

# OUTLOOK

ECONOMIC DEVELOPMENT IN SOUTHERN IDAHO

FALL 2008

## PACKAGING SPECIALTIES OPENS FACILITY IN BURLEY

Packaging Specialties, Inc, a flexographic printer based in Arkansas, has opened a 25,000 square foot facility in Burley. Packaging Specialties prints graphics onto plastic packaging materials and film for national and international food and non-food industries.

Choosing Idaho as the place to build their first western facility was an easy decision for Packaging Specialties. "For several years, we've been looking to expand with a location in the west, specifically looking at three states, with Idaho being one," said Robert Farrell, chief executive officer of Packaging Specialties. "Idaho and the City of Burley had everything we were looking for: an excellent location for our western presence; strong work ethic; and good environment for our people and our business. Burley just shined above the other communities we looked at. We're excited to be a part of this community," he said.

The Burley facility has two presses that will print on plastic coverings and packages for everything from soda, juices, produce, potato chips, cereal, dry goods and meat/chicken products.

"This facility will allow us to better meet the demands of our growing customer base in California, Arizona, Utah, Nevada and Oregon as well as Canada and Mexico," Farrell said.

"Packaging Specialties is a perfect fit for Burley and southern Idaho," said Jan Rogers, executive director of SIEDO. "The company was looking for a location that met their business needs and a community that thrived on a strong traditional value system," Rogers said.



Burley's site allows room for expansion of presses with the initial building equipped to handle three presses. Packaging Specialties hopes to expand by 2009.

"Burley's rural atmosphere offers a strong, hard working employee base with folks who are trainable and willing to learn," said Curt Coulter, vice president of production at Packaging Specialties. "We will provide good jobs and great benefits with plenty of opportunity for growth. We're coming to stay."

Packaging Specialties established in 1974 in Fayetteville, Arkansas also has a facility in Gainesville, Georgia.

## ROBERT WEED PLYWOOD OPENS SECOND IDAHO FACILITY IN TWIN FALLS

Robert Weed Plywood Corporation, a leading manufacturer and supplier of laminated panels and wood products for the RV and manufactured housing industry, has opened a facility in the Jayco Industrial Park.

This is the second Idaho location for Robert Weed, having operated a 40,000 square foot facility in Weiser, ID since April 2007.

"This southern Idaho location gives us the opportunity to better serve our local RV customers – particularly Jayco – as well as our

## REGION'S TWO VALLEYS GET LINKED

Southern Idaho Economic Development Organization (SIEDO) has developed a new logo and marketing strategy that links the region's two valleys – the Magic Valley and Wood River Valley.

Since we started promoting southern Idaho almost eight years ago, the economic development focus has reached beyond just the Magic Valley. We've incorporated the Wood River Valley in our efforts as well, and the new "Valley's of Southern Idaho" will help link these two unique regions to our markets.

By giving readers a quick look and feel for both unique valley's, this slogan lets them place themselves in the area that would be the most advantageous them. Whether a business is looking for upscale manufacturing or an unparalleled lifestyle, within an hour, they can experience both of southern Idaho's valley's.

Keeping the regions marketing message in broader terms gives SIEDO less restriction in working with new businesses considering this area. In the final paragraph of SIEDO's recent ad, it states that "this may be the only place where higher peaks and lower valleys make for the best business in the world."

## ABOUT US

The Southern Idaho Economic Development Organization (SIEDO) was formed in June 2001 as a joint venture of public and private sectors to help diversify and strengthen the local economies of southern Idaho communities. SIEDO: Builds support within the community for economic development and marketing programs; promotes retention and expansion of existing firms; implements a focused, cost-effective marketing plan to attract new firms to the southern Idaho area; and stimulates new startups.

SIEDO positions southern Idaho as a highly desirable location for corporate executives and site consultants to consider. New businesses will also be attracted via various marketing efforts targeting appropriate industries. An easy-to-use web site— [www.southernidaho.org](http://www.southernidaho.org)—allows anyone interested in learning about southern Idaho communities to access valuable information quickly and easily.

Visit our web site at [www.southernidaho.org](http://www.southernidaho.org)

208-324-7408  
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### *“Robert Weed” Continued*

manufactured housing, cargo trailer and horse trailer customers,” said David Weed, president of Robert Weed Plywood Corporation. “While our Weiser facility largely serves our customers in Washington, Oregon, Nampa, Caldwell and Boise, this facility will allow us to better serve customers in the southeastern Idaho and surrounding states.”

The new 50,000 square foot facility manufactures painted and laminated panels, cabinet doors and wrapped profile mouldings.

“The economic development groups in Southern Idaho and the state were a tremendous help in supporting our efforts to find the

right location and right business solution for our expansion,” said Matt Bunner, vice president of operations for Robert Weed.

“Robert Weed is the first operation to open in Jayco’s Industrial Park,” said Jan Rogers, executive director of Southern Idaho Economic Development Organization. “This is an ideal location for suppliers who support the growing RV industry in this region.”

Robert Weed is headquartered in Bristol, Indiana. Founded in 1966 by Robert D. Weed, CEO, the company now operates over 800,000 square feet of manufacturing and distribution facilities in Indiana, Iowa and Idaho.

## PROMOTING ECONOMIC DEVELOPMENT THROUGH WORKFORCE TRAINING

Numerous facts impact a community’s economic development efforts from year to year, requiring organizations to remain flexible in addressing their area’s ever changing employer and employment profiles. Southern Idaho has experienced the need to be more pro-active in joining community forces to better train and maintain a qualified, diversified workforce that will meet business demands.

While efforts at bringing in new and diverse industries to the region have been quite successful, it was just a matter of time before the labor market was not keeping pace with the needs of employers.



Economic diversification has been good for the region’s economies, but the labor market profile has changed dramatically from one based on ag and food processing. Business clusters are emerging in sectors never seen before in the local economy and career/job



choices that didn’t exist less than a decade ago are now present. The influx of new business sectors and advances in technology across the industry spectrum required that southern Idaho take a serious look at how best to transform the workforce pool with tailored education and training of both current and future workers.

To initiate an immediate workforce transformation and slow the workforce slide, southern Idaho kicked-off the Workforce Development Alliance (WDA), an organized and ambitious effort to address the current and future needs of a skilled and ready workforce in the region, all backed by a \$5 million Workforce Innovations in Regional Economic Development (WIRED) USDOL federal grant.

“What we hope to do is change the process and perception of jobs in high demand,” said Brent Tolman, executive director of the WDA. “WDA members will be talking to students and parents to share information about the many jobs available in our area that don’t require a four-year degree. They’ll also work directly with K-12 schools to get students informed and later trained in these fields.”

*Continued on 3*

*“WDA” Continued*

Southern Idaho has a history of successful collaboration among communities, business leaders, city and state government and community organizations. This success has afforded the region significant achievements in economic development. Establishment of the

Workforce Development Alliance is yet another partnership that will further the quality of work and life in this unique Idaho region and help continue the new business success the region has experienced over the last several years.

## WOW LOGISTICS & HILEX POLY EXPAND FACILITIES\*

WOW Logistics recently announced an expansion of their 307,000 square foot Jerome facility in order to meet the growing demands for local industries to store and transport their products to markets.

WOW Logistics is a distribution center containing both dry and multi-temperature refrigerated storage that opened their first out-of-state facility in southern Idaho in 2002.

By adding more than 127,000 feet and employees to this facility, expanding their dry warehouse space will support the growing warehousing needs of their many dairy processing clients, including Glanbia Foods, Jerome Cheese, Brewster Dairy and Dairygold, as well as plastic manufacturer Hilex Poly.

The addition, slated to be completed in September 2008, will bring WOW's facility to a total of 435,450 feet.

According to Chuck Youman, distribution center manager, “We’re building it because of the demand,” he said. “The more the area businesses grow, the more they need to ship products.”



Hilex Poly, one of WOW's customers in Jerome, also recently announced that it will undergo a \$3 million expansion that will add 30 new jobs to its current staff of 115.

The nearly four-year-old facility in Jerome, which produces plastics bags for stores such as Home Depot and Lowe's in the company's western market, was built with room to grow. Mike Schutz, manager of the Jerome plant, said Hilex will install new equipment as part of this expansion

“The machines that we use will require some sort of manufacturing type background or knowledge, so it is likely that we will have to train (the new employees),” Schulz said.

The expansion will provide 35 percent more capacity to the plant's round-the-clock operations.

\* Times News 5/9/08, 8/9/08

## KEYSTONE AUTOMOTIVE OPENS FACILITY IN BURLEY

Burley is now home to Keystone Automotive Operations, Inc. as it opened its 25th receiving and distribution building in June. Burley's 13,000 square foot facility opens with a four-state delivery base — including Idaho, Utah, Montana and Wyoming — and is expected to provide increased service levels to Keystone's existing and new wholesale customers in the region.

“We are very excited that Keystone has chosen Burley for siting their new distribution facility,” said Doug Manning, Burley economic development director. “It was a pleasure working with the company through the decision making process and we will do whatever we can to make this a successful transition into our community.”

## DID YOU KNOW?

Business Plus, a private-sector southern Idaho economic development group, presented a \$40,000 check to High Desert Milk in Burley, based on the creation of more than 40 jobs in the community. High Desert Milk, a processing plant owned by more than a half dozen Mini-Cassia dairies, is the latest addition the expanding food-processing sector of the Magic Valley economy.

Another check for \$40,000 will be presented to DOT Foods, a transportation and warehousing company in Burley, this October at the time of their grand opening. Both businesses represent significant job creation to the Magic Valley manufacturing economy, which continues to boast an unemployment rate of under 4 percent and a stable workforce.

While some sectors, such as services, show some softening in the workforce, food processing employment has grown at more than a 5 percent rate from 2007, as have health care and leisure and hospitality.

Another underlying strong trend is the growth of alternative energy facilities in the region, including wind power, biofuels, geothermal, methane capture and transmission development. It is not a stretch to see the southern Idaho region as a “mini Saudi Arabia” of alternative energy in the years ahead.

For more information or a funding application, call 208-324-7408.

## *“Keystone Automotive” Continued*

Keystone Automotive, headquartered in Pennsylvania, is the largest specialty equipment aftermarket warehouse distributor in North America, and maintains 1.6 million square feet of warehouse space utilizing its network of cross-docks — facilities that both receive and distribute — to deliver product quickly and efficiently to its customer base. Customers are national and local auto parts and accessory stores.

Ed Orzetti, Keystone’s chief executive officer, believes that the Burley cross-dock “Will open new opportunities for our customers and for Keystone. We are excited to be able to extend our superior

delivery capabilities to a total of 46 states now, with Burley being supported by our broad and deep inventory base located in Kansas City, the largest in the Mid-West,” he said.

Keystone utilizes their own fleet of trucks to receive and distribute products.

According to Tony Fordiani, senior vice president of logistics, “Cross-docks are important investments to Keystone and we position them only after careful study and consideration. We believe that Burley will be a great location for us and look forward to building our business in the community.”

## ROCKY MOUNTAIN HARDWARE EXPANDS

Rocky Mountain Hardware, manufacturer of high-end bronze hardware, has constructed a new facility encompassing over 64,000 square feet for their Hailey headquarters.



Rocky Mountain Hardware (RMH), family owned and operated, specializes in bronze architectural hardware for residential and commercial use. With three different manufacturing locations in Idaho respectively for casting of the bronze, preparing the parts and assembly, Hailey’s new facility accommodates the growing market for fine bronze hardware.

Rocky Mountain Hardware is dedicated to continually upgrading their manufacturing equipment and processes to be environmentally friendly and compliant with EPA regulations. In keeping with their “green” way of doing business, the new building received LEED Gold certification from the US Green Building Council (USGBC).

The USGBC LEED® standards, which promote sustainability in design in order to better both environmental and personal well being, were used when designing the company’s new headquarters in Hailey. The new facility promotes not only environmentally sound manufacturing, but also nurtures a green mentality among the company’s employees. To encourage employees to bike to work, and to promote health and fitness, the new facility includes a full gym. Additionally, the company has bicycles available to its staff for their use, and uses hybrid company cars to further support sustainability. The LEED Green Building Rating System™ is the nationally accepted benchmark for the design, construction, and operation of high performance green buildings.

“Protecting our environment is an important factor behind all of our manufacturing processes,” said Christian Nickum, CEO of Rocky Mountain Hardware. “The new building likewise utilizes recycled or renewable sources throughout. We are the first commercial building in the Wood River Valley to have this level of certification.”

To earn LEED certification, a building project must meet certain prerequisites and performance benchmarks (“credits”) within each category. Projects are awarded certified, silver, gold, or platinum certification depending on the number of credits they achieve.

Rocky Mountain Hardware has retail showrooms in Ketchum, Idaho and Jackson, Wyoming. Bronze hardware and accessories are distributed internationally through over 700 decorative hardware showrooms.