



Pennsylvania
Department of Community
& Economic Development

PA Engage!

Impact Stories

2023-24



Alum Bank, PA



Commonwealth of Pennsylvania
Josh Shapiro, Governor

PA Department of Community & Economic Development
Rick Siger, Secretary
dced.pa.gov



17,339
Engage!
Conversations

8,422
Referrals
to Partners



PA Engage!



3,287
Focus Groups
& Business Walks

289
Engage! Callers
Across PA

14,142
Action Plans Developed



Program Overview



Who We Are

DCED's Engage! program is a statewide initiative to proactively contact businesses to help them identify their opportunities and challenges and offer targeted technical assistance and solutions.

What We Do

Engage! experts develop a direct relationship with CEOs and business owners to listen to their needs and concerns. Working together, the business and the Engage! team is able to create effective personalized plans with recommendations, technical assistance, and follow-up steps. The plan includes connecting the business to the right local resources to provide support and help them grow.

A key goal of Engage! is to create meaningful dialogue to help build lasting relationships with businesses. Through ongoing, proactive interactions with business owners and management teams, Engage! is able to create effective personalized action plans to address company needs — no matter how large or small.

How We Work

One of our Engage! team members will initiate contact with your business via phone, email, or letter. Once connected, we will schedule a listening session, whether in-person or virtual, including:

- **Assessment:** Engage! team member will meet with you to learn more about your challenges and opportunities.
- **Referrals & Technical Assistance:** Following this discussion, your Engage! team will prepare a customized action plan and help connect you to local resources based on your specific needs. Ongoing communications will ensure you always have access to the kind of business and professional assistance you need.

| Success Story: Alleima



ALLEIMA

Clarks Summit, PA
Northeast Region

Alleima is a leading manufacturer of high value-added products in advanced stainless steels and special alloys, as well as products for industrial heating. The Engage! conversation facilitated discussion on Alleima's need to increase workforce recruitment and visibility of the organization within the community. The resource provider connected Alleima with Skills in Scranton, the workforce development affiliate of The Greater Scranton Chamber of Commerce. The Skills in Scranton team worked with their Human Resources staff to identify programs that will raise awareness of available jobs and career pathways at the Clarks Summit location. Talent pipeline development was at the forefront of these discussions. As a result of this survey and connection to Skills in Scranton, Alleima is participating in the Educator in the Workplace (EIW) program. Alleima will be hosting 10 program participants on-site this spring. In addition, Alleima has participated as featured company in a Career Pathways Video, highlighting careers in the manufacturing sector as well as a featured business at the Workforce Summit and Career Fair.

"The Commonwealth's Engage! program was a win-win for us and we are so appreciative for the opportunity to participate in the Educator in the Workplace program as it opens doors for educators to witness first-hand the diverse career opportunities available at Alleima in Clarks Summit. By bridging this gap between classrooms and industries, we're not just shaping students' futures but also nurturing a dynamic talent pipeline that fuels our community's growth and innovation."

– Ryan Stoa
Director of Strategy
and Business Development

| Success Story: Mission Critical Solutions



"Our regions' economic development is fueled by the support and innovation of its people, the strength of its institutions, and the vision of its leaders. The support and collaboration with BCDA has been vital to MCS's success. It is a collective journey where every contribution, big or small, plays a critical role in shaping the future. Support for our regions' economic development is not just about financial investments; it's about creating an environment where ideas can flourish, businesses can thrive, and communities can prosper. It's about building a foundation where the next generation can stand taller than the one before."

*– Bob McGowan
MCS President & CEO*

MISSION CRITICAL SOLUTIONS (MCS)

Alum Bank, PA
Southern Alleghenies Region

The Engage conversation was with President and CEO, Bob McGowan and Darin Mauzy, Vice President of Operations to discuss MCS' business. Opening its doors in 2008, MCS is celebrating 15 years of business and growth in Bedford County. A premier production level and prototype metal manufacturer and CNC machine shop, MCS works with the defense, transportation, energy, mining, and rail industries. The company specializes in the manufacturing of all metal parts and assemblies from conception through production, creating innovative solutions for its customers.

MCS is expanding its manufacturing footprint, that will more than double the size to now have 100,000 sq. ft. of space. This expansion will create new jobs opportunities, underscoring the company's dedication to investing in the local workforce and fostering economic prosperity. MCS had partnered with LB Foster in the past and learned they would be closing two buildings and shutting down the entire grid decking business in Bedford. The grid decking business, although not a business they had previously contemplated, does have synergies that will expand the current MCS capabilities to their transportation clients. With the expansion to the LB Foster buildings and grid decking business, they hired the employees that would have otherwise been displaced. The expanded manufacturing operations will contribute to the local economy, solidifying Bedford County's and MCS' reputation for high-tech manufacturing.

Since the expansion also requires workforce growth, MCS was connected to CareerLink resulting in the completion of several OJT programs that led to successful onboarding and retention of employees. Recently the resource provider has connected MCS with OVR to further help support their workforce. We are currently in the process of scheduling a meeting with Office of International Business to assist MCS with communication and negotiations with an Italian based company.

| Success Story: Treetrails Adventures



TREETRAILS ADVENTURES

Trevose, PA
Southeast Region

The Bucks County Department of Workforce and Economic Development met with Tree Trail adventures, a company located in Trevose, PA to review economic development resources. Tree Trail Adventures opened in 2020 and is one of the few zip lining and ropes courses available in Bucks County. Tree Trail Adventures is open during the weekends and holidays during the fall and winter months and plans for business growth for 2024. Park expansion was in progress during the Engage visit as multiple zip lines were being built during the tour. Tree Trail Adventures has partnered with the PA CareerLink® Bucks County to post available jobs from entry level to onsite management. Gina Bertucci, owner of Tree Trail Adventures expressed her gratitude after the Engage visit as she is new to the area and has very few local contacts. Tree Trail Adventures has now been connected to area high schools, Bucks County Technical High School and their carpentry program, Lower Bucks County Chamber of Commerce, and the PA CareerLink® Bucks County. Tree Trail Adventures is now on the schedule to host a networking event onsite in the spring and has become of member of the Lower Bucks County Chamber of Commerce.

“The Engage! resource provider has given us contacts and in-roads to everything from employee recruiting to possible financing opportunities to marketing connections. He was there day one for our ribbon cutting and has continued to make sure we remain top of mind and connected to a variety of constituencies throughout the County.”

– Gina Bertucci
Owner, Tree Trails Adventures



Commonwealth of Pennsylvania