

companies recognize that Guernsey County is a great place to produce a product or service, not just distribute it. As a result, more than 20 percent of the county's work force is employed in manufacturing.

Today, for example, its diverse economic base includes everything from heavy industry such as diesel engine remanufacturing and steel pipe and tube production to high-tech operations producing electronic components. Household name consumer products such as Palmolive Dishwashing Liquid and Murphy's Oil Soap are manufactured in Guernsey County, too.

### **Big City Opportunities, Small Town Way of Life**

All too often, the opportunity to locate near a transportation hub comes with a steep price: urban congestion, population density, low unemployment, high wage rates, and other negatives.

That's not the case in Guernsey County. With approximately 42,000 people — including 13,500 in Cambridge, its largest city — the county offers big city development and transportation advantages in a small community environment.

The county offers any number of hunting and fishing areas that draw sportsmen from around the Midwest. Salt Fork State Park, Ohio's largest, features a 3,000-acre lake, a 148-room lodge and conference center, and a variety of land and water recreation opportunities.

That's not to say, however, that Guernsey County is all fishing lakes. On the contrary, you'll find comprehensive medical and health care facilities (including a major hospital), entertainment and theater complexes, golf courses and country clubs, and other big-city amenities there and in neighboring counties.

In downtown Cambridge, you'll even discover a museum honoring a local boy who rode off to make his fortune riding off into the sunset on the Silver Screen: William Boyd, famous as Hollywood's Hopalong Cassidy.

Of course, just an hour or two down the highway, you'll find major metropolitan centers such as Columbus, Akron/Canton, Cleveland, and Pittsburgh, with all the entertainment, sports, and cultural opportunities they offer.

### **Getting Things Done**

Another benefit of Guernsey County's small town lifestyle is that people know each other — and work together to get things done. Often, that process starts at Hondros Restaurant in downtown Cambridge. There, once a month, the county's political, economic, and business leaders gather for an informal Thursday breakfast open to all comers. Talk — and improvement — are the main menu items.

Improved water and sewer service, better highway access, changes in the high school educational curriculum: these and other enhancements have resulted from discussions that began at the county's breakfast roundtables.

### **A Strong Work Force**

Counting Guernsey and its surrounding counties, there are more than 130,000 people working or available for work.



*Colgate-Palmolive Company*

The county's above-average unemployment rate means there's a pool of talented employees ready to help companies expand their existing operations or bring new commercial and industrial facilities to the area. It's a stable work force, too: several local employers report annual turnover of less than 1 percent!

Each day, nearly 3,000 county residents leave their homes and commute to distant jobs in surrounding counties. As any number of employers have found, many of these people are more than ready to take new positions with growing companies closer to home!

### **Talent and Training Available**

Education in Guernsey County definitely isn't "small town." Guernsey County's three progressive school districts actively participate in efforts to bring jobs to the community. They support employers and employees at every step of the way, including pre-employment training programs that prepare candidates to meet the needs of employers, on-the-job development programs to assist employees in advancement, and college-level programs to help employees (and their companies) keep pace in this era of rapid technological and competitive change.

One local program brings educators into local companies, to help them better understand employers' needs, while another highlights available jobs at community employers, to help young people realize that they don't have to "leave home" to find a rewarding career.

A partnership between the community and the Muskingum Area Technical College will soon result in the development of the Eastern Ohio Regional Training Center. This state-of-the-art facility will offer modularized, self-paced programs designed specifically for area employer needs — for example, machining, maintenance, heating/ventilation/air conditioning (HVAC), plastics, engine orientation, and others.

### **A Winning Combination**

*Guernsey County and its communities have a lot to offer to employers and employees, but those natural advantages are magnified by two important plusses: Ohio and Appalachia. Because the State of Ohio, already a leader in economic development, has developed a special set of incentives available to employers locating or expanding in the state's river crescent.*

*Ohio's incentives are internationally recognized for their effectiveness. In fact, during the 1990s, more U.S. companies—over 6,000—selected Ohio for investments in new facilities and expansions than any other state. More global companies have made Ohio their second home than any other state, too. Over 1,200 non-U.S.-owned companies have decided to invest in Ohio.*

*The state's incentive philosophy is built on several cornerstones:*

- *Provide meaningful incentives that help companies grow — incentives such as tax credits that reward investment and job creation, training assistance, and other programs.*
- *Offer those programs to new and existing employers, to help companies that already operate in the state build their future in Ohio.*

*The success of those development policies is obvious: 44 other states have adopted economic development programs that mirror Ohio's! Capitalizing on their benefits is one of the cornerstones of the Governor's Opportunity Agenda.*

*But employers choosing Guernsey County for projects enjoy additional benefits, thanks to the state's commitment to encourage development in its Appalachian region.*

*For example, the Governor's Office of Appalachia funds economic development, training, travel and tourism, and other initiatives.*

*To learn more about the State of Ohio's economic development efforts, contact the Ohio Department of Development at 1-800-345-OHIO.*



*Downtown Byesville, Guernsey County*