



## *Governor's Office of Appalachia Newsletter*

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### **A Message from Director Wilson**

Since being named Director of the Governor's Office of Appalachia last November, I have been traveling the 32-county region meeting with various members of local governments, chambers of commerce, and businesses discussing the needs of the community and how we can work together to better our communities. I believe the Appalachian Region is poised for unprecedented gains.



*Governor Kasich gives his State of the State address at Wells Academy in Steubenville.*

In February, our region and the city of Steubenville had the honor of hosting Governor Kasich's state of the state address. I was excited that state government came to Jefferson County and the Appalachian Region to celebrate the success of Wells Academy – the highest-ranking public elementary school in Ohio. Governor Kasich recognized all the hard work of the students, teachers, parents, and administrators. He also talked about economic development issues for this region, one of which is Shale.

Part of the work I have been doing over the past few months is meeting with communities to discuss how we can maximize the potential of the Marcellus and Utica Shale.

The Governor wants to make sure that Ohio utilizes this resource to its potential in a thoughtful and strategic manner. We have the opportunity to build this industry and create jobs, not just at the drilling site but across the industry.

As the state's delegate to the Appalachian Regional Commission, I also will be your advocate nationally as well as in Columbus. Moving forward, some of the key issues I will be working on are workforce development and economic development initiatives.

It is critical that we have an open dialogue with the people in the region. This will allow us to effectively work together to better the economy. I look forward to visiting your county soon.



*Director Wilson visits Ormet Aluminum in Hannibal, Ohio with Monroe County officials*

If you have any questions for me or would like more information on Governor's Office of Appalachia programs, please feel free to contact me at [Jason.Wilson@development.ohio.gov](mailto:Jason.Wilson@development.ohio.gov).

I hope you had a safe Memorial Day weekend.  
Jason

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### ***Connect Appalachia Broadband Initiative (CABI): A Partnership to increase Broadband access in the region***

Last fall the Governor's Office of Appalachia partnered with ConnectOhio, a private-public partnership dedicated to bringing affordable broadband to all Ohioans, to establish the Connect Appalachia Broadband Initiative and Task Force. Led by Director Wilson, Keith Fuller, director of Corporate Development for Chesapeake Energy, and Stu Johnson, executive director of ConnectOhio, the Task Force is working to bring Appalachia Ohio with state and national standards in broadband adoption within 24 months.

Currently, more than 500,000 adults in rural Appalachia do not have home broadband and more than 100,000 report that service is unavailable or speeds are insufficient to meet their needs. One out of three households in the Appalachian region also do not have a home computer. The Task Force brings together community leaders, private industry, service providers, and public agencies to identify and coordinate resources to improve access to affordable broadband.



*Director Wilson speaking to the CABI Task Force members in February.*

At the March CABI board meeting, ConnectOhio's Technical Outreach Manager, Bart Winegar presented a current broadband expansion success story in which the collaboration between multiple parties and a broadband service provider will result in more than 1,800 un-served homes in Guernsey County receiving broadband access.

The collaboration included the area water authority, county officials, ConnectOhio, community stakeholders, and an area wireless Internet service provider, GMN Wireless. With the use of existing vertical assets, a total of 1,829 un-served households and businesses in Guernsey County will soon receive broadband access.

The expansion plan creates a network of eight area vertical assets, each one connecting

between 50 to 350 households or businesses in and around Cambridge, Ohio. GMN Wireless plans to begin deployment of the project by early June. CABI hopes to utilize the model on a larger, regional basis for expansion efforts going forward.

During this meeting, Frontier Communications and Time Warner Cable announced they would be increasing their service to the Appalachia region. Frontier Communications' 2012 expansion plans include 24 new broadband deployments, multiple metro Ethernet site launches, and the continued use of loop extender technology, which has already provided service to an additional 10,000 households with the deployment of 500 loop extenders statewide. Time Warner Cable's 2012 Appalachian Ohio expansion plans include bridging the gaps of unserved broadband areas that have 3G or 4G cell service with new products.

As the project moves forward, look for more updates about the Connect Appalachia Broadband Initiative. If you are interested in participating as a member of the Task Force, please contact ConnectOhio at (614) 220-0190.

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## Stories of Success:

### *Region Benefits from Assisted Living Resources: Waiver Program Offered at Monroe County Facility*

By Gwynn Stewart, Communications Director  
Buckeye Hills-HVRDD & Area Agency on Aging

Choices of all kinds face Ohio's aging population and the loved ones who care for them. Often, families who are faced with making a choice for the care of their loved ones choose Ohio's Assisted Living Waiver Program. This option is now available to Monroe County residents at the Brandy Woods Assisted Living facility, made possible in part thanks to \$250,000 in grant funding from The Ohio Department of Development State Appalachia Grant Program. The program goals mirror the Federal Appalachian Regional Commission (ARC) goals, one of which is to promote health care access across the region.



*At the facility's ribbon cutting are from left: Ron White of Share Inc., the management company; Rick Hindman, director of the Buckeye Hills Area on Aging 8; Monroe County Commissioners Carl Davis, Tim Price and John Pyles; and Kelley Hill, Monroe County Care Center and BrandyWoods Assisted Living Director*

Assisted living promotes aging in place by supporting an individual's desire for independence, choice and privacy. The services help maintain ties to family and friends. Brandy Woods Assisted Living is the first in Monroe County to certify and participate in the state's Assisted Living Medicaid waiver program.

The ARC grant supported the development of residential care (assisted living) wing onto the Monroe County Care Center, a 60-bed skilled nursing facility located in Woodsfield. The new facility is nearly 7,000 sq. feet and will room for 17 residents. It is staffed 24 hours a day.

"These federal and state funds work together to support projects across the Appalachian region providing the necessary resources to help communities progress," said Rick Hindman,

Director of the Buckeye Hills-Hocking Valley Regional Development District Area Agency on Aging 8 who was on hand to celebrate the grand opening of the facility. “We are proud to be a part of the Monroe County project that is bringing additional Assisted Living resources to the region, especially a facility that will accept Ohio’s Medicaid waiver for these services.”

Hindman added that providing residential services, the Medicaid waiver program affords individuals in the region another long-term care choice.

The ARC and Governor’s Office of Appalachia play a key role in fostering economic development and improving the quality of life for residents across Ohio’s Appalachian region. Buckeye Hills serves Athens, Hocking, Meigs, Monroe, Morgan, Noble, Perry, and Washington Counties fostering cooperative efforts in regional problem solving, and implementing regional plans and programs.

To learn more about the Assisted Living Medicaid Waiver Program eligibility requirements or other services available for the aging, call the Buckeye Hills Area Agency on Aging 8 at 1-800-331-2644.

### *Appalachian businesses utilize Ohio’s Small Business Development Centers to improve business operations*

#### **Hartstone Pottery**

Hartstone Pottery is a privately-held corporation based out of Zanesville that has been manufacturing and distributing hand-crafted, hand-painted stoneware since 1976. The company produces 50 different shape designs and a varying degree of corresponding colors and themes, granting it approximately 1,500 unique products. Hartstone Pottery worked with Shawn Mallett of the Small Business Development Center (SBDC) at Ohio University to improve and develop an industry analysis, marketing analysis, and financial analysis. The industry analysis provided information on direct and indirect competition and compared the external strengths, weaknesses, threats, and opportunities that Hartstone Pottery faced.

The marketing analysis was responsible for providing the company with information on buyer behavior, target markets, and consumer preferences, while the financial analysis gave Hartstone Pottery the information necessary to evaluate the practicality and profitability of each product.

Over the course of the consulting process, the SBDC helped to create four jobs and retain 22 jobs. Hartstone Pottery has seen a \$700,000 increase in sales and \$50,000 in cost savings. Additionally, the company’s strong financial standing in the region allowed for an annual revenue of \$936,060.

#### **Snowville Creamery**

In the heart of Ohio’s Appalachian region, Warren and Victoria Taylor started Snowville Creamery, a sustainable fluid milk processing plant located on a pasture-based dairy farm in Meigs County. Snowville Creamery processes and bottles milk and cream produced from the raw milk supplied by local farmers.

Snowville Creamery was incorporated in 2003. In the summer of 2005, the staff and students at Ohio University’s



*Snowville Creamery facility in Pomeroy, Ohio*

Small Business Development Center (SBDC) worked with the Taylors on their initial financial projections and capital access strategy. The Taylors were ready for growth and needed funding to accomplish their dream. In 2007, Snowville Creamery, with the assistance of the SBDC, was able to secure conventional funding, along with an SBA loan.

In addition to providing Snowville Creamery with assistance in securing financing, the SBDC staff has continued to work with the owners on financial analysis, market planning, and the feasibility analysis for expansion efforts. To this day, the Taylors often seek the advice and assistance provided by the local SBDC staff.

Today you can find Snowville Creamery products in many local businesses throughout Ohio, Kentucky, Pennsylvania, Maryland, and Washington D.C. Major retailers such as Kroger, Whole Foods, Heinen's, and Giant Eagle sell Snowville Creamery products and understand the value it offers consumers.

Jeni's Splendid Ice Creams, another Ohio small business, has chosen Snowville Creamery as a supplier for their renowned products, which are distributed across the United States.

### **Yost Engineering, Inc.**

Yost Engineering, Inc., located in Portsmouth, is a full research and development facility for both software and hardware, and serves customers in the healthcare and technology industries. The company was founded by Francesca Hartop, CEO, and Paul Yost, Chief of Research and Development, in 1999 and serves clients across the United States as well as worldwide. In 2009, Hartop submitted a business plan for the Pitch Your Plan Business Plan Competition held at the Small Business Development Center (SBDC) at The Ohio State University South Centers in Piketon, and won.

Yost Engineering, Inc., also met with the Entrepreneurial Signature Program leader at the South Centers, who helped the company receive additional funding from the Ohio Third Frontier TechGrowth Program. The collective funds secured through the competition and the Ohio Third Frontier TechGrowth Program were used to start the intellectual property protection process.



*Yost Engineering headquarters in Portsmouth, Ohio*

For more information about a Small Business Development Center near you visit:

<http://www.entrepreneurio.org/Mapresults.aspx?showall=y&groupby=area&hideeventonly=y>

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## **Project Announcements**

Recently the following projects received State Appalachian Development Grants:

**Andover Public Library (Ashtabula County)** received \$22,200 to cover the cost of materials associated with replacing the roof, which was installed in 1992. The current condition of the

roof threatens the building contents such as magazines and computers. Matching funds will cover the cost of labor for this project.

**Brightway Center (Jefferson County)** received \$30,000 to renovate the center's equipment barn into an activity center. The Brightway Center is focused on developing programming, workshops, and camps that benefit the mind, body, and spirit. The center was the vision of Kara Bright, a Smithfield resident, and has provided teen bullying prevention workshops, CPR certification, health fairs, and youth groups. The center sits on a 177-acre farm and currently has a welcome center and pavilion.

**Eastern Ohio Extension Camps, Inc. (Belmont County)** received \$4,200 to improve energy efficiency at their facility. The project will replace 69 windows in 14 cabins at the Piedmont Camp facility, bringing the cabins up to energy efficiency and safety standards.

**Eastgate Regional Council of Governments (Ashtabula, Mahoning, and Trumbull counties)** received \$30,000 to provide administrative support to these three counties. As the local development district for the area, Eastgate will be involved in planning functions to improve coordination and cooperation among local governments.

**Glenbeigh Health Services (Ashtabula County)** received a \$38,500 grant that will be used with its matching funds of \$16,476 to purchase a 13,000-gallon flow equalization system. The system will be installed at the existing wastewater treatment plant at the Glenbeigh Health Services location in Morgan Township. The equipment to be purchased includes pre-cast concrete tanks, pumps, control systems, blower, internal piping, and grating.

**Holmes County 911 Board (Holmes County)** received \$10,400 to replace four repeaters in their communication system to be in compliance with the Federal Communications Commission narrowband requirement. The repeaters link fire, police, and EMS field staff, allowing them to communicate with each other and the central dispatch office. This project will benefit eight volunteer Holmes County Fire Departments and double the available channels for communication.

**Mahoning Valley Sanitary District (Trumbull County)** received a \$103,600 grant that will be used with its own matching funds of \$103,600 to purchase a lime slaking system. The system will be installed at the existing drinking water facility in Mineral Ridge. The lime slaking system is recommended to improve water quality for the Mahoning and Trumbull county area.

**Ohio's Appalachian Country, Inc., (All 32 Counties)** received \$32,000 to hire a company to study the impact of tourism on individual counties as well as the entire 32-county region. The results of the study will be used to educate legislators, media, event planners, and tourism stakeholders on the impact of tourism in the region.

**Paper Circle (Athens County)** received \$20,000 to help fund a four-week, all-day arts-based summer enrichment and wellness program for 60 Nelsonville-York City School District students between fifth and tenth grade. Students will participate in a curriculum designed to boost self-esteem through art-based classes. The program runs from June 18 – July 24, 2012, and will employ 11 local teachers, one director, and one assistant director.

**Perry County** received \$17,000 to repair the roof on the Perry County Sheriff's building. The current roof leaks, which causes damage to the building and could interrupt or damage 911

equipment housed at the facility. The repair and replacement of the roof is expected to increase the longevity of the building for more than 20 years.

**Syracuse Community Center (Meigs County)** received \$9,900 to purchase a new cooling system for the center. The project includes the purchase and installation of the cooling system and replacement of five exterior doors for the facility. The new cooling system will provide a comfortable environment for the center's patrons during the summer months.

**Tuscarawas County** received \$21,700 to repair the roof and gutter system for the County Courthouse Annex building. The project will re-coat the roof to prevent further deterioration. It is anticipated that this project will extend the life of the building by 15 years, and reduce the maintenance cost of the roof and gutter system.

**Village of McConnelsville (Morgan County)** received \$17,600 to pay for materials to replace the roof at the McConnelsville community facility building at the municipal pool. This project will repair leaks in the roof and remove mold. Funds also will help pay for a new pump and filter for the pool to improve the safety of the pool water. This is the only public pool in Morgan County.

**Village of Roseville (Perry County)** received \$9,800 to make improvements to restrooms at the community facilities building. Currently the restrooms are not working and are not ADA accessible. The project will replace the bathroom sewer lines, replace fixtures, and create an ADA restroom. It also will include the installation of a hot water tank and replacement of electrical wiring in the chemical room. These improvements will allow the center to better serve more than 1,800 patrons this summer.

**Watertown Township (Washington County)** received \$3,000 to purchase materials for the rehabilitation of its township administration and equipment building. The project will repair the roof and replace exterior doors and windows, which currently are damaged due to the roof leaking. The township uses the building as a training facility and a backup location for the Watertown Volunteer Fire Department.



*Director Wilson, and Kathy M. Zook of Eastgate Regional Council of Governments, present a grant check to members of the Youngstown-Warren Regional Airport and Western Reserve Port Authority.*

**Western Reserve Port Authority (Trumbull County)**

received a \$94,200 grant that will be used with its own matching funds of \$94,200 to replace the main water line at the Youngstown-Warren Regional Airport. The project will replace approximately 700 linear feet of water line with 8-inch ductile iron water line; replace a 4-inch existing service connection water line; replace approximately 350 linear feet of Type K copper water line in or near the terminal; install two additional emergency fire hydrants; and install 8-inch capped service connectors to areas of the airport's East Site Development Project.



John R. Kasich  
Governor

Department of  
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Christiane Schmenk  
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