

The Complex Connection

*Merry Christmas & Happy New Year
from the
Board of Directors and Staff of the
Berwick Industrial
Development Association*



B.I.D.A.—Year in review

This year, B.I.D.A. has entered a new era of leadership. B.I.D.A. would like to thank **Mr. Joseph Scopelliti** for the last four years as B.I.D.A. Board President and the evolutionary process that he started for the growth and development of B.I.D.A. as an organization.

Mr. Scopelliti assisted in the transition of leadership within the organization, the sale of the **Modular Steel** facility in **Columbia County**, the relationship with **Rural Business Innovation Corporation (RBI)**, the growth of B.I.D.A. staff to now include a marketing focus and the initiative to grow the B.I.D.A. membership.

To continue the development and take over the reins, the Board of Directors elected **Mr. Dann McGann** as Board President, who began his term at the August 2019 board meeting. Mr. McGann brings experience and expertise in the areas of vocational trades and economic development through his work with the **Berwick Area School District** as a School Board Member and the BASD representative on the **Columbia Montour Area Vocational Technical School** Board.

Mr. McGann started his term off with continuing the relationship with RBI in conjunction with **Bloomsburg University**, insuring that Berwick is now home to a **Keystone Innovation Zone (KIZ)** which provides incentives to new, innovative business development in Berwick.

Mr. McGann is also committed to the growth of the Greater Berwick Area's local economy as well as that of the surrounding communities and counties, already having renewed six leases for 2020.

Please join us in thanking Mr. Scopelliti for all his hard work and dedication while wishing Mr. McGann success on the beginning his term as president.



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Special points of interest

- Planning an event? We have the facility space available.
- Stay tuned for an updated, interactive B.I.D.A. website.
- B.I.D.A. vocational scholarship program being offered.

Complex Happenings



B.I.D.A. is happy to report the following businesses have been residents or tenants of the B.I.D.A. Industrial Complex:

- ◆ Berwick Offray (CSS Industries)
- ◆ Cheetah Chassis
- ◆ Deluxe Modular
- ◆ Eagle Warehousing
- ◆ G & B Specialties
- ◆ Homestead Furniture
- ◆ Ingredion
- ◆ Ultra-Poly, LLC

B.I.D.A. is looking forward to another prosperous new year with these companies in 2020.

B.I.D.A.—A Catalyst for Growth in Berwick & Beyond!



Pictured Below (from l to r): Stacy Whitmire, B.I.D.A. Controller; Kelly O'Brien, B.I.D.A. Executive Director, Dann McGann, B.I.D.A. Board President; Dr. Thomas Milavec, DMD ; Tara King, Dental Clinic Office Manager and Amy Shortlidge B.I.D.A. Marketing Director (11/21/2019).



Community Outreach and Giving

B.I.D.A. is definitely Berwick proud.

B.I.D.A.'s mission is 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 collaborate with other organizations to improve the quality of life for the citizens in the area.

Improving the quality of life can be defined in many ways and simply working to recruit, retain and assist business with growth opportunities is not enough.

B.I.D.A. provides classrooms and physical facilities to **Luzerne County Community College** to insure that **Columbia County** residents receive the discounted tuition rates as **Luzerne County** residents.

This past year Luzerne County Community College received approximately **\$17,000** worth of real estate and utilities from B.I.D.A.

B.I.D.A. provided the **Dental Health Clinic** of Berwick **\$2,200+** worth of in-kind facility space.

Columbia County Volunteers in Medicine will be receiving **\$600** worth of office supplies and equipment.

We have also provided the overall community with **\$6,000** in donations and sponsorships to the following organizations:

- * Berwick Christmas Boulevard
- * Central PA SPCA
- * McBride Library
- * Stuart Tank Memorial
- * BerVaughn Pool
- * Hope Center
- * Salem Township Fire Company
- * United Way for Berwick

News You Can Use -

Events -

B.I.D.A. hosts Employer Roundtable 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, January 15, 2019 at 9:00 AM in the B.I.D.A. Community Room located on the second floor in the Eagle Building at 107 South Market Street, Berwick, PA 18603. To get on the mailing list and register for the event contact Amy Shortlidge at ashortlidge@bida.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...

- B.I.D.A. Membership—there will be a membership page that will give you all the information you need to become a member with a “clickable” link for an application.
- B.I.D.A. Event Calendar—there will be a calendar promoting B.I.D.A. hosted and sponsored events with links to register directly from the page.

Want to know the best part?? B.I.D.A. can promote your event as well. E-mail us your event details to ashortlidge@bida.com and we will advertise it for you.

Check out our website: 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 and non-profit organizations alike.

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

Tide has been around since 1946 and they have consistently launched “NEW”, “IMPROVED”, “CONCENTRATED”, “ECO-FRIENDLY”, etc., etc., Let us not forget the simplest changes from powder detergent to liquid, then to concentrated liquid. Guess who is still around 73 years later and still evolving their product lines? That's right, Tide.

Blockbuster began in 1985 and became a giant in the video rental and home theater market with family friendly entertainment. You went to rent a movie and purchase your concessions from Goobers to Gobstoppers. What was their downfall? Besides other factors, they rested on their laurels, became comfortable and did not continue to evolve... twenty-five (25) years in they filed for bankruptcy.

Redbox is renting movies at a kiosk and Netflix is sending movies to your door, these new companies gave you entertainment through your mailbox, computer, your TV and now your phone. They not only send and provide you access...their evolution is ongoing. Netflix now produces their own movies, series, documentaries and more.

Netflix actually offered Blockbuster a partnership early on, and Blockbuster refused. A decision, I am sure to this day they regret. Don't regret being part of change or not changing.

Become engaged and learn about the markets, new and old; give your input on economic evolution. Our organization cannot survive if we stop growing. It's a great experience to go through change with others, developing strategies and goals with others who care about the greater good of the Berwick Community and surrounding region. Become a member of B.I.D.A.

Wishing you all, the best of the Christmas Season and a Happy, Healthy and Prosperous New Year!

Kelly O'Brien, B.I.D.A. Executive Director

B.I.D.A. Vocational Scholarship Program

Did you know B.I.D.A. has a scholarship program for students going into post secondary education in vocational studies?

Berwick Area School District students that are attending Columbia Montour Vo-Tech or the Berwick Area High School can apply for a \$1,000 scholarship through their guidance office.

B.I.D.A. Is a proponent of vocational training and education.



Employers throughout the Northeastern and Central Pennsylvania Region are in need of skilled trade workers.

There are opportunities and careers in the trades now more than ever. Students interested in the Vocational Scholarship Program should contact:

Berwick High School
Mrs. Caroline Curry
(570) 759-6400 ext. 3103
[ccurry@berwickisd.org](mailto:c Curry@berwickisd.org)

Columbia Montour Area Vo-Tech
Mrs. Judi Gensemer
(570) 784-8040 ext. 3331
jgensemer@cmvt.us



B.I.D.A.

The Berwick Industrial Development Association (B.I.D.A.) 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 B.I.D.A. will strive to improve quality of life for the residents of Berwick and the surrounding Central and Northeast Pennsylvania regions.



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