

Penn State hosts workshop on 'business retention'

UNIVERSITY PARK — Business retention, a new concept in community-based economic planning, is proving to be a positive factor in Pennsylvania's economic recovery.

For Feb. 6 and 7, local community development planners, business consultants, extension staff and industry leaders involved in economic development can attend a workshop on how to

establish business retention and expansion programs in their areas.

"So far, 18 states have successfully established business retention programs and just recently a few individual communities have initiated similar programs in Pennsylvania," says William Gillis, community economist for the Penn State Cooperative Extension Service and coordinator of the workshop.

"The Cambria County retention program has been compared to the United Way principle of pooling community resources."

Key to business retention programs is a series of on-site visits by a team of volunteer business and community leaders. They help local firms evaluate their needs and put them in touch with regional resources such as local governments, state agencies and university partnership programs.

The February workshop will focus on training visiting teams to evaluate local industry in a community context. It will also help participants assess expansion opportunities within their region.

"Business retention programs are a whole new way of looking at the support package for local industry," says Gillis. "Because they are based on community

strengths and weaknesses, retention programs become a motivating force toward solving a host of community problems and capitalizing on community assets," he says.

George Morris, an extension economist at the Ohio State University and a pioneer of business retention programs, will give the keynote talk, "Tips on Getting Started."

Robert Spaulding, manager of customer community services, Jim Bates, community service manager, and Jim McCracken, rural affairs consultant for the Pennsylvania Electric Company will conduct a workshop session on managing consulting loads.

An industrial development director and an extension agent from Mercer County, Ohio, will conduct an electronic session on their successful business retention program and consultants from the Bell System will discuss other programs now in operation.

Gillis will present a session on the link between business retention and downtown revitalization. Moderating discussion panels will be Cambria County extension agent Ron Hostetler and extension community resource development agent Marshall Spayd. Richard E. Phillips, acting associate director of the Penn State Cooperative Extension Service, will give the welcoming address.

"This community problem-solving approach to local economic development has great potential for Pennsylvania," says Gillis. "Pennsylvania communities have established a tradition of regional cooperation. And that's just what can make business retention

programs work."

The workshop at Penn State's University Park campus is co-sponsored by the Penn State Cooperative Extension Service and

the Pennsylvania Electric Company.

For details on the business retention workshop, contact William R. Gillis, assistant

professor of agricultural economics, The Pennsylvania State University, 1 Weaver Building, University Park, Pa., 16802, phone: (814) 865-2561.

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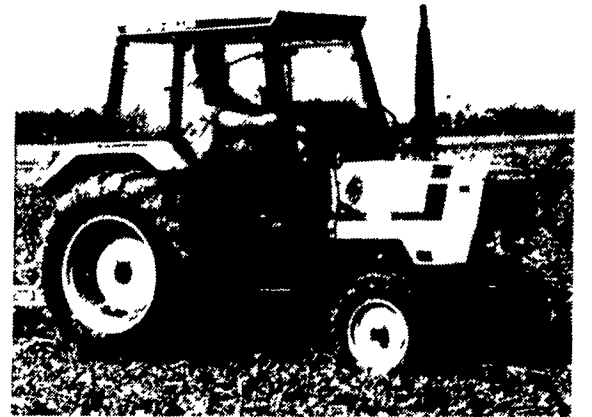
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When washing a down-filled garment use warm — never hot — water, and a mild soap, says Greta C. Vairo, Extension Home Economist with the Penn State Extension Service. Whether you wash the garment by hand or on the delicate cycle of your washing machine, submerge it, then squeeze it for several minutes to make sure all the air has been pushed out. Handle the garment carefully and never wring or twist it.

Proper rinsing is very important. Any soap or detergent not rinsed out will cause the down to clump together and will reduce its insulating ability. The weight of a wet filling can strain or tear seams and even force the down through the fabric, so lift it out of the wash tub very carefully.

The easiest way to dry your down garment is in a dryer. Use a medium heat setting. Add two or three clean bath towels to absorb moisture and a clean pair of tennis shoes to break up the clumps of down as the dryer drum rotates. It will probably take several cycles to dry the garment completely.

Be sure there is no moisture left because down can mildew if it stays damp too long. You can also dry a down garment outdoors on a warm, dry day. Drape it over several drying

lines to evenly distribute the weight. Check from time to time and fluff the matted clumps with your fingers. Total drying may take several days.

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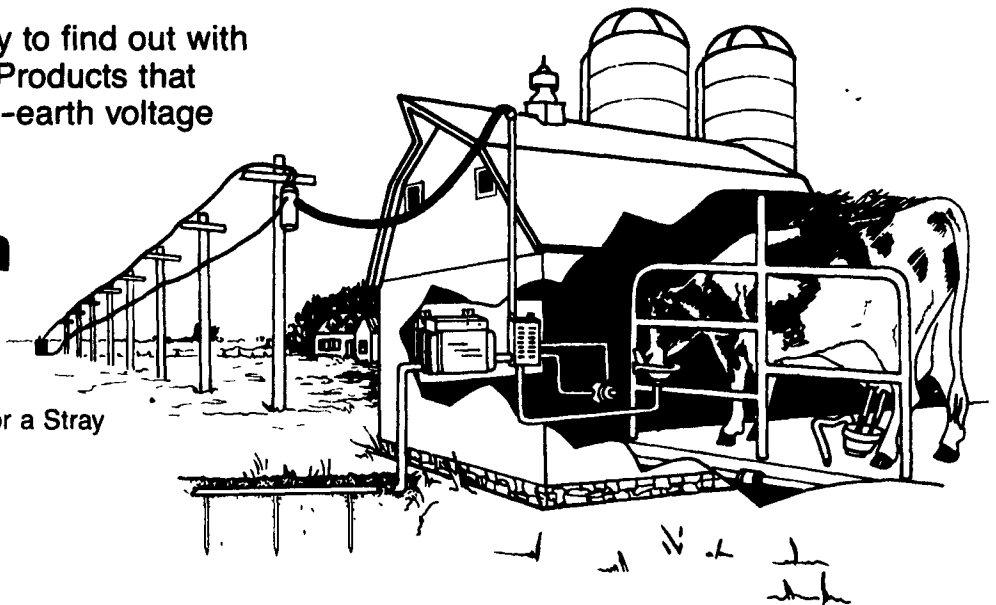
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