GLOBALIZATION OF WILKES BARRE
SCRANTON PENNSYLVANIA

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BY: AMANDA CAMPBELL
Globalization of Wilkes Barre Scranton, Pennsylvania

I choose to do my research on the globalization of Wilkes Barre Scranton Pennsylvania. I live about thirty minutes from Wilkes Barre/Scranton area and I feel that in the past ten years Wilkes Barre has really become impacted by globalization in many ways, good and bad. First, I will start by giving you a definition of globalization that helped me better understand the meaning of the concept because it can be confusing and the topic is very broad. “In the translation/localization business marketplace, it refers to the whole problem of making any product or service global, with simultaneous release in all markets. The increasing integration of world markets for goods, services, and capital. It has also been defined as a process by which nationality becomes increasingly irrelevant in global production and consumption.” (www.agtrade.org/defs.cfm).

In this paper I am going to explain to you how globalization has impacted Wilkes Barre/Scranton locally in many different ways.

Wilkes Barre, Pennsylvania is in North Eastern PA and has a population of about 63,00 people in the area as of 1990. This includes the areas of Wilkes Barre and Scranton. The average commute time here is eighteen minutes, it has the eleventh lowest crime rate in the country, there are sixteen area colleges and universities including the very popular, competitive, and expensive colleges of Kings, Misericordia, and Wilkes University, 18 Pocono Mountain Ski areas, and approximately 150 local and state parks.
I just wanted to give you an idea of what kinds of things and places that the area of Wilkes Barre and Scranton have to offer to give you a better understanding of why I chose to do my research here. I will elaborate on these topics later in the paper.

"Wilkes-Barre economy: Though once known as a center for anthracite coal mining, the area is now more diversified with cultural, recreational, tourist, manufacturing areas and more."

Wilkes Barre has many companies, large and small that employ many people. Here is a list the types of business that are conducted within these company’s and the amount of employees that work within these companies that make up the workforce of Wilkes Barre / Scranton area:

<table>
<thead>
<tr>
<th>Industry</th>
<th>Wilkes-Barre Scranton Hazleton MSA</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government</td>
<td>36,200</td>
<td>12.71%</td>
</tr>
<tr>
<td>Construction</td>
<td>9,500</td>
<td>3.34%</td>
</tr>
<tr>
<td>Mining</td>
<td>400</td>
<td>0.14%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>55,400</td>
<td>19.44%</td>
</tr>
<tr>
<td>Transportation</td>
<td>9,400</td>
<td>3.29%</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>14,900</td>
<td>5.22%</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>52,100</td>
<td>18.29%</td>
</tr>
<tr>
<td>Finance/Insurance/Real Estate</td>
<td>13,500</td>
<td>4.73%</td>
</tr>
<tr>
<td>Public Utilities/Communications</td>
<td>7,600</td>
<td>2.66%</td>
</tr>
<tr>
<td>Service/Health Care/Legal/Educ.</td>
<td>86,000</td>
<td>30.18%</td>
</tr>
<tr>
<td>Total</td>
<td>285,000</td>
<td>100</td>
</tr>
</tbody>
</table>
With this graph you can see that the majority of employment is made up of the Service/Health Care and Higher Education Systems. There are sixteen area colleges and Universities and many health clinics and area hospitals that employ thirty percent of workforce of this area. (PA Labor Market Information Database). The major health services that make up part of this thirty percent are the Blue Cross/Blue Shield of NEPA, Wilkes Barre’s Pennstate Geisinger Wyoming Valley Medical Center, Veterans Administration Medical Center and Various others. Health Care is a very important issue and with the large number of people that are employed in this job field Wilkes Barre is known for its great and wide variety of medical services. Manufacturing with the second highest employment rate has companies like Techniglas, InterMetro Industries Corp, Flextronics, and Fairchild Semiconductor, along with Sears and Lord and Taylor that employ a
good amount of the twenty percent that work in manufacturing. Without the Manufacturing that has taken place in this area, it would still look like it was ten years ago, which is having pretty much your basic places to shop. Now the new shopping complexes that have been, and are being erected within the past 5 years or so, give the towns people more of a variety and a choice of where they choose to shop. These corporations and manufacturing companies make up a very good amount of Wilkes Barre's revenue and give it more globalization.

Five to Ten Years ago if you were to take a trip to Wilkes Barre or Scranton the only really nice place to shop at for a variety of different things was the Wyoming Valley Mall. Now places like Old Navy, Dicks Sporting Goods, Bed Bath & Beyond, and Best Buy have all built into a shopping center right up from the Wyoming Valley Mall, along with other places all over Wilkes Barre /Scranton area. New restaurants have been put in the last five years like The Outback, Olive Garden, Bennigans, LoneStar, these will also bring people to visit and have a nice dinner at one of the many up and coming restaurants that Wilkes Barre has to offer. These large companies took a gamble placing their stores in these shopping complex's, and because of this the area brings in much more revenue that it did prior to the establishment of these stores. You can go just about anywhere that has a place on the map of any importance and find and Old Navy or a Best Buy and with Globalization taking place in Wilkes Barre, a more advanced, more modern town is coming about. I interviewed my Great Aunt, Doris Vasilow and a close friend of her’s, a Mrs. Jean Jones, who are
elderly woman employed by Sam’s Club in Wilkes Barre, PA. I asked them to elaborate on how these new businesses coming have affected the area both good and bad. They both agreed that the establishment of these new businesses has been a great idea and a great way to build up the area which was lagging behind the now “fast paced times for bigger and better places to be built.” Jean Jones stated that now that there is more of a variety of places to shop at, which cater to the whole families needs, the better the area is looking, “cleaner and much prettier, it just seems like a whole different place”. On the down side though, Mrs. Doris Vasilow touched on the subject that the traffic is “ridiculous” at times. “You used to be able to get to places a little faster, and now there are a lot more accidents then there used to be, but you have to give a little to take a little.” While I was interviewing these two ladies a third woman came to her house for a visit and I got some of her thoughts on the impact of globalization. She was rather bitter to talk because two day prior to our talk she was mugged in the parking garage of the new IKEA that was just built in one of the new shopping centers. She believed that the new shopping centers and corporations were good for the economy but she did not feel as safe as she used to, and she was nervous to be out and about alone. Even though Wilkes Barre Scranton area has the eleventh lowest crime rate in the country, the crime rate has still gone up in the past five years. Places Rated Almanac, Special Millennium Edition. This figure is out of the 354 major metropolitan areas throughout the country.

“Located in the Northeast corridor of Pennsylvania, Wilkes Barre-
Scranton is the 53rd largest DMA in the United States, consisting of 17 counties, with a population of 1.5 million and 568,000 television households. Cable penetration in the market is estimated to be 80%. The Wilkes Barre-Scranton market experienced compound annual revenue growth at a rate of 2% from 1996-2001 and is expected to grow at a compound annual rate of 4.7% 2001-2006 (biafn 2002). The diversified economy in the Wilkes Barre Scranton market is comprised mainly of professional services, wholesale & retail, manufacturing and government jobs. Major employers include Tobyhanna Army Depot, Procter & Gamble Paper Products, WEA Manufacturing, Inc., Wyoming Valley Health Care Systems, Allied Services, and Techneglas" (http://www.star.tv/stations/wbre.asp).

WBRE channel 28 is a station that I grew up watching, it has grown in popularity throughout the years, today it covers everything from sports teams like the Wilkes Barre Scranton Penguins ice hockey games and the Red Barons baseball games in Lackawanna Stadium, to Musical concerts in the Wachovia Arena and up at Montage Mountain. "Nexstar, who aquired WRBE has focused on increasing revenue share. Nexstar has significantly improved advertising rates by refocusing the station operations and concentrating on inventory management. Nexstar has also enhanced programming, strengthened the local news product and upgraded its weather system to position WBRE to achieve future revenue growth. In November of 2002, WBRE began broadcasting both a digital and analog signal. (Larry Herbster, General Manager WBRE). WBRE is
something else that has given the Wilkes Barre Scranton area a form of globalization, since it can come in many shapes and sizes.

Some Places in Wilkes Barre and Scranton are attractions that bring people from all over Pennsylvania to the area. The Wachovia Center, before known as the First Union Center is a huge source of revenue for Wilkes Barre. The Wachovia Center has everything from Musical Concerts with some of the biggest name bands to Ice hockey games to elaborate shows and important guest speakers. I have been to the Wachovia Center many times to see concerts and also shows like Disney on Ice and the Barnum and Bailey Circus. Here is a layout of the wachovia center so you can better picture what it looks like, it is a fairly large Center:
The newly named Coors Light Amphitheater previously known as Montage has concerts and shows almost every week during the summer and during the winter hours it offers great skiing, snowboarding, and intertubing for all ages to enjoy. The Area where Montage/Coors Light Amphitheater is constantly is bring in business. The Coors Light Amphitheater holds close to ten thousand people. Tickets can run from any price range, some moderately priced others very expensive. Here is a layout of the Amphitheater to show you the size of it.
Coors Light Amphitheater - Scranton,

TYPICAL SECTION
Lackawanna County Stadium is a popular place in Wilkes Barre Scranton. This where you can go and support the baseball team the Red Barons an affiliate of the Philadelphia Phillies. Tickets cost on average eight to ten dollars. Unlike the new shopping centers that have just been put in, Lackawanna County Stadium has been around for around 15 years. The Stadium hold a maximum capacity of eleven thousand fans on any given weekend day:

The park was built to look like the Phillies "Vet Stadium"(http://www.small-parks.com/Lackawanna.htm). These are just a couple of attractions that Wilkes Barre Scranton has that draws people for whatever recreational activity they choose to do along with the Kirby Center which puts on big name shows ranging from orchestra concerts to a popular kids musical Sesame Street Live and important guest speakers. From the ten friends from home that i asked to please
give me places in Wilkes Barre Scranton that you feel make it the up and coming town and give Wilkes Barre Scranton its identity, all but two said The Wachovia Center, Lackawanna stadium, and the Coors Light Amphitheater. Also, each of them had been to each place at least three times. These places are very popular and bring in much publicity to the town along with peoples money which builds up the revenue. This to me is a prime example of globalization.

When you think of an town that has been touched by the hand of globalization you often wonder what kind of transportation services that is provides. In the Wilkes Barre Scranton Area there are "Five major highways ... Direct access to I-81 and I-476 (the Northeast Extension of the Pennsylvania Turnpike) which interconnect with nearby I-80, I-84, and I-380. (PA Dept. of Transportation <http://www.dot.state.pa.us> .) This is a very high traffic area and when interviewing my roommate who lives in Wilkes Barre, PA she had to say that "The traffic is crazy around here, i have been in two accidents in the past year due to the congestion in this area, this is definitely one thing i would change about Wilkes Barre, the town council really needs to do something about this." (Jackie Van Horn). Wilkes Barre Scranton also has an International Airport. It has Regularly scheduled jet service, USAirways and Comair/Delta Connection, plus three feeder commuter lines, Comair, USAirways Express and Continental Express, and reaches nine major hubs. It features a 7500-foot runway and a New Airline Trans International Express. Some Thirty commercial departures daily include direct service to Allentown, Baltimore, Boston, Dulles, Philadelphia, Pittsburgh, Newark, Cincinnati and Cleveland, and one-stop service to some 140 destinations. There two private air terminals provide charter services, private instruction, and air maintenance services. (Wilkes-Barre/Scranton International <http://flyavp.com>). Also in Wilkes Barre is an International Port of Entry and a
Foreign Trade Zone. The company of Techneglas specializes in the production of glass parts for the television industry and Techneglas employs a good amount of workers in the Wilkes Barre office of the company. "Techneglas is producing parts for digital and flat-screen televisions, 80,000 to 100,000 of which sell each month in the United States, according to the company, Techneglas is producing parts for digital and flat-screen televisions, 80,000 to 100,000 of which sell each month in the United States, according to the company" (Laura Newpoff, Business First.) These glass parts for the television are sold in various parts of the world. With the trading and shipping to other countries the International Port of Entry and a Foreign Trade Zone is an important part of the transportation industry because Techneglas is a fast growing company whose business will be growing in the future.

Wilkes BarreScranton has a total of forty-one motor carrier companies and that is a growing business, that is a good chunk of income and revenue. There is also the Norfolk Southern and the Canadian Pacific class 1 railroads along with feeder service from the Luzerne County Rail Authority and the Reading, Blue Mountain and Northern Railroads that travel through Wilkes Barres Scranton For the enjoyment of a recreational trip Wilkes Barre offers daily thirty-one regularly scheduled bus trips to places like Atlantic City, New York, and Philadelphia. With Wilkes Barre Scranton becoming such a big and growing area and the fact that some people cannot and are unable to drive for whatever reason a County Mass Transit bus system serves the inhabitants of Wilkes Barre Scranton, PA. The bus system serves a twenty-five mile radius of the area while in the center of Wilkes Barre there is a huge
central hub in the city where buses are coming and going all day long to transport the people where they want to go. (http://www.wilkesbarre.org/pages/dobusiness/transportation.html). With the bus system running around this cuts down on the traffic and parking situation that causes people driving much stress. There are many types of transportation that travel or surround Wilkes Barre Scranton, PA.

The Luzerne County Courthouse is found in Wilkes Barre Scranton, PA:

This courthouse is a very important piece of history to the towns people, it symbolizes the wealth and the properity that the town has developed over decades. The courthouse handles all the counties fines and specific court hearings and this is also a form of revenue for the town of Wilkes Barre. There are approximately 850 people employed in this Luzerne County Court House. (http://www.wilkes-barre.org/pages/dobusiness/). Here you can get your marriage licenses, pay fines, settle disputes through court hearings, take up a
legal matter, get something notorized, etc. The Building is beautiful and means something to the towns people and it symbolizes that globalization has effected Wilkes Barre Scranton and will continue to in the future making it a more cultured, melting pot for people in the United States (http://www.wilkes-barre.org/pages/dobusiness/).

A very important part of the Wilkes Barre Scranton Area are its are colleges and Universities. There are a total of sixteen different colleges and universities including College Miseracordia, Wilkes University, Kings College, Luzerne Community College, University of Scranton, Marywood, and many more. There are thousands of students that go to each of these colleges and universities because has very well know, highly intelligent schools, also very competitive. Globalization has definitly been in effect here with these Colleges and Universities, there thousands of foreign students that attend and study abroad at these colleges and universities. This is definitly globalization to me because foreign people are placing there money and trust in these schools to help better our economy. These schools bring in alot of money and wealth to the towns of Wilkes Barre and Scranton. These colleges and universities also give the town respect and pride for where they live and have grown up. College towns bring in alot of extra revenue for the town because most places depend on the college crowd to make their business's boom. Wilkes Barre has many night clubs and bars and such that the college students attend on a regular basis. Dancing and drinking is a big source of income for a college town. The Woodlands is a very popular bar and dance club along with the many other pubs and bars that have found home in Wilkes Barre Scranton. These Colleges an Universities have very advanced technology for their students and faculty and this is another form of globalization. There are literally thousands of computers
on every campus for the students to research the world at their finger tips and
get a better education to in turn they can eventually help understand
globalization and the effects on the economy good and bad. Millions of dollars
every year pour into these schools and the town of Wilkes Barre Scranton has
sixteen of these colleges and universities to build up the towns wealth and
popularity. (http://pavisnet.com/colleges/).
Wilkes Barre Scranton PA, is an amazing place to live and has been affected by globalization majorly in the past decade. Without globalization all the new shopping centers and new stores that have been popping up all over the place would not have come about. With the population at over fifty thousand and growing, Wilkes Barre Scranton needed and still needs to globalize to keep up with the times and its people. With Sixteen colleges and Universities and the Wachovia Center, Lackawanna Stadium, the Kirby Center, Coors Light Amphithearter, ect. this town would not be prospering the way it is today. The Transportation systems here are ever growing and the Manufacturing companies are also growing everyday through globalization and wealth pouring into the towns and communities. Wilkes Barre Scranton has many beautiful tourist sites and attractions to look at along with it booming business's and shops, making this town not only a popular place to visit, but a beautiful town to look at and admire because of the effects that globalization has had on Wilkes Barre Scranton, Pennsylvania.
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interview with Doris Vasilow and a Mrs. Jean Jones

Places Rated Almanac, Special

Millenium Edition

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interview with Jackie Van Horn


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