

The Complex Connection

Saying Goodbye...

Retirement Announcement

As of June 30, 2019 Ted and Bonita Hock retired following two decades of service with BIDA. Bonita Hock was originally hired when BIDA's offices were located on East Third Street and Ted joined the team years later. Their time, dedication and love for BIDA is and always will be appreciated. They played a major role in the growth and development of the organization through the years. All of BIDA Board members and staff wish them the best in the next step on their journey.



Saying Hello...



Who are the New Faces of BIDA??

Hello to a familiar face in a new position. BIDA is pleased to announce the recent promotion of Stacy Whitmire. In Stacy's new role as Bookkeeper, she will take on many of our daily operations including but not limited to: human resources, finance, accounting and purchasing.

Stacy has dedicated over seven years of service to BIDA and during that time has strived to build the relationships necessary with staff, businesses within the complex and the general community. Stacy holds a Bachelor's degree from Bloomsburg University and continues to develop her professional skills.



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Special points of interest

- Planning an event? We have the facility space available.
- Stay tuned for an updated, interactive BIDA website.
- Cooperative Education is our future.

Complex Management



Will Hixson has been promoted within, as the new Building and Grounds manager for BIDA. Will is no stranger to the Complex, as a young man (between the age of five and ten years) Will would accompany his grandfather, William Hixson, Sr. to the complex for general construction work. Now some thirty years later Will Hixson, III has returned to the Complex full circle. He still remembers his first masonry job as a professional in his twenties at building 426 at the leading docks. You can see the affection Will has for BIDA and the Complex, it's not just a job, it's part of his history.

Shawn Martinez, comes to BIDA from the private sector, as a general contractor. Shawn has years of experience in carpentry, masonry, roofing, heavy equipment operator and other general labor skills. BIDA believes that Shawn is a great compliment for the team, as he shows great customer service skills and is bilingual. We believe that Shawn is also excited to be a part of the BIDA family.

BIDA—A Catalyst for Growth in Berwick & Beyond!

Marketing Specialist & Social Media



Can you say, "Social Butterfly"?

BIDA is truly excited about the addition of Amy Shortlidge as our Marketing Specialist and Social Media Butterfly! Amy has years of office experience and twenty years of marketing experience and working within the community as a volunteer. If you don't know Amy....then I don't know where you have been for the last fifteen year.

Amy has created and developed a network of contacts and relationships in and around Berwick that probably comes close to an Amazon customer list.

In all seriousness, Amy is a great addition to the BIDA family and will be working on all of our marketing communications and outreach for clients, tenants, and the community at large.

When contacting BIDA offices, Amy be the first person on the front lines. Her customer services skills are bar none. Amy can be reached by calling our offices at 570-752-3612 or e-mailing us at ashortlidge.bida@gmail.com.

News You Can Use -

Events -

BIDA hosts Employer Round Table events every other month to assist our local and regional employers with access to resources that may benefit their company or the people they employ. The next round table event is scheduled for Wednesday, September 11, 2019 at 9 AM in the BIDA Community Room located in the Eagle Building at 107 S. Market Street, Berwick, PA 18603. To get on the mailing list and register for the event contact Amy Shortlidge at ashortlidge.bida@gmail.com or call our offices at 570-752-3612.

Website -

Stay tuned and keep checking back on our website to see all the updates and changes...

- Membership—there will be a membership page that will give you all the information you need to be a member with a “clickable” link for an application.
 - Event Calendar—there will be a calendar promoting BIDA hosted and sponsored events with links to register right there on the page. Want to know the best part?? BIDA can put your event on here too. E-mail all of your event details to berwickindustrialdevelopment@gmail.com and we will get them posted for you. You and your organization may even get featured in our semi-annual newsletter.
- What’s that address?** www.bida.com

Letter from the Director

Evolution is a necessary stage of development. If a species doesn’t evolve, it eventually becomes extinct. The same applies to business.

Businesses must evolve based on the needs of their markets. When I give presentations at schools regarding business entrepreneurship and development I always use Tide and Blockbuster video as my examples.

Tide has been around since before I was born, or as my predecessor would say, “when Christ was a corporal” , and they have consistently launched “NEW”, “IMPROVED”, “CONCENTRATED”, “ECO-FRIENDLY”, etc., etc., Let us not forge the simplest changes from powder to liquid. Guess who is still around and still making money from their product lines? That’s right, Tide.

Blockbuster became a giant in the video rental and home theater market with family friendly entertainment. You could essentially take the movie experience home with you. You went to rent a movie and was also able to purchase your concessions from them. What was their downfall, (besides other factors), they rested on their laurels. They become comfortable and did not continue to evolve... soon Redbox was renting movies through a kiosk and Netflix was sending movies to your door, then they gave you access through your computer then your phone and now your tv. They not only send and provide you with access...their evolution is ongoing...Netflix now produces their own movies, series, documentaries and more.

Join BIDA in the evolution. Become engaged and learn about the markets, new and old; give your input in the evolution. Our species cannot survive if we attempt to evolve alone. It’s also great to go through change with others and share the experience and positive feelings that come from growth and development.

I am looking forward to this new evolution and excited to see what the end result is.

Sincerely,

Kelly O’Brien Gavin

Cooperative Education

Did you know you could hire a cooperative education student ?

Did you know that a cooperative educational experience not only gives a student a great opportunity to learn but it is also a learning experience for the employer.

For Berwick Area High School please contact Julie Cerasoli by calling 570-759-6400 ext. 3143 or by e-mail at jcerasoli@berwickisd.org.



In need of a student trained in a particular vocation, don’t fret the Columbia Montour Area Vocational Technical School has the industry programs you are looking for: including but not limited to HVAC, electrical , building and trades, welding, and so much more. Contact Tim Carr for more information by calling 570-784-8040 or by e-mail at tcarr@cmvt.us.



BIDA

The Berwick Industrial Development Association (BIDA) is committed to improving the economy of the region through marketing and managing its industrial assets, the retention, expansion and recruitment of business and industry; and contributing to community revitalization efforts. The Berwick Industrial Development Association will strive to improve quality of life for the residents of Berwick and the surrounding Central and Northeast Pennsylvania regions.



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PLEASE
PLACE
STAMP
HERE