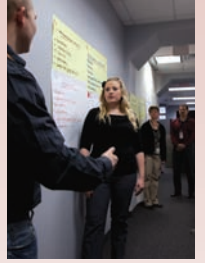


Business



Spring 2011

MATTERS IN CAMBRIA COUNTY PENNSYLVANIA

Eric Gutskey and Justin Rowe operate the Rotary Rinser at Pepsi's Richland plant.



Pepsi Beverages Company

Pepsi is a familiar name in our region, not only because of the many products we see on store shelves, but also for the very visible presence the company has in the communities it serves. Originally known as Tulip Bottling in downtown Johnstown, the company moved to its current location on Allenbill Drive in Richland Township in 1977. It has been a dedicated Pepsi facility since 1998. Pepsi's Laurel Packaging facility on nearby Industrial Park Road opened in 1969 and was one of the Johnstown Industrial Park's first tenants.

"The industrial park's location is convenient. It helps us manufacture, sell and effectively serve more than 1,600 customers in Cambria, Indiana, Jefferson, Armstrong, Blair, and Somerset Counties," said Robert Gaydos, Plant Manager, Pepsi Beverages Company Johnstown.

Now formally known as Pepsi Beverages Company (PBC), PBC Johnstown has three facilities that occupy a combined 327,655 square feet of warehouse, production, manufacturing and sales space. Together, the operation will produce 55 million cases of product this year—everything from Pepsi, Diet Pepsi, Mountain Dew, and Sierra Mist to Mug Root Beer, Lipton teas, and Aquafina Water. The Johnstown facilities also distribute additional PepsiCo products manufactured at other locations. PBC Johnstown's workforce—500 people strong—continues to be a critical factor of its longevity and success, according to Gaydos.

**Inside this issue: MedcomSoft...Home Nursing Agency...Kitron, Inc....Three Wire Systems...
CaerVision Corporation...JARI/CCIDC**

“Giving back to the community is part of the Pepsi Spirit.”

ROBERT GAYDOS, PLANT MANAGER
PEPSI BEVERAGES COMPANY, JOHNSTOWN

(Continued from Page 1)

“Many of the employees at our Johnstown facility have long tenures with the company,” he explained. “They also reinforce PepsiCo’s commitment to ‘Performance with Purpose’ through their involvement in community events and programs, including grant donations that support the local Cambria County community.”

‘Performance with Purpose’ is PepsiCo’s dedication to delivering sustainable growth by investing in a healthier future for people and the planet. To that end, PBC employees have donated hundreds of hours of service and thousands of dollars in product to support local events, programs and organizations. Since 2010, PBC Johnstown’s “Casual for a Cause” program donated more than \$10,000 to local community organizations, programs and causes. The program allows employees to wear

jeans to work on Fridays in exchange for making personal financial contributions to charity. Last year, the Johnstown facility also awarded a \$1,000 Pepsi Refresh Project grant to the Special Olympics of PA/Cambria County to provide transportation, uniforms and equipment for local athletes.

That same dedication to ‘Performance with Purpose’ can be found on the job as well. In 2008, the Johnstown PBC facility added “blow molding” capability to its production. Bottle material arrives in collapsed pre-forms, and bottles are created using air that blows the plastic into the shape of the bottle.

“This process saves on transportation, since one truckload of pre-forms is equivalent to seven loads of pre-made empty bottles,” Gaydos explained. “Blow molding allows the facility to be more green by limiting the carbon emissions created by transporting empty bottles.”

PBC Johnstown has also significantly reduced its water consumption over the past five years, recycles 93 percent of its total waste stream, and carefully tracks electricity usage by putting low-traffic building areas on light sensors and limiting climate control, Gaydos added.

“Giving back to the community is part of the Pepsi Spirit,” he said.

For more information about Pepsi Beverages Company, visit www.pepsico.com or call PBC Johnstown at 814.266.6005.

Chris Butler and Plant Manager Bob Gaydos inspect a bottle formed in the plant’s Blow Molding Room.



MedcomSoft

Health information technology (IT) such as electronic medical records (EMR) and electronic or e-prescribing systems are coming to a doctor's office near you. The federal government has mandated it. Stage one of the HITECH (Health Information Technology for Economic and Clinical Health) Act incentive plan began January 1, 2011. The plan's five-year adoption schedule means physicians, hospitals, and other health care professionals have until 2015 to demonstrate meaningful use of certified EMR technology in their practice management or risk being penalized with decreased Medicare reimbursement. Conversely, the sooner providers comply with the requirements, the more incentive money they stand to gain—up to \$44,000 spread out over five years.

“Nobody has a work ethic or a drive to want to learn like people do around here.”

SHAWN LONG, CEO, MEDCOMSOFT

Founded in 1994 in Cambria County, MedcomSoft recognized the inefficiencies of traditional medical practice management. In 2008, the company set out to augment its practice management software with a health IT solution that today is ranked among the best in the nation by KLAS Research, an independent research firm dedicated to improving healthcare technology by impartial evaluation of vendor performance.

“Our EMR software package, MedcomSoft Record v5.0, is rated number one in the 1 to 5 doc group in the country, which is about 80 percent of the market,” explained Shawn Long, CEO of MedcomSoft.

MedcomSoft Record v5.0, which is certified by the Office of the National Coordinator for Health Information Technology (ONC), enables healthcare providers to use a single platform to achieve automation of the majority of tasks required for management of their practices and patients—everything from advanced EMR, Practice Management, and Document Management Systems to tools for coding and compliance checking, patient education, and a patient portal.

Widely considered a leader in Electronic Medical Record and Practice Management Software, MedcomSoft serves clients in 22 states. The company is in the process of moving from a 5,000 square-foot work space in Mundys Corner to a 15,000 square-foot custom-built facility in the Cambria County Industrial Park.

“We knew we were outgrowing the building we were in. We have a staff of 24 people, and we had basically maxed out that



Richard Sukenik and MedcomSoft CEO Shawn Long discuss the servers at the company's new Ebensburg facility.

space. It worked, but it wasn't conducive to expansion,” Long said. “Our new facility is set up for 97 with room to grow.”

The new MedcomSoft headquarters is strategically located in the cloverleaf of State Routes 219 and 22, which is convenient for employees who commute from every direction, south from Johnstown, east from State College and west from Blairsville. But shortened travel time was not the only attraction.

“Route 22 has a main Level 3 fiber optics backbone that runs from Philadelphia to Pittsburgh, which is geographically correct for build out of our fiber optics connection—a fundamental component of deployment of our software,” noted Long.

A Johnstown native, Long decided early on to operate his business right here from home. With assistance from the Cambria County Industrial Development Corporation with site selection and workforce development and training resources from JARI, MedcomSoft has assembled a team of highly skilled staff that Long said rivals any in the nation.

“I've been all over the country,” he said, “everywhere from big cities to small towns, and nobody has a work ethic or a drive to want to learn like people do around here.”

For more information about MedcomSoft, visit www.medcomsoft.com or call 877.246.5119.



Home Nursing Agency

Faced with the uncertainty of federal health care reform and its impact on home health care, hospice and behavioral health and wellness services, Home Nursing Agency has been proactive in its approach to meet head on whatever changes lay ahead. One of the most recognizable names in the home health and hospice fields in west central Pennsylvania, Home Nursing Agency has been caring for individuals and families since 1968. Now it has positioned itself to become the leading post-acute care management organization in the region.

“With health care reform, the goals of hospitals and other post-acute care facilities are going to center around two primary objectives. Keeping emergent care rates down or as low as possible and reducing incidence of acute re-hospitalization,” explained Nicole Fedeli-Turiano, director of legislative affairs and corporate communications for Home Nursing Agency. “Those are the two things that hospitals and other acute care entities will be measured on by The Centers for Medicare and Medicaid Services (CMS).”

Offering a true continuum of care by serving all ages throughout 13 counties, Home Nursing Agency has the staff, programs, training initiatives, and technology to help its health care partners achieve those goals, according to John Akers, administrator of the agency’s Cambria-Somerset operations. Over the past year, Home Nursing Agency has invested a great deal of time and resources into Point-of-Care Technology—Point-of-Care meaning patient care delivered immediately and conveniently to the patient at home, ensuring efficiency and optimal clinical outcomes.

At Home Nursing Agency, each field clinician has a personal computer that enables any staff member to easily access up-to-date information such as clinical notes and current medications of any patient, helping to maintain continuity of care. New in 2011, the agency partnered with Saint Francis University’s Center for Remote and Medically Under-Served Areas (CERMUSA) on an innovative wound care protocol.

“When we are in a patient’s home, we are able to take a picture of the wound and transmit that over secure lines to one of our specialists who can interpret and look at the wound and consult with the nurse in the home to deliver the necessary care,” said Akers, who noted that the Agency was selected as ‘Agency of the Month’ by the Home Health Quality Improvement (HHQI) National Campaign, an effort spearheaded by CMS. To be considered for this designation, an agency must be around the 90th percentile in the acute care hospitalization rate and/or oral medication rate categories. HHQI is a national initiative across the home health care setting to reduce both avoidable hospitalizations and improve the management of oral medications.

With its headquarters in Blair County, Home Nursing Agency’s more than 1,000 health care professionals made 448,000 home visits and traveled more than five million miles through the region last year—61,000 visits in Cambria and Somerset



Occupational Therapist Ben Kirsch visits a patient at an area home. Facing inclement weather is another part of the job for Home Nursing Agency staff.

Counties alone. Housed in a two-story landmark building along route 22 in Ebensburg, the agency's Cambria County facility is home to 85 employees that deliver services ranging from Home Health Care, Hospice and Palliative Care to Private Duty Home Care and Adult Day Services, including an adult day center in downtown Johnstown, and one in Ebensburg. Other specialty services include Children/Adolescent/Adult Behavioral Health Services, WIC Nutritional and Educational Program, and Healing Patch: A Center for Loss and Hope for Grieving Children and Their Families.

Started in 2007, Healing Patch was developed to meet a growing need for specialized grief services for children, and receives support from the Home Nursing Agency Foundation and Highmark's Healthy High 5. Similarly, in 2007 Home Nursing Agency responded to a need for mentoring first time mothers through home visits by collaborating with The Family Resource Initiative Collaborative Board, specifically the Communities That Care and the Family Center to expand the agency's Nurse-Family Partnership® program into Cambria.

Ever evolving to meet community needs, Home Nursing Agency opened two new branch locations in Somerset and Indiana Counties in 2011 to ensure field clinicians spend more time engaged in patient care and less time on the road. Fedeli-Turiano noted the agency's attention to travel time is one of many reasons Home Nursing Agency is consistently named among the Best Places to Work in Pennsylvania.

“We are able to take a picture of the wound and transmit that over secure lines to one of our specialists.”

JOHN AKERS, ADMINISTRATOR
CAMBRIA-SOMERSET HOME NURSING AGENCIES

Meantime, Home Nursing Agency officials continue to invest many hours in travel themselves, visiting Harrisburg and Washington, D.C. on a quarterly basis. They communicate regularly with U.S. Representatives Mark Critz and Bill Shuster to make them aware of how health care reform may impact home health care, hospice, and behavioral health services to their constituents.

“And they have both been very supportive of us, recognizing that what we do to help people remain independent and at home as long as possible should be sustained,” said Fedeli-Turiano.

To learn more about Home Nursing Agency, visit www.homenursingagency.com or call 1.800.445.6262.



Kitron, Inc.

Over the past two years, Scandinavia's leading Electronic Manufacturing Services (EMS) company, Kitron, Inc., has gone from operating in Norway, Sweden, and Lithuania to opening additional sites in Germany, China, and the United States. The lone American facility came to the JARI Center for Business Development in Richland Township in October 2010. The expansion was part of the company's strategic plan to broaden its global footprint by better serving existing customers and exploring and establishing new business relationships around the world. Johnstown quickly emerged as a choice location.

“Our Norwegian colleagues have been very impressed with the dedication of the workforce in Johnstown. Buildings, tools, and materials can be located anywhere. Our people are our true assets.”

MIKE NICOLETTI, OPERATIONS MANAGER
KITRON, JOHNSTOWN

One of Kitron's major customers, Kongsberg Defense Corporation, is here in Johnstown. In addition, the company does business with Lockheed Martin and General Dynamics, which also have facilities in the area,” explained Mike Nicoletti, operations manager of Kitron's Johnstown facility.

Kitron, which is based in Norway, develops, manufactures, and maintains electronic assemblies, subassemblies and circuit boards for customers in a half-dozen global markets including Data/Telecommunications, Energy, Medical Equipment, Defense/Aerospace, Industry, and Offshore/ Marine. JARI was instrumental in not only recruiting the company, but also assisted with everything from site selection and interviewing prospective employees to connecting Kitron with essential business contacts.

“JARI was able to put the Norwegians, people that were unfamiliar with the U.S. let alone Johnstown, in contact with construction companies, utilities, logistics people, legal representation, human resources, and accounting,” Nicoletti explained.

Worldwide, Kitron employs 1,100 people, 14 of whom work at Kitron's 21,500 square-foot manufacturing facility in Johnstown. The site allows the company room to grow and is conveniently located near the John Murtha Johnstown

Cambria County Airport. The plant constructs control panels for PROTECTOR Remote Weapons Stations used by the U.S. Army and U.S. Marines in combat in Afghanistan and Iraq. But Nicoletti noted the Johnstown location will not be limited to defense work.

“We plan a substantial but controlled growth over the next 12 to 18 months, bringing in additional customers and product lines,” he said.

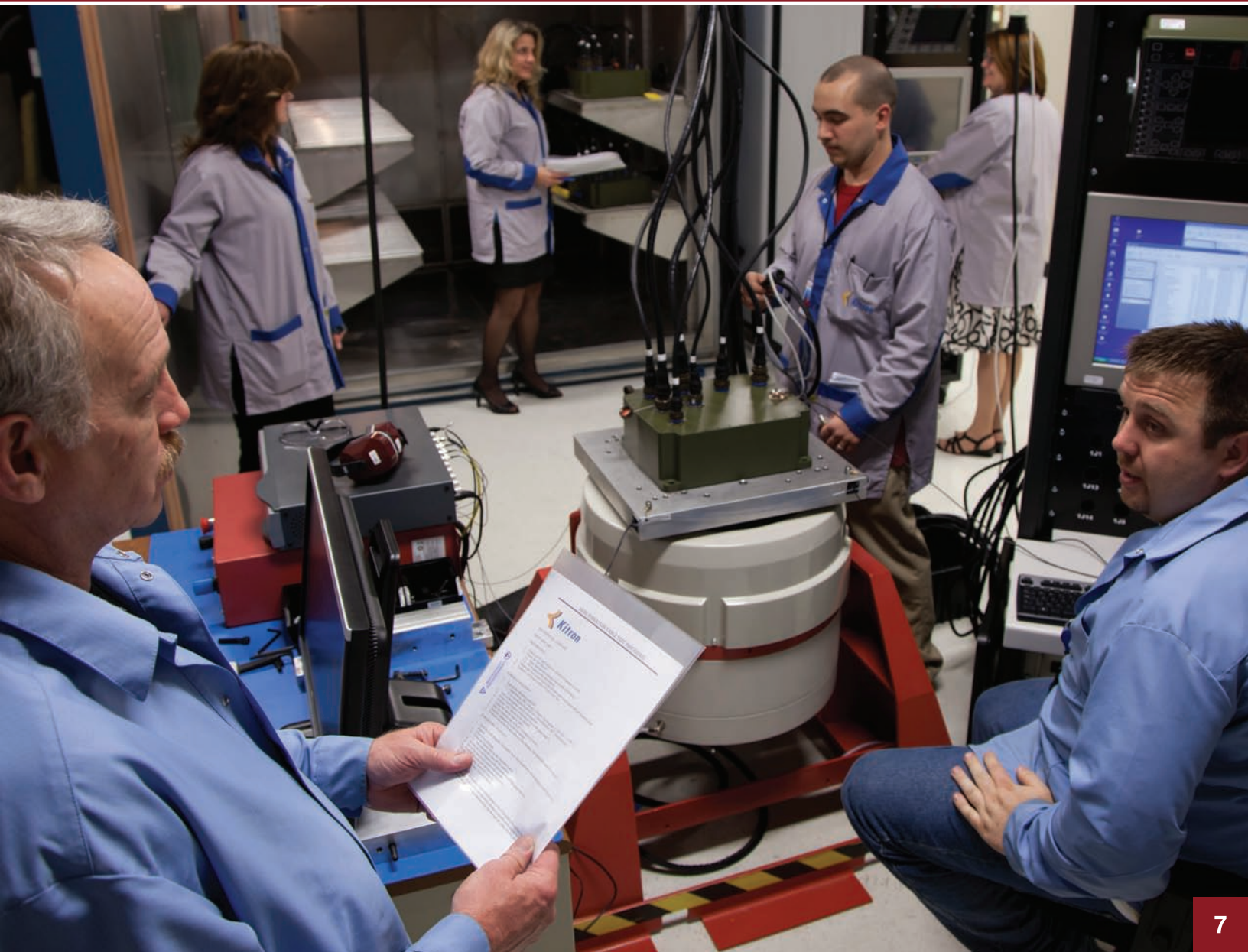
In only seven months, the Johnstown workforce has proven to be highly skilled and versatile. Kitron is a company that invests substantial training time in its employees to ensure a consistent, high-quality output. Nicoletti anticipated that employees in Johnstown will ultimately spend 20 percent of their time engaged in training.

“Our Norwegian colleagues have been very impressed with the dedication of the workforce in Johnstown,” said Nicoletti. “Buildings, tools, and materials can be located anywhere. Our people are our true assets.”

Future expansion for Kitron’s U.S. operation will include electronics work for the health care and energy industries. Kitron manufactures controls and measurement devices for cranes used in the production of oil and natural gas, monitoring and sensing equipment in European Smart Cars, EKG machines and electronic components, respirators and ventilators.

For more information about Kitron, Inc., visit www.kitron.com or call 814.619.0523.

Members of the Kitron Inc. team prepare for environmental testing on units in production at the newly renovated Johnstown facility. From left to right, Jeff Hill, Kimberly Smith, Kathleen Willason, Nathan Goggin, Denise Riek-Slagle, Charles Oshall.



Three Wire Systems, LLC

Its slogan is “Technology to Guide You.” But that applies to more than just Three Wire Systems’ information technology clients. Based in Falls Church, Virginia, Three Wire provides national defense and federal civilian agencies with systems integration services ranging from IT Service Management, Mobile Device Management, and Cyber Security to Infrastructure and Virtual Collaboration solutions.

With the launching of the VetAdvisor® Program in 2007, Three Wire Systems expanded its focus to include health, wellness, and career coaching to veterans and service members. Three Wire’s founder and managing partner, Dan Frank, a service disabled veteran, was determined to give back to his fellow veterans. Today the division, now known as VetAdvisor® Services, coordinates and delivers a range of peer support and coaching services to thousands of veterans across the country.

Vice President Jennifer Roseman-Farabaugh and Nichole Streepy review plans for the expansion of VetAdvisor®.



“We use different types of technology to support a coaching methodology that’s designed for self-management.”

JENNIFER ROSEMAN-FARABAUGH, VICE PRESIDENT
THREE WIRE SYSTEM’S VETADVISOR® SERVICES

“The way we do that is through an integrated communications platform. We use different types of technology to support a coaching methodology that’s designed for patient self-management,” explained Jennifer Roseman-Farabaugh, vice president of Three Wire System’s VetAdvisor® Services. “We reach out to veterans through a virtual environment, telephonically, secure messaging via e-mail, video and web portal—whatever technology is necessary to provide veterans with the right care in the right place at the right time.”

VetAdvisor® augments the U.S. Department of Veterans Affairs’ Patient Aligned Care Team model by promoting flexible scheduling to ensure convenient meeting times, eliminating travel time, and affording veterans the privacy of accessing services in their own homes. Thus far, the coaching program, which emphasizes support, education, advocacy, and skills building, has reached nearly 9,000 veterans.

“A lot of veterans and service members prefer to use technology rather than come to an office and sit with somebody, and they can do that from their homes,” said Roseman-Farabaugh.

Housed in a 6,000 square-foot suite of offices in Ebensburg, VetAdvisor® Services has tripled its staff since opening its doors in 2009. In fact, the Ebensburg field office boasts the largest workforce among the company’s four locations in Virginia, Pennsylvania, Colorado, and Texas. And Roseman-Farabaugh noted JARI’s role in making that happen.

“JARI has supported us in almost every facet of workforce development, not only from a people standpoint, but also from an infrastructure standpoint. In addition, its staff provided expertise in understanding and identifying potential government contracting opportunities,” she explained.

VetAdvisor® has grown so rapidly that the field office expects to occupy another 2,000 square feet, virtually the entire floor of the building it calls home, by September 1. The expansion will coincide with the addition of 31 more employees, according to Roseman-Farabaugh, bringing the division’s total staff to 49.

To learn more about Three Wire Systems and VetAdvisor® Services, visit www.threewiresys.com or call 814.846.4664.



CaerVision Corporation

It's something every patient has come to expect—passing time in the doctor's office until your name is called. But instead of relying solely on stacks of magazines to help people bide their time, a growing number of physicians are turning to new digital media technology to educate patients while they wait.

“When people wait in a waiting room, they often feel their time is being wasted. But when you're receiving valuable information, you don't feel as if you've been waiting so long,” explained Jack Zhang, CEO and president of CaerVision Corporation. CaerVision delivers customized health education programming to physician offices throughout North America. In addition to promoting health and wellness knowledge among patients, CaerVision's customized digital media networks can help physicians save time by not having to repeat certain health tips or information countless times during the day. The networks also serve as an effective in-office marketing tool for new services or products.

Headquartered in Frederick, Maryland, the five-year-old company held a ribbon cutting January 3, 2011 in Johnstown for its new customer service center. CaerVision was seeking a location relatively close to its home office but where people did not have a distinctive accent. Johnstown offered that—and more. Johnstown is categorized as a targeted employment zone, and that enabled CaerVision to participate in the federal government's EB-5 Immigrant Investor Program.

“In Johnstown, the EB-5 designation will help us attract international investment from anywhere outside of the United States,” said Zhang. “And those investors benefit both economically from company profits and by receiving an immigrant visa to conduct business freely in the U.S.”

Zhang said JARI and its assistance with the company's EB-5 status, site selection, and workforce development was instrumental to CaerVision's expansion.

“Without JARI, we would not be here,” Zhang said. “JARI helped us to understand and know Johnstown, and we have the confidence that we have a local partner that will support us in navigating the surrounding business community, as well as government and regulatory agencies.”

To date, the Johnstown office, which operates from a 2,500 square-foot space in Pasquerilla Plaza, has a dozen employees, most of whom were hired as a result of a joint venture of CaerVision and an individual investor from outside the country. All of the hires were from the Johnstown-Cambria County area.

“I have been extremely pleased with the people we've been able to bring on board thus far, with their quality of education, experience and willingness to learn,” said Alayna Allen, director of operations at CaerVision's Johnstown office.

Employees include account service managers, network technical support representatives, and creative staff responsible

(Continued from Page 9)

for digital media and multimedia content. CaerVision currently offers active networks for more than a half-dozen healthcare fields including Allergy and Asthma, Chiropractic, Veterinary, Cosmetic, Dermatology, Dental, and Podiatry. Zhang explained that generally one service representative is needed for every 100 screens, and CaerVision expects its Johnstown office to manage about 10,000.

“So we anticipate adding 100 employees over the next two to three years,” Zhang said.

In fact, Allen added that the Johnstown operation is growing so rapidly that it plans to spread out into a larger 3,000 square-foot space in Pasquerilla Plaza where it can continue to grow.

For more information about CaerVision, visit www.caervision.com or call 888.841.2237.

“Without JARI, we would not be here. JARI helped us to understand and know Johnstown, and we have the confidence that we have a local partner that will support us.”

JACK ZHANG, CEO AND PRESIDENT
CAERVISION CORPORATION

Congressman Mark Critz speaks with attendees of the January 3, 2011 CaerVision ribbon cutting.



JARI/CCIDC

Although undeniably slow going, recovery from the nation's recession appears to be inching forward. And the Cambria-Somerset region is no exception. The recent Cambria County Job Fair sponsored in part by Johnstown Area Regional Industries (JARI) offered a welcome ray of hope that an economic turnaround has begun.

"We saw a record number of employers come to that event with job openings, and that was an encouraging sign that more companies are feeling good about hiring and bringing on new employees," said Linda Thomson, president of JARI. "Last year at this time, we did not have that."

Sixty-five employers with hundreds of job openings participated in the fair, which attracted more than 500 job seekers. While the conservative approach is admittedly still the Modus Operandi for many businesses, response to the job fair demonstrated a cautious optimism that's spreading.

"You can always tell when you're coming out of an economic downturn such as this because you begin to see projects starting that had been put on hold prior to the downturn," explained Ken Mesko, executive director of Cambria County Industrial Development Corporation (CCIDC). "And we are anticipating that a number of projects that had been in the design/planning phase will move forward."

JARI spent much of the past two years creating new opportunities for businesses to not only help them through the recession, but also help them emerge stronger and with added resources. For example, a recently formed Shale Gas Consortium aims to better position local companies to compete for growing Marcellus shale business. Small companies that need extra help with financing were able to access new lending sources through JARI's sister agency, Johnstown Industrial Development Corporation (JIDC). JIDC created a separate loan pool from in-house funds and partnered with the Small Business Administration to become a microlender.

JARI's procurement technical assistance staff is currently working with 10 mentor/protégé teams in a new program that pairs companies experienced in defense procurement with companies that are unfamiliar with the process. In addition, new networking opportunities are bringing defense-related companies together on a regular basis to learn more about each other's capabilities.

"It's a way for our region to become even more cohesive in how we help each other look for business opportunities," Thomson said.

The 2011 Showcase for Commerce will also feature a new component this year. A Program Executive Officer Briefing will bring in high-level program officers for major procurement initiatives to talk with local companies about specific program areas and how to work within the supply chain for each program.

JARI and CCIDC—Allies for Our Region's Businesses

Each day, we put our knowledge and talent to work, helping companies in the Cambria/Somerset region do business better.

-  **Affordable Lease Space**
-  **Business Development**
-  **Business/Industrial Park Sites**
-  **Financing Packages**
-  **Procurement Technical Assistance Center**
-  **Site Assistance**
-  **Workforce Development**

Meantime, the region boasts plentiful land for development of new business and expansion of existing companies. Both JARI and CCIDC have shovel-ready sites in their respective business and industrial parks. The Johnstown Business Park, Phases I and II, has more than 80 acres available for development. The Cambria County Industrial Park's North and South Parks have a combined 60 acres ready for construction. Another 148 acres will eventually open up as part of a South Park extension.

"If you use an hour's drive scenario, the Cambria County Industrial Park reaches a population of well over a million people," Mesko explained, adding that CCIDC plans to add a campus-style business incubator to the park. The first building will likely be about 15,000 square feet and will include finished and unfinished space. The project will also feature traditional multi-tenant space and business incubator services in partnership with Saint Francis University. Preliminary plans call for construction to begin in spring of 2012.

"The Cambria-Somerset area has really held its own during this recession. The diversification and the strategy that our region has had over the last 20 years have paid off," Thomson said.

To learn more about JARI and JIDC, visit www.jari.com or call 814.535.8675. For information about CCIDC, visit www.cambriacountypa.org or call 814.472.7420.

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GROWING OUR REGION

Cambria County Industrial Parks

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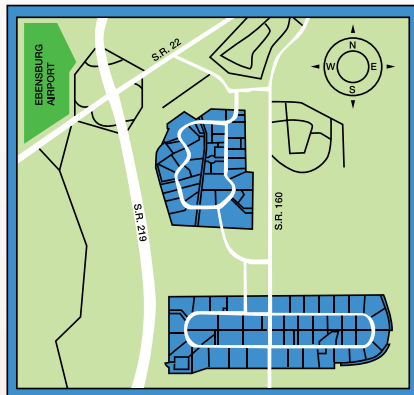
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Ebensburg.

Utilities:

Fiber optics, natural gas,
electricity, municipal water and
sewage on site.

Advantages:

- One-half mile from the
Ebensburg Airport and 17
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Johnstown Cambria
County Airport.
- The site is strategically
located close to
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