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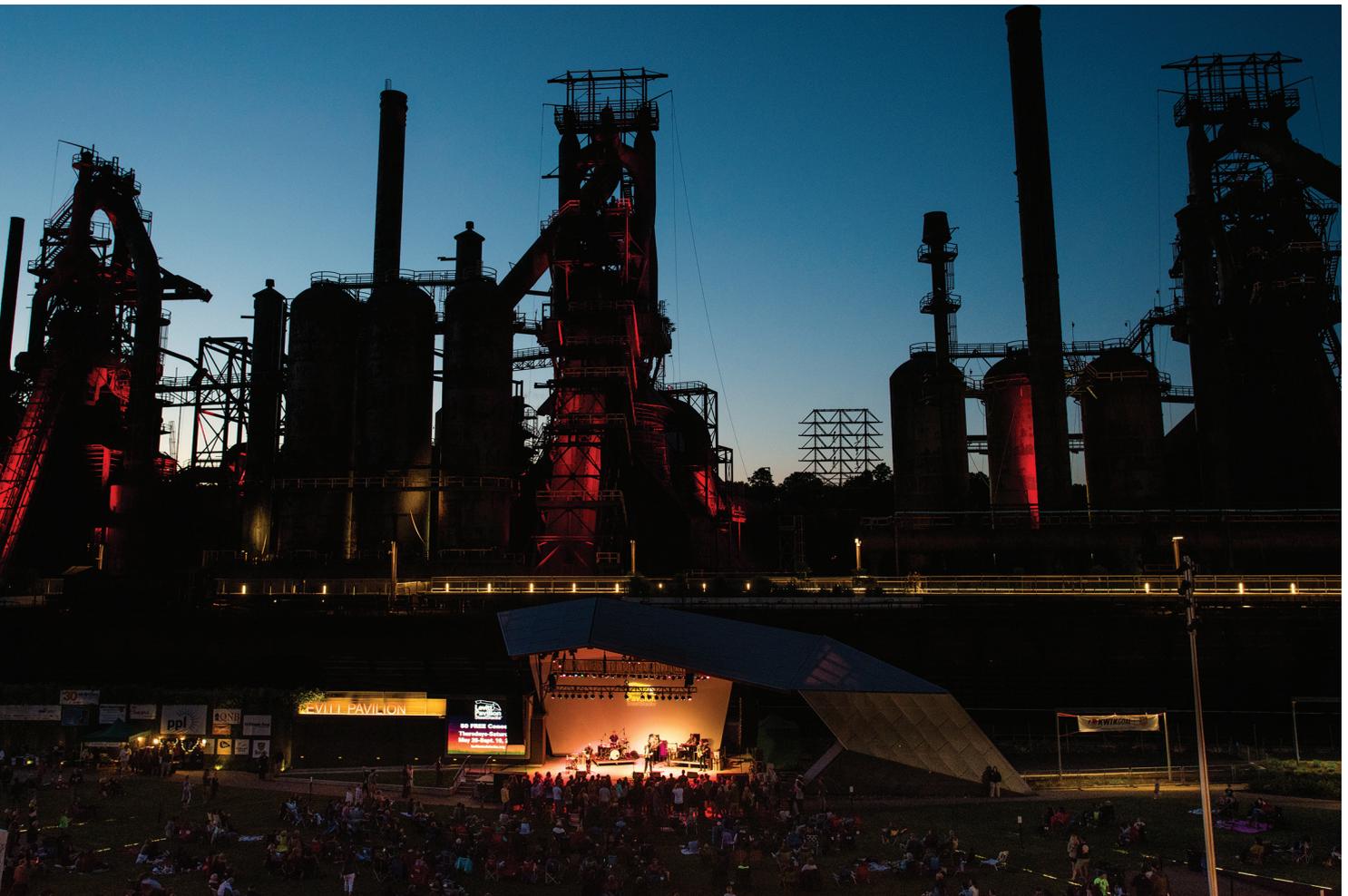


Pennsylvania: The Key to Opportunity

Many companies are committing to adding jobs in the nation's fifth most populous state, a hub of educated talent and innovation.



Pennsylvania
WORK SMART. LIVE HAPPY.



Levitt Pavilion SteelStacks is a nonprofit community organization presenting free concerts at the base of the iconic Bethlehem blast furnaces.

Few places represent the American story like Pennsylvania. Steeped in history, the Keystone State is a modern example of how legacy industries can thrive alongside the most innovative technology companies. And this vibrant, diverse economy is just one of the state's strengths.

From an ample, highly educated workforce to an infrastructure of world-class colleges and universities for research and development opportunities to a business-friendly climate, Pennsylvania offers a wealth of advantages to companies that launch and expand within its borders.

Pennsylvania has grown to be the fifth most populous state in the nation—and it's no wonder. As the state's economy thrives and has so much to offer com-

panies and their employees, there has never been a better time to relocate to or expand in Pennsylvania.

A perfect business ecosystem

Located in the middle of the East Coast corridor, Pennsylvania's own economy is the 19th largest in the world, with a GDP that is comparable to Turkey and larger than Saudi Arabia and Switzerland. It is located within a day's drive nearly 40

percent of the U.S. population, 60 percent of Canada's population, and four out of the 10 largest U.S. markets. Six international airports, three Class I railroads, eight free-trade zones (FTZs), and three ports providing access to the Atlantic Ocean, Gulf of Mexico, and the Great Lakes compose the state's unrivaled transportation infrastructure.

The state also offers a workforce characterized by a special combination of



education, experience, and curiosity—and is driven by Pennsylvania’s legendary “can-do” spirit. With access to nearly 250 globally-ranked post-secondary and higher education institutions, including seven of the top 100 U.S. universities, Pennsylvania is among the top five states with the most STEM graduates.

Amazon is just one of the companies taking notice of the state’s business-friendly climate. The retail giant is spending \$150 million on expansion opportunities in the state, creating 5,000 full-time jobs at fulfillment and distribution centers to support its Amazon Prime program. In addition, economic development activity in 2017 led to a net gain of more than 78,000 jobs, outpacing neighboring states. Part of this growth is due to the success of the Pennsylvania Department of Community & Economic Development (DCED) and the Governor’s Action Team, which

helped create and retain 200,000 jobs in the state in 2016.

Other companies recognized the state’s promise a long time ago. Comcast relocated to the Philadelphia region in 1963. Since then, the entertainment company has grown into an industry titan, opening the doors to the Comcast Center, its global headquarters, in 2008. Later this year, the company will open the Comcast Technology Center, a \$1.5 billion, 60-story, 1,121-foot tower that will become a dedicated home for the company’s growing workforce of technologists, engineers, and software architects.

Comcast Business, the company’s business-focused division, has been a strong contributor to the company’s growth in recent years. “It’s an exciting time for Comcast Business, and we are firmly grounded in our mission to help businesses perform better through technology. We are

proud to serve businesses of all sizes in the Philadelphia area and across the country,” says Denice Hasty, chief marketing officer of Comcast Business.

This is living

The Keystone State’s great quality of life and attractive housing options go a long way toward attracting and retaining that talent as well. Philadelphia ranked above New York and San Francisco when it came to the best quality of life for the money in a recent survey by Varo Money conducted by Propeller Research. Pittsburgh was recently named one of the most affordable metro areas in the country by Demographia International, while Harrisburg’s arts and cultural scene was one of six Pennsylvania cities that made it into *U.S. News & World Report’s* 100 Best Places to Live.

PPG, a global supplier of paints, coating, and specialty materials headquartered

***“Apprenticeships are one of the best ways for companies to hire well-trained, dedicated workers. They provide workers with high-quality, on-the-job, and classroom training tailored to their specific job, which not only helps provide the worker with crucial job skills but it ensures those skills directly align with the company’s needs.”**

Dennis Davin, Secretary,
PA Department of Community
& Economic Development



Workforce development programs and investment in innovation contribute to Pennsylvania’s business-friendly climate.



Making the world a more beautiful place is not just our job. It's our passion.



We create, invent and formulate the amazing paints, coatings and materials that make the world a more protected and beautiful place. For the next generation that comes along.



We protect and beautify the world™

*** “We are proud to serve businesses of all sizes in the Philadelphia area and across the country.”**

Denice Hasty, chief marketing officer, Comcast Business



Pittsburgh's PNC Park is just one of the many sports and entertainment options that enhance the city's quality of life.

eight years old in the fields of advanced materials/diversified manufacturing, life sciences, business service, and high technology that opt to operate in qualifying zones can apply for tax credits. The program has resulted in the creation of 1,052 jobs, according to its annual report.

Meanwhile, the Ben Franklin Technology Partners, one of the longest-running tech-based economic development programs in the U.S., provides support including funding, business and technical expertise, and access to both early-stage technology firms and established manufacturers. The latest round of its BIG IDEAS contest offers \$50,000 to an entrepreneur to get his or her startup up and running, business mentoring and networking opportunities, and a six-month free membership to the BF TechCelerator@TheCandyFactory. The recently named finalists include James Cosentino with Craft Biotech, which provides easy-to-use analysis tools for the fermentation industry; Henry Yaeger with

Integrated Platform Services, which is creating a tech-enabled concierge subscription service for families to manage the care of aging adults; and Carolyn Martin with Rival 5 Game, who is developing a “number strategy” game for both children and adults.

At the same time, the statewide program Invent Penn State offers resources to entrepreneurs such as a venture and intellectual property conference showcasing startups seeking capital and emerging technologies developed in the state; no-cost workspaces such as coworking facilities and accelerators; the Summer Founders program, where teams can win \$10,000 to work on their startup, social good, or a nonprofit idea; the Fund for Innovation, which is focused on commercializing promising research done at the university; and the National Science Foundation I-Corps Site program, which provides micro-grants and entrepreneurship training for university-related startups.

The state is also advancing economic development by embracing digital technol-

ogy to enhance operations and reduce costs. PA Compute Services (PACS), a hybrid-cloud, on-demand environment for data services which launched in 2014, is now used by 16 agencies and is open to all Pennsylvania state agencies, counties, and educational institutions through a partnership with the IT firm Unisys, a provider of cybersecurity services, digital transformation and workplace services, industry applications, and other services.

Unisys believes that PACS opens opportunities for “Safe Cities” programs, which track where resources are needed in an “internet of city things” made up of both citizens’ personal technologies and elements of public infrastructure, such as crime statistics, relying on sophisticated data analytics. The program could collect up-to-the-moment data on the opioid crisis so the state can prioritize assistance in the hardest-hit areas. Eric Hutto, senior vice president and president, enterprise solutions at Unisys, likens it to fighting a



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TODAY'S SPECIALS	
RAINY DAY	\$6
coconut water, wheatgrass, lavender, kiwi, honey	
BERRY WONDER	\$5
blueberries, raspberries, coconut water, ginger	
POWER SHAKE	\$9
nut up protein, banana, coconut milk, wheat protein, honey	

JUICES	
SUNNY DAYS	\$6
apple, orange, lemon, ginger, garlic, vanilla	
GRASSY GRASS	\$5
wheatgrass, liquid light, young thai coconut	
FLOWER POWER	\$6
apple, carrot, beets, lemon, coconut water, vanilla	
PURPLE MAGIC	\$6
apple, carrot, ginger, lemons, celery, cucumber, kiwi	
CARROT-ME DETOX	\$8
apple, carrot, ginger, lemons, celery, cucumber, kiwi	
GREEN ALL GREEN	\$6
spinach, kale, coconut milk, pineapple, banana	
JUICE-IT-UP	\$8
apple, carrot, ginger, lemon, celery, cucumber, pineapple, orange, raspberry, honey, kale, coconut water, kiwi, celery	

COMCAST
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brush fire. “You don’t fight it from behind. You don’t fight it from the middle. You see where it is headed,” he says.

Pennsylvania is home to 1 million small businesses and 2.5 million people who work for small firms—nearly half of the state’s workers. Programs like the PA Business One-Stop Shop, a state government office, supports them with knowledge, information, and resources to guide them through stages from planning to operating and expanding. Meanwhile, the Partnerships for Regional Economic Performance provides funding to service-providers that cater to small firms, such as Small Business Development Centers.

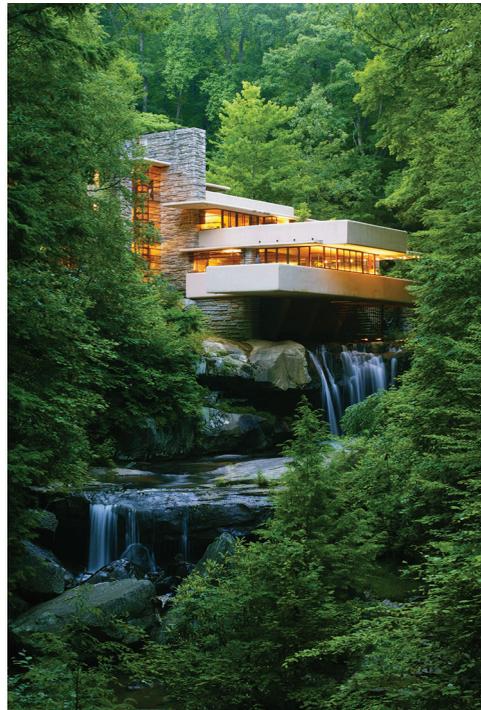
Larger companies in the state have helped small and emerging businesses in Pennsylvania to thrive through mutually beneficial partnerships. PPG works with Carnegie Mellon University to partner with startups from its entrepreneurial community. “There’s new technology coming on a regular basis,” Bem says. “That’s an exciting area for us.”

The company is also committed to supporting the area’s culture of innovation in other ways. In June 2018, the PPG Science Pavilion™ at Carnegie Science Center opened. PPG’s \$7.5 million investment was the largest donation the center has ever received. A continuation of a 37-year partnership, the new pavilion added STEM laboratories, a 14,000-square-foot exhibit gallery, and conference space.

Comcast, which was a startup 55 years ago, has focused on helping businesses launch and thrive. Its new LIFT Labs for Entrepreneurs is a multi-city, collaborative program where Comcast NBCUniversal teams work with startups working to develop the next generation of media, entertainment, and connectivity innovations. Programmed talks, mentor sessions with Comcast NBCUniversal employees and partners, plus events and other educational resources help entrepreneurs launch and grow their businesses. The company’s new business accelerator,

***“You can pick whatever style of living you want. You can have a completely city environment all the way to a complete country environment within 15 minutes.” Many job applicants fall in love with the quality of life and vibrant arts culture as soon as they visit the city.**

David Bem, VP of science and technology and chief technology officer, PPG



Frank Lloyd Wright's Fallingwater in Mill Run is one of the most well-known and beloved houses in the world.

Comcast NBCUniversal LIFT Labs Accelerator, powered by Techstars, is hosting its first cohort of companies at Comcast's global headquarters in Philadelphia. And Comcast Ventures and its Catalyst fund offer early- and late-stage venture capital investments. The Catalyst Fund, through its partnership with DreamIt Access, has invested in more than 20 Philadelphia-based startups since its inception in 2011.

AmeriHealth Caritas, a national man-

aged care organization headquartered in Philadelphia, supports local economic development by partnering with suppliers that reflect its diverse membership. The managed care company is committed to investing in these companies because their growth creates jobs and other opportunities that benefit the people it serves.

Since 2013, AmeriHealth Caritas has purchased from small and diverse Pennsylvania companies, the company says. It also created a Mentor Protégé Program to help women, minority, and military veteran business owners achieve success. The program helps them build competencies in areas such as strategic business practices, product innovation, talent management, organizational development, and financial management. In return, AmeriHealth Caritas identifies new suppliers to advance its mission to support the community.

One of these suppliers—Shawn Gibbons, owner of CI Solutions, a Philadelphia-based interior design company—credits AmeriHealth Caritas with helping her develop her business from a startup to an established enterprise, with revenues in the millions. The company advised Gibbons on market opportunities and introduced her to business partners. Once her business was operational, AmeriHealth Caritas became one of her clients.

“They took that time and made that investment, and it has paid out in numerous ways,” Gibbons says, adding that, “CI Solutions has benefitted from the mission and vision that AmeriHealth Caritas has for serving their communities and making sure the vendor pool reflects the communities they serve.”

**Workforce development:
A key priority**

With many companies in growth mode, a critical factor in maintaining Pennsylvania’s competitiveness during a period of full employment is maintaining and growing the state’s rich talent pool.

Caring for Pennsylvania's small businesses.

Over 35 years ago, we started by serving a handful of members from a spare closet in a West Philadelphia hospital.

Today, we are a leader in Medicaid managed care with our 6,200 employees serving 5.6 million members nationwide.

Partnering with small and diverse businesses is central to our mission of helping members get care, stay well and building healthy communities. That's why we've doubled our investment in these businesses since 2013. Together we're helping America's most vulnerable live healthier, more independent lives.

We're proud to join Pennsylvania in building small businesses.



**CARE IS THE HEART
OF OUR WORK™**

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Learn more about how we're contributing at amerihealthcaritas.com/smallbusiness

PAsmart, a new \$30 million workforce development initiative Governor Tom Wolf recently launched, has helped connect Pennsylvanians with the training they need to play an active role in the workforce of the future. PAsmart is aimed at bolstering computer science and STEM education and expanding apprenticeship and job training. It includes programs for veterans and their spouses, people with disabilities, and low-income, unemployed seniors. The program is designed to break down barriers between state agencies and to close gaps in job training.

“I am investing in the people of Pennsylvania by launching the PAsmart Initiative, which will help Pennsylvanians get good middle-class jobs,” Wolf said when the program was rolled out in March.

With some experts predicting that more than 70 percent of new jobs created over the next decade will require STEM and computer science skills, that \$30 million budget includes \$20 million to support investments in computer science and STEM education, and \$10 million for apprentice-



Busy shoppers in Bethlehem, a treasure in the Lehigh Valley.

ships and industry partnerships. Of course, STEM careers aren't a fit for every worker. With an eye on creating a career path for those interested in the skilled trades, the Apprenticeship and Training Office of the Pennsylvania Department of Labor and Industry provides services to employers, training programs, and community-based organizations that are starting or running apprenticeship programs.

In November 2017, Wolf launched a

new apprenticeship and pre-apprenticeship training program, housed at the Department of Community and Economic Development, to enable more employers to develop the specialized training needed by their workers to bridge skills gaps and find rewarding careers. To create a pipeline of ready talent, pre-apprenticeship programs prep future apprentices for full apprenticeships by providing both classroom and hands-on learning so they can then transition into an existing apprenticeship program.

The apprenticeship and pre-apprenticeship training program, which started out with a \$2.3 million budget for grants, now provides funding to employers to develop classroom-based training suited to their future hiring needs. Funding came from money returned from companies and organizations that received state funds for economic development but failed to deliver the results promised in the contract, such as the creation of a certain number of jobs.

Wolf is doubling down on this commitment to apprenticeships. His 2018-2019 budget includes \$7 million for apprentice-

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Ours is a company where people not only want to come to work, but where they want to stay. With deep pride and spirit of citizenship, Air Products employees strive to achieve a higher purpose and touch the lives of people around the world in positive ways every day.

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ships, with a goal of doubling the number of registered apprenticeships by 2025. There were 15,208 apprenticeships in 2016, and with more added since then, the total is now 15,476. The budget also includes a \$3 million increase to foster industry partnerships, which bring together multiple workers and employers in public-private partnerships to provide training. Wolf established the Apprenticeship Training Office in 2016 to support and expand apprenticeships statewide.

“Apprenticeships are one of the best ways for companies to hire well-trained, dedicated workers,” says DCED Secretary Dennis Davin. “They provide workers with high-quality, on-the-job and classroom training tailored to their specific job, which not only helps provide the worker with crucial job skills but it ensures those skills directly align with the company’s needs.”

In 2017, Wolf introduced the Manufacturing PA Initiative, run with partners including the National Institutes of Standards and Technology Manufacturing Extension Partnership (NIST-MEP), state-based colleges, universities and technical schools, and nonprofit organizations. It provides essential training and workforce development

opportunities in manufacturing. Curricula are based on feedback from manufacturers across the state.

The Manufacturing PA Initiative includes three new programs. One component—the \$12 million Pennsylvania Manufacturing Training-to-Career Grant, designed to help companies identify and train skilled workers who will help them compete in a global economy—offers grant funds for professional services and consultants, internships, equipment purchases, shop modifications, domestic travel, salary and benefits, and audit fees.

Another key peg consists of the state’s seven Industrial Resource Centers, which provide support to the manufacturing community. They offer technical assistance, including strategies to improve the bottom line, productivity enhancement, and elimination of waste, as well as those to improve revenue growth, such as product development, market differentiation, and workforce development strategies. In addition, the Pennsylvania Manufacturing Innovation Program taps into internationally recognized science and engineering talent and the research capabilities of the state’s higher

education institutions to make sure the state remains a manufacturing leader and can create middle-class jobs.

Regardless of industry, Pennsylvania is full of myriad opportunities to create or expand thriving companies. With a time-tested business infrastructure infused with innovation, the Keystone State is a business haven, ready for more companies to make their mark. ■



For more information about companies and organizations cited in this special section, please visit the following:

- Air Products** airproducts.com
- AmeriHealth** amerihealthcaritas.com
- Caritas**
- Comcast** business.comcast.com
- PA DCED** dced.pa.gov
- PPG** ppg.com
- Unisys** unisys.com

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