

# The Complex Connection



## Homestead Furniture

Homestead Furniture’s showroom is located in Nescopeck (seen above) while their inventory warehouse is located in the **B.I.D.A. Complex at 3rd & Oak Streets, Berwick** (photo in body of text).

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## Special points of interest

- **B.I.D.A. Working on a Vanpool Program**
- **B.I.D.A. Assists in a Reentry Program**
- **B.I.D.A. Launches Adopt-A-School Program**
- **Become a B.I.D.A. Member & Learn About Our Organization**
- **B.I.D.A. is now on LinkedIn!**
- **Get to know our three (3) new tenants.**

## Homestead Furniture - 40 Years in Business

**Furnishing Homes Since 1981— Small Business Big on Service.** Mike Vogt, owner of Homestead Furniture is the real deal for entrepreneurs in our region and lives the story that B.I.D.A. is trying to tell. Vogt, served in the Army and returned home in 1977. Vogt was able to travel and visit other areas of our great country and realized, “there’s no place like home”. Berwick was where he returned to start his life and began his life long business by delivering and selling furniture at the age of 25. Vogt assisted the former Miller’s Furniture with their retirement sale, emptied the existing inventory and started Homestead Furniture from scratch. Vogt’s experiences in the military carried over into his business philosophy. “Systems provide outcomes, if you’re not getting the outcomes you want, check your systems”. Vogt has been using this ideology in running his business and it has served him well. Homestead Furniture has been listed in Furniture Today, multiple times, as Beyond the Top 100 in the retail furniture industry. Vogt knows, no matter what happens, “I know my goal everyday is to open the doors and sell furniture, not get bogged down by the ancillary”.

Vogt continues to look at growth and development for his company. Having eight employees, four of which have been with Homestead for thirty years he sees his employees as extended family and wants to provide them with growth opportunities. Homestead has a high-end website that is comparable to the national chains and is set to launch their online purchasing. Within a 30 mile radius of the Berwick/Nescopeck area people can purchase online and receive free delivery. Vogt sees the value in adapting to changing markets, his email tagline reads: “If you don’t like change, you’re going to hate extinction”, author unknown.

Homestead’s showroom is located at: 401 W. 3rd Street, Nescopeck and houses his inventory in the B.I.D.A. Industrial Complex.

<https://www.homesteadfurn.com/> Visit the website to see hours of operation and purchase your new suite online.



## B.I.D.A.'s Employer Roundtable Initiatives

**B.I.D.A.** works with regional employers to identify and develop solutions in the area of workforce development.

The Employer Roundtable is comprised of nearly forty (40) employers from human resource personnel to CEOs. Through these meetings and work sessions, we have created pilot programs that are being implemented today.

These initiatives are:

- \* Adopt-A-School Program
- \* Re-entry Program
- \* Van Pool Program

If your business is interested in participating in our Employer Roundtable Group, please email Amy Shortlidge at [ashortlidge@bida.com](mailto:ashortlidge@bida.com).

This group is open to all employers in the Northeast

### Adopt-A-School Program

Employers adopt a school and become their single point of contact for the entire employer group. Vice versa, our employers become the voice of the group to their respective schools. Creating an efficient and effective way to establish relationships and open a direct line to employment. Schools include secondary, post-secondary and higher educational institutions.

### Re-entry Program

In collaboration with Columbia Montour Chamber of Commerce and Columbia County Probation & Parole Offices we are creating a program to provide opportunities for employment to those individuals re-entering the workforce.

### Van Pool Program

This program is in collaboration with Berwick Borough and Enterprise Rent-A-Car to offer transportation assistance to workers and employers. Presently we are working on logistics to launch in the

## *B.I.D.A. — WE MANUFACTURE SUCCESS!*

## B.I.D.A. Hosts Talen With Town Hall

**B.I.D.A.** recently hosted Talen Energy to present a town hall to residents of Columbia and Lower Luzerne Counties. The event was to provide information on their anticipated Data Center Project in Salem Township. **B.I.D.A.**'s Executive Director, Kelly O'Brien facilitated the evening's event. Ms. O'Brien assembled a diverse panel of industry leaders to ensure that the community received information directly related to the data center and bitcoin mining facilities and what this project means for each sector.

The panel of industry leaders consisted of:

**Legislative**—Mr. Nathan Gerace, Congressman Dan Meuser's Aide

**Education**—Dr. Karl Kapp, Ed.D., Instructional Technology Professor at Bloomsburg University

**Economic Development**—Mr. John L. Augustine III, President / CEO of Penn's Northeast

**Private Industry**—Mr. Michael Miquelez, CEO/President of OPTIMO—IT, LLC.

**Energy**—Ms. Julile LaBella, Senior Director of Regulatory and External Affairs at Talen Energy

To see the recording of the town hall event, check out our website at <https://bida.com/media.html>



## New Member Tour

### B.I.D.A. Provides Tour of Eagles Building & Complex -

B.I.D.A. staff assisted with providing a tour of both the Eagles Building and Industrial Complex for our members. Executive Director, Kelly O'Brien also delivered an informative overview of the organization which included how B.I.D.A. originated, charitable contributions, affiliations and economic development programs and initiatives B.I.D.A. provides today. The new members found the orientation extremely valuable and insightful. This orientation was created to ensure our members are aware of all the work we do. This allows the members to become more involved and actively participate in the organization and its mission.

If you are interested in becoming a B.I.D.A. member and reside in or own a business within the Berwick Area School District's designated geographic area, download, complete and return our membership application which can be found under "Membership Tab" on the website at: <https://bida.com/membership.html>

### B.I.D.A. Added LinkedIn To Our Social Media Resume

#### LinkedIn:

<https://www.linkedin.com/company/berwick-industrial-development-association>

#### Facebook:

@BIDAResourceforBusiness

#### Twitter:

@BerwickIndustr1

#### Instagram:

@berwickindustdevelopment

Follow us on our social media platforms to stay up-to-date with all our programs and events.

Follow Us  
On  
Social Media!



## B.I.D.A. Welcomes New Tenants

B.I.D.A. is happy to announce three new tenants. We have a new tenant in the Eagles Building—**Horizon Bookkeeping Services, LLC** and beginning this new year, **CMSU** (Columbia, Montour, Snyder and Union) Behavioral Health and Developmental Services. We have a new tenant in the Industrial Complex—**Consolidated Freight, LLC**

**Horizon Bookkeeping Services, LLC.** is a professional bookkeeping, payroll and technology services firm that has been skillfully meeting the financial needs of small businesses and nonprofits throughout northeastern and central Pennsylvania since October 2018.

**CMSU** system provides a wide range of mental health, intellectual disability and drug & alcohol services to the citizens of Columbia, Montour, Snyder and Union Counties in the Commonwealth of Pennsylvania.

**Consolidated Freight** is a trucking and freight hauling company from Berwick. Consolidated Freight is owned and operated by Jim Pearson. Mr. Pearson is a freight shipping broker and has been in business in Berwick since 2016.

**B.I.D.A.** is happy to welcome our newest tenants to our facilities and look forward to continuing to watch them grow and prosper.

### B.I.D.A., Rural Business Innovation and First Commonwealth Bank

#### Present a 12-Session Small Business Education Series

**B.I.D.A.** in collaboration with Rural Business Innovation (RBI) and First Commonwealth Bank bring you a series of twelve (12) sessions to help bring tools for success to small business and entrepreneurs.

The sessions are **FREE!**

All sessions are on Tuesdays and will run from 10:00am—11:30am.

#### SESSION SCHEDULE:

**Session 2:** Planning for a Healthy Business—*December 7th*

**Session 3:** Organizational Types & Considerations—*January 4th*

**Session 4:** Record Keeping—*February 1st*

**Session 5:** Time Management—*February 15th*

**Session 6:** Financial Management—*March 8th*

**Session 7:** Risk Management—*March 22nd*

**Session 8:** Managing Cash Flow—*April 12th*

**Session 9:** Credit Reporting—*April 26th*

**Session 10:** Banking Services Available—*To Be Determined*

**Session 11:** Tax Planning & Reporting—*To Be Determined*

**Session 12:** Selling a Small Business & Succession Planning—*To Be Determined*

You can register for these sessions online at: [www.ruralbusinessinnovation.org](http://www.ruralbusinessinnovation.org)

**B.I.D.A.**

The Berwick Industrial Development Association (B.I.D.A.) is committed to improving the economy of the region through marketing and managing its industrial assets, the retention, expansion and recruitment of business and industry; and contributing to community revitalization efforts. The B.I.D.A. will strive to improve quality of life for the residents of Berwick and the surrounding Central and Northeast Pennsylvania regions.



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