Partners + Performance = Economic Impact

1,079 jobs created or retained

$52,373,585 in economic impact

99% approval rating
PennTAP Clients, Partners, and Colleagues:

In some ways, an annual report is like a weather forecast—it tells you what’s happening and provides statistics that let you know how today’s key indicators stack up against the historical averages. On the facing page of this report, you’ll see how our recent statistics compare with those of previous years. A forecast often indicates the effect the weather might have on people living in the area. The success stories in this report showcase the positive effects that clients have had as a result of using the services of our exceptional PennTAP specialists.

A weather program usually ends with a prediction of what lies ahead to help you prepare for tomorrow. So, while I’m pleased to be able to share the good news from the past year and to celebrate the ways PennTAP has made a difference, I’d like to give you a glimpse into the future and share some of the ways PennTAP is staying on top of trends and preparing to help Pennsylvania companies become more competitive in the national and global marketplace.

Over the last five years PennTAP has provided more than 3,462 cases of technology assistance across all sixty-seven Pennsylvania counties.

In 2007 PennTAP created an Action Council composed of leaders in economic development, industry, government, and higher education—specifically Penn State (we appreciate our Action Council’s assistance and have listed the members’ names on page 9 of this report). The council’s mission is to impact key areas, and it has already helped set PennTAP’s future course. Based on input from the council, PennTAP has embarked on a new strategic planning process. Although we are still in the beginning stages, you can expect to see some exciting changes that will enhance our service delivery and allow us to make an even greater impact.

A big story this year has been the increasing cost of fuel; therefore, we are expanding our focus on energy and putting a strong, renewed emphasis on helping businesses find sustainable energy solutions. Along with environmental, health, and safety services, PennTAP will provide solutions to help companies become more environmentally-friendly while defining practices that are sound for business.

As our success stories show, our other service areas are making impacts throughout the Commonwealth. These areas continue to see increased demand as we strive to increase competitiveness through technical solutions.

We realize that our impact stems from the outstanding work of our technical specialists as well as the great work of our partners, sponsors, and friends. We thank all of you for your support.

The forecast looks promising.

Sincerely,

Wayne Figurelle
Director

Mission Statement
The Pennsylvania Technical Assistance Program (PennTAP) engages, guides, and empowers enterprises throughout the Commonwealth by advocating objective and experience-based technical and workforce solutions that enable clients to succeed and thrive, stimulating economic growth for Pennsylvania.

Over the last five years, PennTAP clients have reported more than $218,000,000 in economic benefits as a result of its assistance.

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<thead>
<tr>
<th>Years</th>
<th>Cases of Technical Assistance</th>
<th>Clients</th>
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<tr>
<td>2003</td>
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<table>
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<th>Jobs Created or Retained</th>
<th>Economic Impact</th>
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<td>100</td>
<td>$52,373,585</td>
</tr>
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<td>2004</td>
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<td>2007</td>
<td>500</td>
<td>$261,864,890</td>
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Over the last five years PennTAP clients have reported more than 4,109 jobs created or retained as a result of its assistance.

99% client satisfaction
91% felt they were better off
assessed the company's Web site and meeting with the team, the specialist the company's marketing team. After invited the specialist to meet with Sons attended the session, then Susan and Diane Dean of DD & Sons attended the session, then sent e-mails containing a direct link to the newsletter so that people could find out about the company’s new products and services. DD & Sons realized a cost avoidance of $20,000, experienced a large time savings, and created or saved sixty-two jobs.

PennTAP connection: DD & Sons told PennTAP’s IT specialist about a new product they wanted to develop and market via the Web. The specialist suggested that they attend a presentation titled “How to Make Your Web Site Work for You” (PennTAP was partnering with the Northern Tier Regional Planning & Development Commission on the presentation). Susan and Diane Dean of DD & Sons attended the session, then invited the specialist to meet with the company’s marketing team. After meeting with the team, the specialist assessed the company’s Web site and created a request for proposal that was sent to four developers, including the Northeastern Pennsylvania Industrial Resource Center, Inc. After reviewing the submitted proposals with the PennTAP specialist, the company chose a Web developer.

The project: DD & Sons learned a lot about Web-based marketing. With the information they received, they were able to create a newsletter and posted it on their Web site. They then developed a questionnaire and resource guide and set up demos with several vendors. During this research, the home care department decided to move forward, first purchasing a “point-of-care” documentation system to improve efficiency. The outcome: As a result of the research and guidance provided by PennTAP, Lewistown Hospital Home Care Services reported $280,400 in economic benefits. This can be attributed to cost savings, time savings, and future sales. The biggest benefit was the capital expenditure to purchase the telemonitors.

The need: Lewistown Hospital Home Care Services wanted assistance in researching telemedicine vendors. They received a grant to purchase twenty in-home monitors for patients, but didn’t know where to start to find an appropriate product.

PennTAP connection: A PennTAP technical specialist met the chief information officer of Lewistown Hospital at an American College of Healthcare Executives networking event, and he put PennTAP in touch with the home care department.

The project: PennTAP helped the home care division conduct research on telemedicine vendors. This included researching available features and costs. PennTAP also developed a questionnaire and resource guide and set up demos with several vendors. During this research, the home care department decided to move forward, first purchasing a “point-of-care” documentation system to ensure future compatibility.

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The need: Armstrong Cement & Supply in Cabot, Pennsylvania, wanted to find ways to reduce energy costs. Their energy costs the prior year were $2,200,000 for coal and $1,600,000 for electricity.

PennTAP connection: Armstrong was referred to a PennTAP specialist by a previous PennTAP client, Creekside Mushrooms Ltd. in Worthington, Pennsylvania.

The project: The PennTAP specialist helped Armstrong secure a Pennsylvania Department of Environmental Protection grant for $15,000 to help pay for an energy assessment by the Electrotechnology Applications Center (ETAC), which performed a thorough energy evaluation and recommended numerous compressed air system modifications, replacement of failing motors with new, energy-efficient motors, and improved insulation on rotary kilns.

The outcome: The project has resulted in significant savings, capital improvements, and environmental benefits. The company has had a 2,520,000 kWh/yr electricity reduction and conserved 3,500 tons of coal, for an annual savings of $217,000, a capital investment of $120,000, and an air emission reduction of 3,200,000 lbs/yr.

The need: Armstrong, Cement & Supply in Cabot, Pennsylvania, needed to improve efficiency. He researched a telecommunications solution that would allow customers to reach their sales force whether they were in the office or at a remote location.

PennTAP connection: Temple University Small Business Development Center referred Chapel Hill Manufacturing to a PennTAP information technology specialist.

The project: The PennTAP specialist provided Chapel Hill Manufacturing with an in-depth analysis of its network, telecommunications system, and Internet connection. He recommended combining voice, data, and the Internet under one service provider to reduce costs and improve efficiency. He researched Voice-over-IP (VoIP) providers and software solutions to connect the sales force to their customers.

The need: Chapel Hill Manufacturing in Oreland, Pennsylvania, needed a telecommunications solution that would allow customers to reach their sales force whether they were in the office or at a remote location.

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The specialist’s ability to assemble this team was invaluable and is directly related to the development of our company.”

—Aaron Husted, Hydro Enclosure

PennTAP located a VoIP vendor who was able to combine services and support for all communications needs. PennTAP also located a telecommunications software solution to allow the sales staff to work from anywhere in the world with an Internet connection and never miss a sales call. The economic impact was $987,200, and three jobs were created or retained.

The help I received from PennTAP was outstanding. The specialist’s ability to assemble this team was invaluable and is directly related to the development of our company.”

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PennTAP connection: The regional director for MANTEC, Inc., arranged for a PennTAP specialist to meet with Dura-Bond’s owner.

The project: The specialist completed an OSHA regulatory review of the entire facility and documented many areas where safety improvements needed to be made. He also provided reference materials to help the company implement the capital improvements needed to meet OSHA compliance.

The outcome: Significant capital investments were made to comply with OSHA regulations, reducing risk to the business and avoiding possible fines. The economic impact included $2 million in capital investments, a significant number of saved sales, an increase in sales, and the avoidance of safety fines. Initially there were 105 jobs created when the facility opened; all of the jobs were saved as a result of PennTAP’s help.

PennTAP connection: Hydro Enclosure was referred to PennTAP by the Pennsylvania Department of Community and Economic Development Entrepreneur Center.

The project: A PennTAP specialist provided a review of current technologies and performed a preliminary patent search. He assessed the company’s Web site and offered recommendations on how to enhance the site. He then connected Hydro Enclosure with several other organizations for additional assistance, including prototype evaluation at Pennsylvania College of Technology.

The outcome: Significant benefits resulted from targeted referrals to Pennsylvania College of Technology, which conducted an evaluation; Clarion Small Business Development Center, which provided business planning; Ben Franklin Technology Partners, which provided marketing assistance and a $50,000 Innovation Grant; Attorney Richard Thomson, who provided patent and trademark assistance; Structural Modulars, Inc., which conducted industry analysis; and State Representative Fred Mellhatten, who provided loan assistance.

The need: Due to a very challenging work environment, Kleerdex in Bloomsburg, Pennsylvania, was experiencing excessive turnover of entry-level extrusion support employees and was seeking solutions.

PennTAP connection: Kleerdex Company turned to Penn State Hazleton Continuing Education for assistance. They recommended involving PennTAP to draw from their technical expertise in manufacturing and workforce development.

The project: PennTAP specialists suggested putting together a computer-based training (CBT) program. This would provide training away from the production line in a less intimidating environment, ensure a consistent message, and allow for learner-controlled training. PennTAP worked directly with Kleerdex to develop content and then constructed and delivered the CBT system for implementation. PennTAP also facilitated connections with the

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Northeastern Pennsylvania Industrial Resource Center and the WEDnetPA program for funding assistance.

The outcome: Kimberly Visit noted that PennTAP’s work resulted in $52,000 in economic benefits and a $67,000 reduction in turnover from 40 percent to 4 percent through use of the CBT system. They requested that PennTAP provide a similar recommendation for their company’s HR needs.

The project: The PennTAP specialist prepared a report outlining recommendations and then provided assistance to the PMHA grant writer. PennTAP served as a completely unbiased consultant, providing industry “best practice” recommendations based on PMHA’s current and projected needs.

The outcome: The PAHTC system is expected to yield a three-year payback by allowing the hospitals to share the critical specialist’s expertise via the dedicated network. The corporation that presented specific technologies and core competencies, MSA elected to develop ongoing relationships with nine small technology companies.

The project: The PennTAP connection: Rebecca Oderdorf, Healthcare Alliance (PMHA) to initiate a technology-sourcing project for MSA.

The need: Mine Safety Appliances Company (MSA) in Pittsburgh, Pennsylvania, was interested in searching for highly innovative, third-party technologies to align with new growth initiatives. MSA wanted to leverage PennTAP’s relationship with NASA to surface new, federally funded technologies.

The project: A PennTAP small business mentoring program with several regional economic development organizations and venture capitalists provided an opportunity to initiate a technology-sourcing project for MSA.

The project: The PennTAP specialist visited each of the PMHA hospitals, analyzed their current information technology infrastructure, and developed a strategy for creating a secure and cost-effective data network.

The need: Pennsylvania Mountains Healthcare Alliance (PMHA) member hospitals needed a central data network linking all of the hospitals. Developing a grant proposal for the Federal Communications Commission (FCC) “Rural Health Care Pilot Program” was a key first step for which they needed help.

PennTAP connection: John Blasdell, Penn State DuBois Continuing Education, suggested that a PennTAP information technology specialist could help PMHA’s small staff tackle the extensive technological requirements for successful networking between their member hospitals.

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The outcome: The grant application is pending FCC review. The first-year project cost is estimated at about $800,000. Annual cost savings are conservatively projected at $200,000. Full implementation is expected to yield a three-year payback by allowing the hospitals to share the critical specialist’s expertise via the dedicated network.

Pennsylvania Mountains Healthcare Alliance

County: Clearfield
Employees: 5
Industry: Health care

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The assistance I received from PennTAP to correctly develop our MSDS was invaluable. We have serious sales pending now. PennTAP has been the most valuable service we’ve received from Pennsylvania business development organizations to date!

—Douglas Spatz, EyeOn, LLC

Pandya, Inc.

County: Cambria

Employees: 5–9

Industry: Manufacturing

The need: Pandya, Inc., in Johnstown, Pennsylvania, was looking to expand its Green Products Division in order to increase its capacity to process saw dust and post-consumer plastics into new plastic-wood composites. As a result, the company was looking for assistance with market research, production efficiency, and product testing to determine the materials’ physical characteristics.

PennTAP connection: PennTAP provided expertise from several in-house specialists and enlisted input from Penn State’s School of Forest Resources and Plastic’s Technology Center, and the Pennsylvania Recycling Markets Center.

The project: PennTAP provided guidance and connections for testing product characteristics, and submitted letters of support for grant applications to increase the recycling of post-consumer plastics and woody residue into wood-plastic composite lumber for exterior applications.

The outcome: As a direct result of PennTAP’s assistance, the company purchased additional extrusion and wash lines and increased its sales due to new products and increased capacity. The resulting economic impact was more than $433,000, and two new jobs were created.

Kaiden Healthcare Management, LLC

County: Chester

Employees: 1–4

Industry: Health care

The need: Kaiden Healthcare Management, LLC, in Elkins, Pennsylvania, is an early-stage company; it needed a professional Web site to assist in marketing its services.

PennTAP connection: The PennTAP technical specialist met the owner of Kaiden at an American College of Healthcare Executives networking event.

The project: Shortly after meeting the specialist, Sue Kaiden contacted PennTAP to discuss setting up a Web site for the new business. PennTAP developed a set of criteria for the site and sent a request for quote (RFQ) to four Web developers. Four responses were received and reviewed with the client. After checking references and viewing the sample Web sites, Kaiden hired one of the suggested vendors to complete the Web site.

The outcome: The client indicated a benefit of $18,400 through time savings, cost avoidance, and increased sales.
2007 Annual Report
Helping businesses compete since 1965

For assistance or further information, contact PennTAP by e-mail or phone: penntap@psu.edu, 814-865-0427. Visit us on the Web: www.penntap.psu.edu

Partnering for Pennsylvania’s Success

Altoona–Blair County Development Corporation
Ben Franklin Technology Development Authority
Ben Franklin Technology Partners
Berks County Workforce Investment Board
Catalyst Connection
Delaware Valley Industrial Resource Center
eBizITPA
Electrotechnology Applications Center at Northampton Community College
Executive Pulse
Food Manufacturers Consortium
Hazleton CAN BE
Industrial Modernization Center
Innovation Partnership
Innovation Philadelphia
Keystone Innovation Zones
Lancaster County Workforce Investment Board
Lehigh Valley Economic Development Corporation
MANTEC, Inc.
Manufacturers Resource Center
MidAtlantic Trade Adjustment Assistance Center
NASA
North Central Regional Planning and Development Commission
Northeastern Pennsylvania Alliance/Penn’s Northeast
Northeastern Pennsylvania Industrial Resource Center
Northern Tier Regional Planning and Development Commission
Northwest Pennsylvania Industrial Resource Center
Northwest Pennsylvania Regional Planning and Development Commission
Oil Region Alliance
PA SourceNet
Penn State Continuing Education
Penn State Extension
Penn State Outreach
Pennsylvania Business Retention and Expansion Program
Pennsylvania Department of Agriculture
Pennsylvania Department of Community and Economic Development
Pennsylvania Department of Environmental Protection
Pennsylvania Hardwoods Development Council, Pennsylvania Department of Agriculture
Pennsylvania Recycling Markets Center
Pennsylvania Small Business Development Centers
The Pennsylvania State University
Pennsylvania Workforce Investment Boards
Plastics SourceNet
Plastics Technology Center
Procurement Technical Assistance Center
Research Triangle Institute
SEDA—Council of Governments
South Central Workforce Investment Board
Southcentral Team Pennsylvania, Inc.
Southern Alleghenies Planning and Development Commission
Southwestern Pennsylvania Commission
Team Pennsylvania Foundation
Technology Commercialization Center, Inc.
U.S. Department of Agriculture—Wood Education and Resource Center
U.S. Economic Development Administration
Yellowcakes.net

PennTAP Services
We provide assistance regarding:

Advanced Information Technology
Energy
Environmental Health and Safety
Food Industry
Health Care
New Product Development