



CALIFORNIA MANUFACTURER – MULHOLLAND POSITIONING SYSTEMS, INC –MOVES FACILITY TO SOUTHERN IDAHO

BURLEY, IDAHO – Just six months after a visit from our Southern Idaho Economic Development Organization (SIEDO) and a site visit to the southern Idaho community of Burley last fall, Mulholland Positioning Systems, Inc. (MPS) owner Larry Mulholland announced last fall that he would move his entire business operation to Burley. MPS began operations in here in August 2006.

MPS provides postural support seating, standing and walking systems for children and adults with cerebral palsy, spina bifida and other types of motor development disorders.

Established in 1971 in California, MPS, is a \$1.3 million company manufacturing state-of-the-art walking equipment for the disabled.

“California’s high workman’s comp rate, high power costs, high cost of residential housing for employees and growing overall business operation costs finally drove me to seek a more business-friendly/worker-friendly state to grow my business,” Mulholland said. “The cost of operating a business and just living there was so high, that moving out of California and into Burley has not only been good for our business, but good for our staff,” he said.

MPS’ business costs have decreased \$7,000 to \$8,000 a month, and they’ve been able to hire trained, skilled local staff that don’t have to contend with such high living costs. The quality of life factors southern Idaho offers keeps employees happy -- and that’s good business.

“This move to southern Idaho has been good for everyone and will only get better,” Mulholland said.

With demand for MPS products exceeding current manufacturing capabilities, Burley’s facility has allowed MPS to expand its operations.

Burley’s Technical Center was an important factor in assuring Mulholland he would be able to hire educated and trained local staff. “The Tech Center speaks volumes for the well-

trained mindset of the local population,” Mulholland said. “What goes on there in regards to workforce development training is a significant asset to the City of Burley”

A Team Approach -- A strong and established regional economic development team played a vital role in securing MPS’ move to Burley. Led by Jan Rogers, executive director of Southern Idaho Economic Development Organization (SIEDO), SIEDO was able to find three locations in the region that best met the company’s criteria. With a regional economic team already in place, response time was immediate, thorough and focused to address MPS’ specific needs. Bob Shepard, executive director of Mini-Cassia Economic Development Organization, and Mark Mitton, Burley City Manager, quickly coordinated a team in Burley that addressed MPS’ business needs.

“The regional approach we have established in bringing businesses to southern Idaho was put into action in recruiting MPS,” said Jan Rogers, executive director of SIEDO.

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