

money@readingeagle.com

Money

BUSINESS, CONSUMER & PERSONAL FINANCE

THE MARKETS		Close
DOW JONES	▼ 391.01	10,733.83
S&P 500	▼ 37.20	1,129.56
NASDAQ	▼ 82.52	2,455.67
RUSSELL 2000	▼ 21.16	643.42



An aerial photo of the Premium Business Center, Muhlenberg Township, where Packaging Corp. of America plans to manufacture containerboard and other products.

Packaging manufacturer to open in Muhlenberg

Lake Forest, Ill., company plans to hire 50 or more employees

BY KAREN L. MILLER
READING EAGLE

Packaging Corp. of America will open a manufacturing facility in October in the Premium Business Center, Muhlenberg Township.

The leased facility at 171 Tuckerton Road is expected to create 50 or more full-time jobs within three years of opening.

The Lake Forest, Ill., firm is a manufacturer and seller of corrugated and containerboard products for the retail industry and waxed-coated boxes for the meat and agricultural industries.

"Obviously we're very excited anytime you can get a new tenant for a vacant building where we once had a business," said Steven Landes, Muhlenberg Township manager. "It's 50 jobs. We really appreciated the work that Berks Economic Partnership and the township commissioners did."

The 280,000-square-foot site, which had been the warehouse of Premium Beverage Packaging, has been updated to a state-of-the-art facility.

Pamela Shupp, vice president of BEP, said she started working with a consultant hired to scout out the facility in June 2010.

She said BEP, the consultant and the Pennsylvania Governor's Action Team worked together to look for the best resources.

For PCA, the critical need was to have rail access, she said.

"The company received \$322,500 funding offer from the state Department of Community and Economic Development, al-



The site of the planned Packaging Corp. of America expansion into Muhlenberg Township.

lowing the company to lease a new facility in Berks and create at least 50 jobs in the next three years," according to Steven Kratz, press secretary, Department of Community & Economic Development.

Shupp added that the company may be increasing the number of jobs to as many as 75 over the three years.

Gage Personnel Employment Services, West Reading, was hired to staff the facility. There are still openings.

"They have been working there for a number of months," Landes said. "The owner of the building worked through land development. It was confidential. One of the owners, Chris Brasler, went to the board of commissioners at the end of last year. And the company is opening, we hope, next month."

Brasler, owner of Brasler Properties, Philadelphia, owns the building with Endurance Real Estate Group.

PCA, which announced the move in a press statement, said Thursday that it had nothing more to say at this point.

Thomas A. Hassfurther, executive vice president, said, in the statement: "Our decision to expand in southeastern Pennsylvania

Packaging Corp. of America

Headquarters: Lake Forest, Ill.

Founded: 1867

Employees: 8,100 full time

Product: containerboard and waxed boxes for retail, meat and agriculture industries

Ticker symbol: PKG

Exchange: New York Stock Exchange

New site: Muhlenberg Township

New employees: at least 50 over three years

is a testament to the dedicated employees of the region.

"Our investment in additional corrugated products capacity was driven by customer demand.

"Expanding our network of plants in this region reinforces our commitment to continue providing outstanding quality and superior service to our customers."

PCA is the fifth-largest producer of containerboard and corrugated packaging products in the United States, with sales of \$2.44 billion in 2010.

PCA operates 100 facilities, including four paper mills and 68 corrugated-product plants in 26 states with 8,100 full-time employees.

Founded in 1867, PCA expanded its presence in Pennsylvania with the Muhlenberg facility. It also has sheet plants in Allentown and Hanover, York County; combining plants in Lancaster, Trexlertown and Pittsburgh; and a packaging and supply center in Manheim, Lancaster County.

The company trades on the New York Stock Exchange under the ticker symbol PKG. The stock Thursday closed at \$24.41, down \$1.05.

Contact Karen L. Miller: 610-371-5049 or money@readingeagle.com.

Smart ideas

STATING THE NUMBER

How much did you make in your last position?

What are your salary requirements? Those two questions, which strike fear among job hunters, are almost impossible to avoid.

Unfortunately, many online hiring systems make it impossible to apply unless you fill in the required blank.

If your pay information is required, you have a decision to make: Do you really want to work for that place?

Yes? Then you need to either fill in the blank or figure out how to work around the online system. The latter choice evokes the standard advice:

Network into the company, using whatever contacts you can make, to put your application or resume in front of the right hiring managers without having to reveal your pay information first.

Fair warning: If an organization doesn't want to consider you without knowing what you made before, they probably can find it out.

Compensation at the time of departure is one of the few bits of information that most companies, even those with strict lawyers and human resource departments, will give out.

But there's actually a step to take before you worry about bypassing a formal hiring system.

You already should have researched the pay ranges for the job and for the target organization.

Even if you're a sought-after candidate, you could kill your chances if you demand a number far higher than the organization would consider.

On the flip side, you could lowball yourself and allow them to nab you at a bargain-basement price if you state a figure that's lower than what they're willing to pay.

Job hunters may argue that their compensation needs have changed or that their past pay has little relevance on future satisfaction. But many hiring systems aren't buying it.

Be prepared to state a number.
— McClatchy-Tribune

Savings at home

BUDGET TRACK

As you jump back into the school schedule for fall, ensure that your checking account stays as organized as your calendar. Keep your budget in tune with three great planning tips:



1. The family's got to eat! Jump on the bus early and organize your meal planning not just for school lunches but dinners, too. By bulk

shopping and cooking in advance, you can line up healthy meals for the family without having to rely on expensive takeout.

2. Sync your calendars. Use a big paper calendar or consider sharing a calendar online. Advance activity planning will help foresee upcoming budget-busters such as dance recital costumes and dentist appointment copays. Sit down and add everything you can think of to the calendar and make a point of checking it on a daily basis.

3. Share the road. Start talking with parents and neighbors now about sharing the car-pool duties. You'll save on gas and time by spreading the responsibility among multiple families. Who knows, you may even lower your blood pressure!

Facebook redesigns profiles, adds features

THE ASSOCIATED PRESS

timeline on Thursday in San Francisco at the company's f8 conference. The timeline is a key feature of the new design, with the most

before Facebook existed.

Zuckerberg looked considerably more playful and at ease than he has in past events,