prefer beer, try the chocolate and beer pairing seminar on Saturdays at the Hershey Lodge.

Sports fans will want to check out the town's amateur ice hockey team, the Hershey Bears. They play throughout the month at the Giant Center, Hershey's new state-of-the-art sports arena.



tour, is the newest addition, allowing visitors to make Hershey's Kisses and package them in their distinctive foil wrappers. A \$5 million update to the tour will debut in April.

FRESH AIR

In the same vicinity as Hershey Park, ZooAmerica North American Wildlife Park showcases more than 70 species of animals native to North America. It is an outgrowth of what was once Milton Hershey's personal zoo. Today 200 wild animals make their home on 11 acres. The most popular residents include Little Toni, an alligator rescued from a lake in Pennsylvania, and Snidely, a Canadian lynx with a mate named Blondie.

Looking for something a bit tamer? Opt for a stroll through the butterfly house and fragrant rows of roses at Hershey Gardens. In existence since 1937, the garden came to be when Hershey asked his gardeners to hand-plant 3 1/2 acres of roses for his workers to enjoy. Expanded to 23 acres, the facility is now home to specialty herb, rock, and children's gardens.

The Butterfly House, an attraction for all ages, was built in a renovated greenhouse in the Children's Garden, "which I think would make Milton Hershey very happy," says Jill Manley, director of marketing and public relations for the Hershey Foundation.



Hershey Lodge

dropped from its name, the hotel is well known as a corporate and family retreat. With 665 rooms and 100,000 square feet of meeting space, the Lodge can comfortably handle small groups and those as large as 2,000.

"One of my favorite things about the Lodge," says Bianca, "is that the pillowcases and the bathroom wallpaper have Hershey's Kisses on them."

For the kids, there are plenty of activities to keep them happy while their parents attend corporate training. Young and old alike can be found decorating chocolate bars, making chocolate play-dough and engaged in other sweet pursuits.

TIMELESS FUN

Originally conceived as a picnic ground for company employees, Hershey built Hersheypark in 1907. Today, the amusement park has more than 60 rides and daily entertainment such as stage performances, live music, and aquatic shows. The park is open April through October. It re-opens for holiday events such as Christmas Candylane, a winter wonderland of twinkling lights and KISSMAS trees.

Adjacent to the park, Hershey's Chocolate World is a fantastical must-see. Attracting 3 million visitors annually, it is the most popular corporate attraction in the United States. Hershey's Factory Works, an interactive

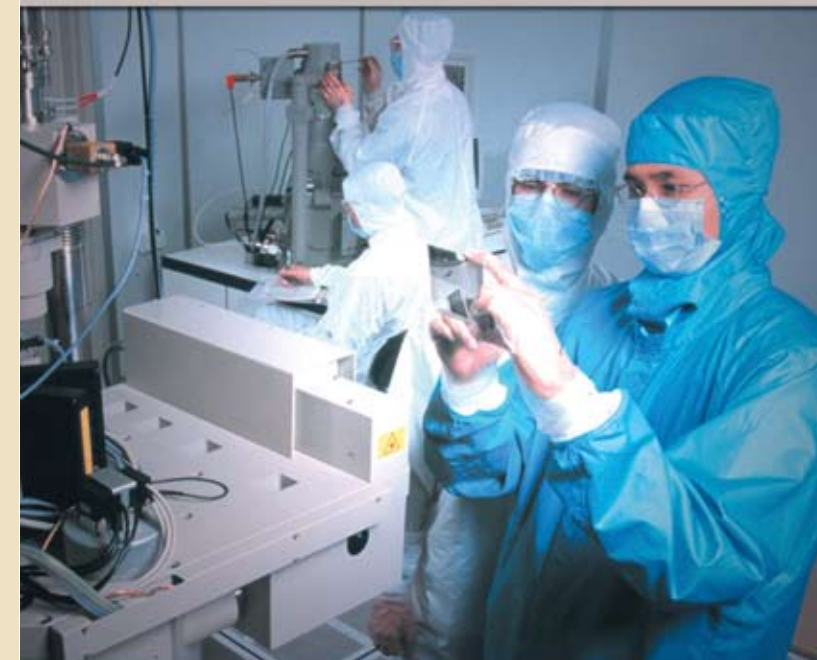
We make their dream a reality.

As the nation's leading non-profit student aid organization, we earn revenue to help students pay for college, to create thousands of jobs and to help keep Pennsylvania taxes down. To learn how we can help you achieve an education, visit PHEAA.org and EducationPlanner.org.

A proud member of the Pennsylvania business, financial and academic community, PHEAA does business nationally as American Education Services.

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- ▼ Medical Devices



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Treff LaPlante's office sits in a light industrial facility in Carlisle, 18 miles southwest of the Pennsylvania capital of Harrisburg and light years from his former haunt in Southern California. Through the wire mesh windows of the Murata Business Center, the comforting view of 1950s homes set amid old growth maple and pine trees, is LaPlante's vision of the future.

"It's wonderful," the 36-year-old says of the region, and the second chance it has given his company, Express Dynamics.

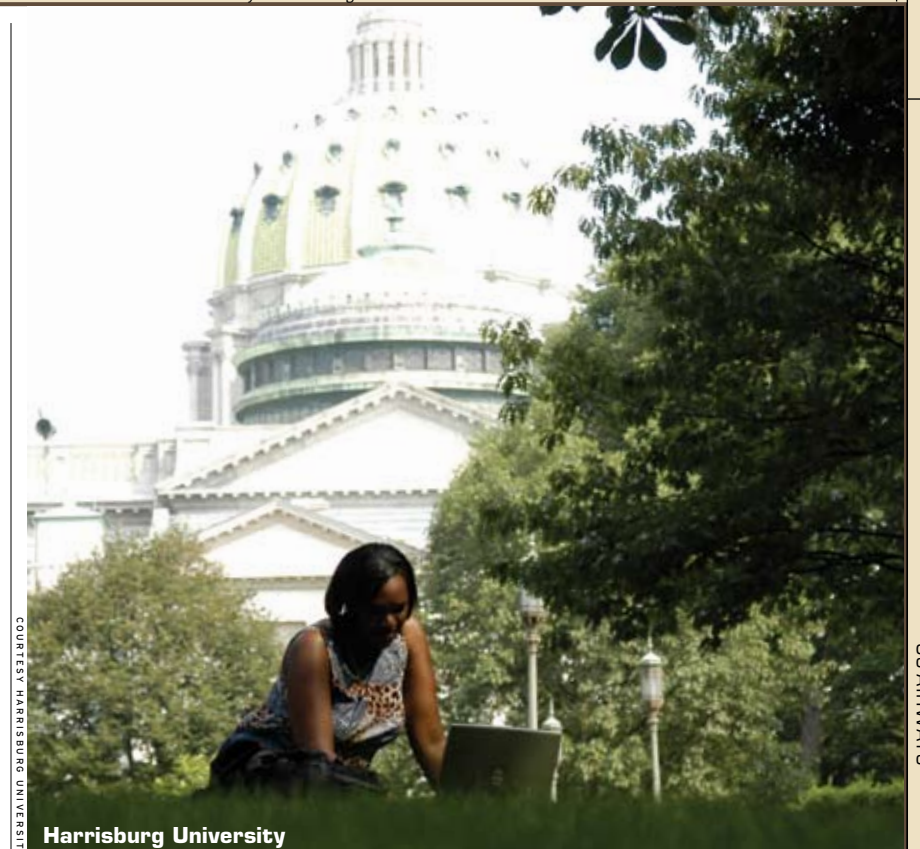
He should know. After leaving the state for sunny California and a job with eBay's Homes Direct, he started his own company there in 2002, only to burn through his life savings of \$100,000. Now established in the Murata incubator, Express Dynamics is poised to launch an enterprise software product both he and his customers can afford.

"Every service I had in California and paid a lot of money for, Central PA makes available for relatively no charge. The Susquehanna River running through the middle of Harrisburg is beautiful. The land isn't brown like California and homes don't cost a million dollars."

LaPlante is among a number of business people who like the region's balanced approach to work and life.

"People are starting to recognize Harrisburg-Hershey as an area with growth potential," says David Black, president and CEO of the Harrisburg Regional Chamber. "IBM and Deloitte and Touche have a presence. So do major banks. The Hershey Company employs 7,000 and the Penn State Hershey Medical Center and Penn State College of Medicine employ 6,000. The city of Harrisburg is a rebirth story. *Money* ranked us in the top 10 most-livable cities."

Located in South Central Pennsylvania, Harrisburg (population 50,000 with 629,400 living in the larger Harrisburg-Lebanon-Carlisle Metropolitan Statistical Area) is the seat of Dauphin County and is well-known as a government employer. Fifteen miles to the east, Hershey, with a population of 20,000, has been



Harrisburg University

OPEN *for* BUSINESS

Flexibility and Community Investment Fuel Economic Growth in Harrisburg.

By Jeff Widmer

famous for chocolate since Milton S. Hershey established the town a century ago. But today the region is better known for growth at a reasonable price.

It's a diverse economy that has kept employer interest high and the jobless rate low, according to Dan Robinson, director of the Dauphin County Department of Community & Economic Development. "Adaptability allows our economy to change. If a company leaves, other companies gobble the buildings up quickly. They don't have to wait years

for building and zoning permits."

In addition to the Hershey Company, which had sales of \$4.43 billion in 2004, and the Penn State medical affiliates, the biggest private-sector employers include Highmark Blue Shield, Tyco Electronics Corporation, Giant Food Stores, and PinnacleHealth System.

"I view it as a flexible economy," says Mike Murchie, regional president for M&T Bank. "We're building the infrastructure to entice positive growth over multiple industries."

Airport Takes Flight

THE THIRD LARGEST AIRPORT in the state, Harrisburg International Airport opened in 2004. HIA is the first airport in the nation built since September 11, 2001. It was designed with security, safety, and convenience in mind. The security checkpoint can double in size to accommodate increases in traffic.

"The new complex brings air, ground, and soon rail transportation together into one easy-to-use facility designed to meet the needs of the region's 3.5 million travelers for years to come," says Alfred Testa Jr., HIA executive director. Eight major airlines offer more than 120 flights per day.

"Mind and body make a good community," says Smith. "We want people to live here and grow. It's vital. No business can survive without a future."

Other health care institutions contribute to a secure economy. PinnacleHealth operates four hospitals, employs nearly 5,000 people, and generates \$190 million in wages. Highmark Blue Shield's parent has 4.1 million members and 2004 total operating revenues of \$8.9 billion.

Tourism provides variety as well as money. "When it comes to recruiting and retaining employees, quality of life issues are key," says Barry Wicks, interim executive director with the Hershey Harrisburg Regional Visitors Bureau. In 2003, traveler spending hit \$1.147 million in Dauphin County, where tourism accounted for 15.5 percent of county employment.

"The region itself is a well-kept secret because it provides a wonderful opportunity to raise a family and work," says BlueCross' Smith. "We have a lot to offer."

That vision of economic balance works well for everyone, says LaPlante, of Express Dynamics. "I see all the elements of the economic development community pulling together."

Jeff Widmer is the author of several business books, including *The Spirit of Swiftwater*.

Innovation isn't limited to industry. The new Harrisburg University of Science and Technology partners with a math/science magnet school (SciTech High) and business incubator (SciTech Center) to develop skilled workers for the region's knowledge-based economy.

"Students study how things actually happen," says university President Mel Schiavelli, Ph.D. "We're using corporate settings at PinnacleHealth and Hershey Foods to educate and train."

Health care also plays a vital role in economic development.

"One of the strongest drivers involves the creation of new ideas," says Jay Moskowitz, Ph.D., associate vice president for health sciences research at the Hershey Medical Center and vice dean of research and graduate studies at Penn State's College of Medicine.

"In 2000, the medical center's research awards from outside the center equaled \$54 million. In 2005, we built that to \$100.8 million." Those ideas translate into new products, services, and jobs.

"We partner with people to build better business," says Anita Smith, president and CEO of Capital BlueCross. The company, with its headquarters in Harrisburg, employs 2,400 people locally and sponsors athletic, artistic, and academic events for an integrated approach to community support.



"Every service I had in California and paid a lot of money for, Central PA makes available for relatively no charge."
—Treff LaPlante

Others are investing in human capital. "The region is rich in R&D dollars," says Mel Billingsley, Ph.D., president and CEO of the Life Sciences Greenhouse of Central Pennsylvania, which makes seed-stage investments in life science companies. "We are helping to accelerate companies that relate to the centers we have now, like Hershey Medical Center."



PinnacleHealth System

PENNSYLVANIA OFFERS A UNIQUE COMBINATION OF **QUALITY OF LIFE AND AVAILABLE TALENT.**

Matthew Emmens, CEO
Shire Pharmaceuticals, Pennsylvania

I HAVE MOVED 19 TIMES FOR MY CAREER,
BUT NOW I'M HOME.

When Shire Pharmaceuticals was looking to relocate, I placed a call to Governor Rendell. Within two weeks he called me personally, offering not only a desire to have us here but a compelling relocation package that included funds for education and significant tax credits.

QUALITY EMPLOYEES WON'T WORK JUST ANYWHERE.

Shire has grown rapidly. We came here a year ago with 14 individuals and now we have over 500 people. To grow, you need qualified people. Those people want the whole package. Pennsylvania offers a great quality of life and direct access to major cities on the East Coast. Pennsylvania's two new venture capital programs will make available in-state \$620 million for new and growing businesses. To learn more, call 866.GO.NEWPA or log on to newPA.com.

> ready > set > succeed

pennsylvania
STATE OF INNOVATION
PA
Edward G. Rendell, Governor



Become Part of the Smart Market

The Economic Development Agencies listed below are readily available to assist your business expansion needs. They provide a full complement of service, including:

- Site Tours
- Local and State Contacts
- Financing and Incentive Packaging
- Research
- Utility Contacts and much more

The Southcentral Region has so many reasons why it is the Smart Market. They are easily understood when you consider:

- Our highly ranked colleges and universities
- Our world-class research facilities
- Our complete transportation network
- Our many cultural and recreational attractions
- The State Capitol
- Our history
- Our people

1-877-99-SMART
www.SMARTMARKET.org

Contact us and we will tell you why your decision to expand in Southcentral Pennsylvania will be a smart one.

Harrisburg Regional Chamber & Capital Region Economic Development Corporation - Adams County Economic Development Corporation - Cumberland County Economic Development Office - Dauphin County Economic Development Corporation - Franklin County Area Development Corporation - Economic Development Company of Lancaster County - Lebanon Valley Economic Development Corporation - York County Economic Development Corporation - The Manufacturer's Technology Center - Life Sciences Greenhouse of Central PA

[LOCAL AMENITIES]

WHERE TO STAY

Courtyard by Marriott

725 EISENHOWER BLVD.
HARRISBURG
New property, close to airport.

Days Inn Hershey

350 W. CHOCOLATE AVE.
On Chocolate Avenue, downtown.

Hotel Hershey

100 HOTEL RD.
Finest combination of accommodations and service in the area.

Hershey Lodge

W. CHOCOLATE AVE. & UNIVERSITY DR.
Pennsylvania's largest convention resort, family- and business-friendly.

Hilton Harrisburg & Towers

1 N. SECOND ST.
Excellent service, downtown.

Inn at Westwynd Farm

1620 SANDBEACH RD.
HUMMELSTOWN
On a 32-acre horse farm, 3 miles north of Hershey.

Felicita Resort & Spa

2201 FISHING CREEK VALLEY RD.
HARRISBURG
Spa, fine dining, golf, and privacy.

The Londonderry Inn

2746 HORSESHOE PIKE (ROUTE 322)
CAMPBELLTOWN
Small town B&B, close to Hershey attractions.

WHERE TO EAT

Alfred's Victorian

38 N. UNION ST.
MIDDLETOWN
Winner of countless local and regional awards, serving upscale Italian in the coziness of one of the area's beautiful historic homes.

Brian Kents

934 E. CHOCOLATE AVE.
HERSHEY
Eclectic fine dining and wine in an upscale environment.
The menu changes seasonally.

Broad Street Market

1233 N. THIRD ST.
HARRISBURG
The oldest continuously running farmers' market in the country, featuring a great selection of ethnic food such as Indian, Vietnamese, Italian, and Asian. Also, find fresh meats, breads, and produce.

The Golden Sheaf

HILTON HARRISBURG & TOWERS
1 N. SECOND ST.
HARRISBURG
The Golden Sheaf, winner of *Wine Spectator's* Award of Excellence, has been serving contemporary American cuisine since 1990.

The Spot

100 N. SECOND ST.
HARRISBURG
The ultimate in greasy spoons. Ask for the loaded "Spot Dog" or try the "Rendell Burger" named for the state's governor.



[A D I N D E X]

Capital Blue Cross

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Capital Region

Economic Development Corporation

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717-232-4099

harrisburgregionalchamber.org

City of Harrisburg/

Mayor's Office of Economic Development & Special Projects

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717-255-6590

harrisburgpa.gov

Dauphin County

Economic Development Corporation

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877-99-SMART

smartmarket.org

Giant Food Stores

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giantfoodstores.com

Harrisburg International

Airport

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flyhia.com

usairways.com

(Airport Code: MDT)

Harrisburg Regional Chamber

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717-232-4099

harrisburgregionalchamber.org

Hershey Center

for Applied Research

Wexford Science & Technology

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410-579-4876

Life Sciences Greenhouse

of Central Pennsylvania

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717-635-2100

lsgpa.com

Pennsylvania Higher Education Assistance Agency

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pheaa.org

educationplanner.org

Penn State University /

Milton S. Hershey Medical Center/ College of Medicine

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pennstatehershey.com

State of Pennsylvania Economic

Development Corporation

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