Caernarvon Township Pennsylvania has changed dramatically since its founding more than 200 years ago. More specifically, Morgantown and Elverson, Pennsylvania, located within this township, have seen numerous changes since their respective beginnings. Globalization, both within the United States through domestic expansion, and through growth overseas, has been a major reason for the growth of this mainly urban area of Southern Berks County. From the proposed Wal-Mart super center anchoring smaller retail chain stores along with several chain restaurants, two banks and a movie theater to the recent opening of a Sheetz gas station Morgantown has changed dramatically. From the growth of a family owned business today known as Graco which produces baby products to the opening of a Japanese subsidiary firm that is the only one of its kind in the United States, globalization including overseas transactions are expanding as well and these are just a few examples of the growth of Caernarvon Township, Berks County, Pennsylvania. There is also word of a possible Wawa gas station and convenience store opening soon as well as a Clemens Family Market that has bought land and is expected to start building soon. All of these new and prospective businesses would then be within a few miles of each other within two small towns.

However, globalization also hurts this community in many ways as well. Such small businesses and restaurants among other establishments as a video rental and snack store, the only grocery store between the two towns, two small pharmacies in the area, two family owned gas and service stations in the area, a vacuum repair and sales shop, a local eatery, and another local restaurant that has been around for the better part of the last half century, have been and will continue to be hurt by the local impact of globalization. A major detriment to these small businesses, but positive aspect of globalization is the entrance of Morgantown Crossings, a local
shopping center which is to include a Wal-Mart super center anchoring several retail stores and restaurants, two banks, and a movie theater among other businesses (Wright 2/18/03).

The village of Morgantown, Caernarvon Township in particular, has been part of what was previously Lancaster and is currently Berks County, Pennsylvania. Morgantown was founded, or first settled on by Colonel Jacob Morgan of the Revolutionary War more than two hundred and thirty years ago. In its beginning, as was common with much of the area in the late 1700’s, the land was made up of mostly farmland with a few local businesses around to keep the town alive and running. However, in the last two hundred years, much has changed to Caernarvon Township. According to Phillip S. Klein, author of A History of Pennsylvania, much has changed since the founding of this community. The following statement puts it in perspective. “Most people who came from Europe to colonial Pennsylvania hoped to make a living by farming,” (pg. 172). However as it turns out, the English who settled in southeastern Pennsylvania quickly wore out their soil and by the time of the founding of Morgantown at the American Revolution, not much farmland was left to farm (Klein pg. 172). Therefore, farm space was limited in use from very early on which inevitably leads to use of the land for other purposes, such as building businesses or housing developments. As Klein states further on in A History of Pennsylvania, “American farming practice had badly deteriorated during the eighteenth century, partly because farmers could afford to be prodigal with the land, and partly because the colonials failed to keep up with the European methods. Farms around Philadelphia which in 1730 had been producing 30 bushels of wheat per acre could raise only 5 or 10 bushels in 1791,” (pg. 175). Therefore, from the infinite open space to a limited number of farming fields available today, Morgantown is becoming the next King of Prussia, as Sara McEwen, a resident
of the area for the past twenty-four years said recently (McEwen, 3/30/04). In other words Caernarvon Township is soon going to turn into an area that has three story shopping malls, strip malls, increased housing developments and a horrendous amount of traffic if things continue at the rate they are going. In this manner, the reason why many suburban residents moved to the area was because of the peaceful and calm countryside, however, that serene feeling is quickly disappearing to the point of almost no more open space.

The first step one must do in this instance is to define globalization. There are many different manners in which to describe this concept, however the best way to describe it in relation to this area is in the following manner. Globalization, in relation to the Morgantown/Elverson, Pennsylvania landscape, is the growth and development of small business structures into large corporations with multi-state operations, development of large housing communities, and the incorporation of already multi-state operations moving into the area. In this manner, there is not much intermingling between Caernarvon Township and overseas expansion, but there is expansion within the United States of America. A few examples of domestic expansion include Graco, the producer of baby products and Morgan Corporation along with an agricultural spreader business that grew out of a family farming experience. Examples of local small businesses that will most definitely be affected by the entrance of the Wal-Mart super center and the retails businesses to be included in Morgantown Crossings include Claire's Family restaurant, Hayloft Fabric shop at Martin’s, Morgantown Eyewear, Old Village Inn restaurant, Morgantown Garage, Nissley's Feed Store, White Swan Art Gallery, McNeilus Trucking, The Greenery flower shop, Mastohf Press and Bookstore and the local Re-uzit shop sponsored by a community church. These businesses, among others not mentioned are continuously facing the
dangerous possibility of shutting down, especially as more and more large corporations and chain stores such as Sheetz, Wawa and Wal-Mart enter the area.

Three local large corporations, Graco, producer of baby products and Advanced Printing Technology, Incorporated located within Thousand Oaks Corporate Center and Morgan Corporation all appear to have had, currently have, and will continue to have a positive impact on the local business community in terms of economic growth in globalization. The proposed Wal-Mart super center most likely will have an immediate positive impact on the community, however, if recent opinions from the community have any say, that positive feeling may not last very long within the community. However, one cannot deny the fact that a large number of jobs will be available once Morgantown Crossings is completed.

Morgantown Crossings shopping center is already in the building phase and will likely be completed within a year. The Wal-Mart super center that will anchor this shopping center has brought forth the largest amount of complaints from the community thus far concerning this shopping center. For a number of reasons the community is against this shopping center, including but not limited to the fact, that it is taking away from the farmland that is a vital part of the community’s survival along with the fact that it may negatively affect small businesses within the area. However, upon closer examination, this Wal-Mart super center

In terms of Thousand Oaks Corporate Center, there are two major corporations within this center and they are Graco and Advanced Printing Technology, Incorporated. Both of these corporations bring a lot to the community, whether it is in terms of revenue and the business they bring to the area or in terms of the large number of people that are employed at these two
corporations. In this manner both of these business firms will undoubtedly leave a major impact on the community.

One rather obvious example of globalization within the Morgantown/Elverson region is that of Graco. This corporation, part of the Thousand Oaks Corporate Center, has grown from a local, family owned business manufacturing metal products and selling them in Philadelphia, Pennsylvania into an international business, selling products worldwide. This business lasted for approximately one decade until one partner, Russell Gray, left the business leaving sole ownership to Robert Cone to decide whether to continue with the current product line of metal products or switch to something new and different. It was at this point in time that Robert Cone decided to leave behind the manufacturing of metal products and switch to infant swings and other baby products. The first baby swing was first thought of by David Saint, who, through watching his wife, learned that infants tend to stop fussing quicker when they are being rocked gently on a swing (gracobaby.com/about). Eighteen months after this initial observation, the first wind-up infant swing known as the Graco swyngomatic was born (gracobaby.com/about). Although it was not known at the time, this was the beginning of Graco's entrance into the manufacturing world of baby products internationally. Millions of Graco infant swings and other baby apparatus pieces have since been sold worldwide to the point that Graco has grown by the millions, both in terms of revenue and products sold. Today they are now known as the Newell-Rubbermaid tm company that employs more than fifteen hundred employees worldwide (gracobaby.com/about). As has been evidenced by the above information Graco has grown exponentially in the half century it has been around and is a major force to be reckoned with within the community. It is a fairly certain thing to assume that Graco will not be leaving
Elverson, Pennsylvania anytime in the near future. This growth has had a number of impacts on the area; the most noticeably of which is the number of jobs this corporation has given to the local community. Babies 'r' us, Toys 'r' us, Wal-Mart, Sears, Burlington Coat Factory, JC Penny, and Kohls are just a few examples of retailers to which Graco products are sold (gracobaby.com/catalog). In this manner, Graco is most definitely part of the globalization of the Morgantown and Elverson communities of Caernarvon Township, Berks County, Pennsylvania.

The other corporation located within Thousand Oaks Corporate Center is that of Advanced Printing Technologies, Incorporated, a Japanese subsidiary of Chiyoda Gravure Printing Company, Ltd. A very important point to make about this corporation is that it is the only one of its kind in the United States of America. Therefore, unless one is to travel overseas to Japan, businessmen and women travel to Morgantown, Pennsylvania. Also, simply because of the fact that this is a Japanese firm that decided to open a firm in the United States and chose Morgantown, is most definitely part of the globalization of Caernarvon Township. Advanced Printing Technologies, Incorporated produces paper laminates that are applied to pressboard or wood surfaces and subsequently made into furniture, cabinets or wood panels (Beiler 184). Through the incorporation of this business into the community, it too has provided a large number of jobs to local residents and, because it is the only one of its kind in the United States, has the possibility of bringing in other businesses to the area as a result of its solidarity. In this manner, Advanced Printing Technologies, Incorporated is a huge asset to the area because of the jobs that it has for local residents and through its business of nationwide customers. Because of its national power hold on the United States, this firm is also bringing in huge revenues each year with their business sales. Another advantage to this manufacturing company is the possibility
for any large firm or corporation that moves into the area to have the ability to bring other businesses into the area, whether they be big or small businesses. Because this is a one-of-a-kind manufacturing place it attracts individuals from across the United States and in this manner it is possible for other business owners to visit Morgantown and decide to open a store of their own in the area. Either way, this firm is more of an asset to the community than it is not, and will most likely continue to have an impact on society for a long time to come as it continues to globally expand and bring more people into the area.

A third large corporation that has moved into the Morgantown area is that of Morgan Corporation, a trucking firm that builds and repairs trucks of national use. This firm moved into the area a number of years ago and is still currently competing with a local family owned trucking business known as McNeilus Trucking. McNeilus is not a national trucking company, simply a local dump truck/trash trucking company, yet they have still managed to compete with Morgan Corporation in terms of their manufacturing output. However, over time it is inevitable that Morgan Corporation will lead to the closure of the family owned business McNeilus Trucking that is an all too common trend within the township lines and across America too.

Martins Country Market, Morgantown Pharmacy, the Hayloft at Martin’s, Morgantown Eyewear, the Windmill restaurant, Café 110, Doug’s Family Pharmacy, Judy’s Closet, DeLong’s Exxon, Clair’s restaurant, A2A Services, Sullivan Press and other local businesses, that have been a part of the community for a number of years, all face the closure of their services with the impending impact of continued globalization upon the area. Each of the above-mentioned businesses started out as and many continue, as family owned mom and pop businesses, some of which have already faced the threat of closing their doors due to the impact of other chain stores
or chain restaurants moving into the Morgantown/Elverson area. One of these stores has already been shut down by the impact of globalization, Judy’s Closet, a local women’s clothing store that was part of the area for a number of years. This store was shut down as a result of the opening of a local Manufacturing Outlet Mall (MOM) within Morgantown (McEwen 3/20/04). Although not many may have realized this at the time, the closing of Judy’s Closet store was just the beginning of the impact of global expansion that would be felt across Morgantown and Elverson, Pennsylvania.

DeLong’s Exxon gas station and Morgantown Garage are two of the few remaining family owned gas station/service stations in the area. DeLong’s Exxon station not only offers full service gasoline but has also offered state inspections and car repairs for the past 55 years (Shade pg. 27). The advantage to this family owned business, just like most every other family owned business, is the fact that, as the saying goes, “everyone knows your name.” No matter who is working at the station that day, if you are a regular at the station, chances are they know who you are. Unfortunately, with the recent opening of a chain gas station, Sheetz, just down the road, DeLong’s will most definitely be facing hard times in the near future. The same is true for Morgantown Garage, despite the fact that they do not offer gasoline. This garage is fortunate in that the Sheetz retail chain simply offers gasoline and no state inspections or car repairs. However, with the proposed opening of Wal-Mart which is to include a service area and gas pumps, Morgantown Garage, will, just like DeLong’s Exxon, be facing hard times quite soon. Morgantown Garage, owned by Gerald Kurtz, has been of service to the community since 1908 and is a third generation business that even today offers “hometown customer service” to every patron it serves (Shade pg. 33). In this way, two-family owned businesses that have been an
integral part of the community for at least the last half-century may soon have to close their
doors due to the impact of globalization. In other words as globalization continues to take over
this area there will be no more businesses where owners and employees know their customers
names and where customers know each other and stop to say hi to each other and that is what a
small town is all about and what Caernarvon Township has been about since its existence.

Three other businesses facing possible extinction due to the expanding global economy
include A2A Services, Nissley’s Feed store and El Video. All three of these businesses will be
affected, once again, by the opening of the new Walmart super center at Morgantown Crossings.
A2A Services is a vacuum repair and sales shop located in the center of Morgantown. Owned by
a couple who has lived in the area their entire lives, this store was previously owned by their son
until he enlisted in the military. Although a small store with just a small sign out front to
advertise their being, A2A has done extremely well in the community and at large. However,
with the Wal-Mart super center once again entering the picture, A2A’s sales revenue will
inevitably start to face pressure and it is not likely they will survive on the repair of vacuum
cleaners alone.

Nissley’s Feed Store, a pet supply store that offers everything from birdseed and rabbit
pellets to dog cages and cat carriers, will once again, inevitably be closed down by Wal-Mart and
their pet supply section. Once again, Nissley’s is a family owned business that has been a part
of the community for the past couple of years. Although they do not sell live pets, they offer all
the food possible for your pet’s needs.

As one is also aware Walmart, whether a super center or not, offers pharmaceutical
services as well. Two local pharmacies in the area, Doug’s Family Pharmacy and Morgantown
Pharmacy are already fearing the impact Wal-Mart will have on their businesses respectively, for even though they are both located within Morgantown just a few streets apart, rarely do they compete for customers. However, by the end of this year, both of these family owned pharmacies will be competing with a much bigger giant in the pharmaceutical business, Wal-Mart pharmacy. Despite the fact that Morgantown Pharmacy offers a gift retail section in addition to their pharmacy services and Doug’s Family Pharmacy is in part a Natural Health Food and Wellness store, neither of these businesses are likely to survive very long without their pharmacy being there to support them.

Other such businesses in the area facing economic pressure due to the impact of globalization include local restaurants and cafés including, but not limited to the Windmill restaurant, Café 110, Claire’s Family restaurant, Sonny’s Pizzeria and Antonio’s Pizza. The Windmill restaurant, known as the “Gateway to Lancaster County,” has been there for the community since the early 1970’s as a frozen custard stand and has since progressed into a full fledged restaurant, that, as of the early 1990’s, was serving 1,000 meals daily to locals as well as tourists who can’t resist to stop by when they see the real windmill that makes up part of the restaurant (Beiler pg. 2). Located atop a hill near the center of Morgantown at the intersection of two main state roads, the Windmill is hard to miss and certainly is a nice, affordable place to stop for a quick dinner. However, it appears that, despite still serving the same kind of ice cream today that they sold when they first opened, a good hometown meal from the Windmill restaurant might not be around much longer if the chain restaurants have any say.

Café 110 and Claire’s Family restaurant are two of the more recent additions to the Morgantown/Elverson community, however they still attract a number of patrons each day.
Known for their affordable, down to earth style both of these businesses located right at the center of town on main street have become a valuable part of the community for a quick, cheap bite to eat. With the addition of several chain restaurants moving into Morgantown Crossings however, these businesses will not survive for long.

Sonny’s Pizzeria and Antonio’s pizza, located at opposite ends of Morgantown and Elverson, with the exception of a local Pizza Hut, also provide hometown care with Sonny’s residing in the area for a number of years. Each of these small restaurants, that hold such importance in the heart of the local community have faced the impact of globalization over the past few years with the addition of Burger King, Pizza Hut and McDonald’s to the area, and are likely to face even heavier pressure once chain restaurants open up as part of Morgantown Crossings, with the Wal-Mart super center. Not only would chain restaurants most likely offer cheaper food but it would also offer restaurants that tourists have heard of before and would not be afraid to eat in, compared to a mom and pop store that is only found locally and one does not know what kind of service to expect from that restaurant.

Another addition to the list adversely affected by the impact of globalization is that of the only grocery store currently serving Morgantown and Elverson. Martin’s Country Market could have at one point been considered a positive impact of globalization on this farming region. Martin’s was originally made up of three stores, the first opening in Ephrata that has since closed, and the last two here in Morgantown and Fleetwood, Berks County respectively. The Fleetwood branch has since closed as well and is currently a car dealership. That leaves only the Morgantown branch of this once again family owned business that actually did a positive impact on globalization at one time until two of their three stores were forced to close due to
globalization catching up to them before they could conquer it. Currently, Martin’s Country Market, with the Hayloft fabric business upstairs of it, is the only fully stocked grocery store in the community. There is of course Sheetz and Turkey Hill that offer some items but they are not full grocery stores. Formerly Farmer Browns Country Market, Martin’s took over the store in 1983 and has continuously provided good food and service to the surrounding community (Beiler pg. 14). With the land recently being sold, construction however is soon expected on a Clemens family market just a few blocks away from Martin’s Country Market. Clemens being the retail chain that it is, will once again, most likely leave an adverse effect on Martin’s Country Market and the community who have relied on the sole grocery store for the better part of forty years. Also, if not Clemens Family Market leaving a negative impression on Martin’s Country Market, Wal-Mart super center with its grocery store will most definitely leave an impression and a negative one at that.

As has been evident in the above-mentioned paragraphs, one cannot find many good things about the effects of globalization on the Morgantown/Elverson area. Whether it be with the much opposed Wal-Mart super center and retail stores, restaurants and movie theater as part of Morgantown Crossings, Clemens Family market to be built just a mile from the current sole grocery store in town, proposed Wawa service station just down the street from DeLong’s Exxon, or some other yet unknown corporation moving into the area, this township is not very excited with the impact the expanding global economy has had and will continue to have on the area. Many residents moved to this area for the open countryside and quiet feeling, however, within a few years, this township will be the next Exton or King of Prussia. One other negative aspect about the coming of Morgantown Crossings is the traffic backups it will bring with the
opening. Route 23, the main road through both communities and the road upon which Morgantown Crossings will be depending on for entrance to the stores is a two lane highway at this point with houses on one side and the retail stores being built on the other side. As part of the complaint from area residents concerning this shopping center is the impact of traffic flow through the area. Morgantown and Elverson have already witnessed the traffic backups created by the opening of the Sheetz gas station and convenience store and that is simply one store.

What will happen once a super center, movie theater, two banks, several retail stores and chain restaurants enter the picture? In other words, route 23 along with Valley View road which will also run along one side of this Wal-Mart super center will need to be widened to allow for the increase flow of traffic through the area due to all of the retail stores and restaurants that will be moving into the area. Route 23 will most likely need to become a four-lane highway and Valley View road will need a least a turning lane to turn into the shopping center or a turning lane at the red light to route 23 to allow for increased traffic flow. What angers residents of the area the most is the fact that there is a high school, middle school, and elementary school right across the road from Morgantown Crossings. Although Morgantown at the moment is still rural enough that not many students walk home, but what about those that do? How will this affect them as they walk along a four-lane highway with no sidewalks? At least with the two-lane highway it was a little safer. Although this issue relates specifically to Morgantown Crossings, the same question is being asked of the Clemens Family Market that is being planned for a location right next to the Pennsylvania Turnpike entrance and exit. Although this business will have an access route from route 10 rather than route 23 the same is true here because, currently, route 10 is a two lane highway all the way to Reading, Pennsylvania and many residents and commuters like it
that way because there is not as much traffic as the turnpike, route 422 and route 222. However, with the future opening of Clemens Family Market, at least a turning lane will be need if not extra lanes for passers by.

Now that the negative impacts of specifically the Wal-Mart super center as well as other large businesses moving into the area, have been voiced there are some positive aspects of these businesses as well within the global economy. Looking at the history of Wal-Mart stores, whether super center stores or the basic size stores, Wal-Mart is known to carry a variety of items whether it be clothing or pet food or exercise equipment so there is never not enough of a choice when purchasing something at Wal-Mart. Also, prices are most likely going to be cheaper than local family owned businesses due to the fact that Wal-Mart is a retail chain store and brings in more retail and money than would a single store business. As an article in the local paper read recently, “The stores (Wal-Mart) are huge, one stop-shopping centers, incorporating a full supermarket along with the chain’s familiar discount inventory,” (associated press pg. C10, 3/9/04). Make one stop and pick up everything that you ever needed, from groceries to clothing to a stop at the bank.

The first and most obvious positive aspect of Morgantown Crossings, Clemens Family Market, Wawa, Sheetz, Graco and Advanced Printing Technologies among other businesses is the number of jobs they have offered and will continue to offer to the community. Through the opening of these new businesses and with the size of their businesses, many currently unemployed individuals will have the ability to apply for jobs which will lead to increased wages and better living standards for many individuals. Also, as Wal-Mart and other larger businesses such as Clemens, are known to hire young individuals and those of a poorer background, those
individuals who may not have graduated from high school or did not do well in high school and
have not continued their education now have a better than average chance of landing a job, even if
it is at minimum wage and the lowest position available, at least it is getting these individuals off
the streets and into a productive and, for the most part, stable economy. These persons also
have the ability, if they stay with the job and work hard, to move up the ladder to higher
positions within the business. Thirdly, if an individual is in hurry, or as is the current case, gas is
expensive, Wal-Mart and the local retail stores and restaurants that will one day make up
Morgantown Crossings would be much quicker and cheaper than having to run all over town for
groceries, videos, a bite to eat and a car checkup or a full tank of gas. Also, Pennsylvania State
Representative Thomas R. Caltagirone agrees that Caernarvon Township is “broadening in
economic development and population and is expanding and widening which enables many
townships and counties in Pennsylvania to interconnect with world wide systems for the
transport of goods and services,” (Caltagirone 19 Feb. 2004). In other words this expansion is
good for the community because it better allows the community to interact and be a part of the
international economy. Despite the fact that residents may not initially be appreciative toward
this impact of globalization, as Representative Caltagirone stated, it will eventually most likely
benefit the community in ways beyond our expectations. In this manner, there are some positive
aspects of globalization taking over Caernarvon Township, Berks County, Pennsylvania.

One other aspect of globalization that will most likely leave a positive impact on the
community is the recent announcement that Singer Equipment Company, currently of
Muhlenberg Township, Berks county is moving to Morgantown Business Park which is part of
McNeilus Trucking Company mentioned previously (McCue pg. B2). Although this company
is only moving from farther north in Berks County it is unlikely that all 200 employees will be moving with the company down to southern Berks County and that will thereby leave some job openings for area residents. It was also announced that a Lancaster County facility, Griffin Greenhouse and Nursery Supplies will be building a 70,000 square foot building right near Morgantown Crossings which will also lead to more job openings for Caernarvon residents and people from the surrounding area (McCue pg. B2). In this manner, although some businesses may be shut down as a result of globalization, there are also opportunities for higher paying places of employment.

Another positive aspect, despite some negativity toward it, is the recent opening of a new Sheetz gas station in Elverson, Pennsylvania. Although they did not face nearly as much criticism about the location or building of this once family owned business, there was some criticism from the community due to the fact that this once again has turned into a retail chain giant. However, there was comfort in the fact that Sheetz, a family owned business still today, is based just a few hours away in Altoona, Pennsylvania. Sheetz originally opened as a restaurant more than a half century ago and took just short fifty years to reach their first one billion dollars in sales and have since surpassed two billion in revenue (Nephin pg. 7 2/24/04). These stores were originally only Pennsylvania based but have, in the last few years, expanded to the point that they are now found in six states with nearly three hundred stores within those states (Nephin pg 7 2/24/04). This store is succeeding as a retail chain because of the fact that they offer gasoline and a quick shop convenience store at the same time while offering hot food and coffee as well. Before Sheetz, one could not find a gas station, quick shop that offered all of these advantages. As this business expands through the number of stores they are also expanding
the condiments that they offer within the store as well. Most recently Sheetz has offered their own brand of coffee, Sheetz Brother’s Coffee (Nephin pg. 7 2/24/04). Another advantage to a Sheetz store compared to other similar businesses such as Wawa or Turkey Hill is the touchtone screen that one uses to order a hot sandwich or, more recently a cup of coffee. In this manner, one need not have to talk to an employee to order their meal and it is the customer’s fault if he incorrectly ordered something, unless the cook makes the mistake. As a recent article in the Tri County Record read recently,

Sheetz’ contemporary store design-equipped with bright neon lighting, easy-to-navigate aisles and state-of-the art, 24-hour open kitchen serving fresh Made-To-Order (M-T-O) sandwiches, burgerz, hot dogz, saladz, nachoz, and more-will help Morgantown residents make their food and beverage choices quickly. And the company’s proprietary touch screen food ordering systems means customers can make not only their food choices quickly, but they can customize their order to taste and size and watch their meal being prepared by a trained kitchen staff (6/10/03 pg. 5).

In terms of job employment Sheetz offers a number of positions for each store opening. Whether it be “full or part time positions, including managers, food service assistant managers, shift managers and salespersons,” a variety of individuals may apply for a variety of positions (6/10/03 pg. 5).

Despite these positive aspects of the Sheetz opening as well as the opening of Morgantown Crossings within the year, there are still negative aspects as well. For example, in a recent interview with State Representative Sam Rohrer of the 128th district serving the Morgantown and Elverson area, he stated, “it is not against the law to build Wal-Mart and the other aspects of Morgantown Crossings but it will inevitably hurt the small businesses in the area,” (Rohrer 3/16/04). A local resident of Morgantown for the past twenty four years, Sara
McEwen feels this impact of globalization is partly to blame on the suburbanites of whom move to the area “only to need everything closer and more accessible than being willing to drive ten miles down the road and keep the original surrounding tranquility in tact,” (McEwen 3/20/04). This aspect is partly to blame for the larger businesses moving into the area. As a local resident wrote to the Tri County Record, serving Morgantown, Elverson, Honey Brook and the surrounding communities, “we moved out here for the farmland, the open space, and the country setting-only to have Mr. Wolfson and Mr. Vecchia (developers of Morgantown Crossings) come and rape our land and ruin our beautiful view,” (Martin 4/1/03). She continues by asking the same question of Sara McEwen, why can individuals not drive ten miles down the road to another Wal-Mart or super center store? Many residents have moved to the southern tip of Berks County for the peaceful, serene feeling that is now quickly being lost by this development. Rebecca Martin continues in her letter to the editor of the Tri County Record with the following statement. “If we don’t stop the developing, we could have another Exton on our hands. What about the local stores where people really do know your name and know all about you? You are not just a customer…Just what were they thinking when they (township commissioners) rezoned that land? It’s all about the money,” (Martin pg. 4 4/1/03). It seems this is the general consensus of the community at large about globalization as a whole.

Unfortunately globalization has also hurt the community, but not in the same manner as above. In conjunction with the fallout of Bethlehem Steel Company, Grace Mines has shut down its operations. According to Florence B Kurtz Smoker Beiler, Grace Mines at one point in its operations employed 700 miners, was Berks County’s tenth largest industry, and was “symbolic of the nation’s industrial steel making might locally but now is only a rusting reminder of the
industry’s decline…” (pg. 185). Due to the globalization of foreign steel Grace Mines and Bethlehem Steel Company eventually lost revenue and were forced to close down. As a result many individuals were left unemployed. Although this was the only major business in the area, a number of residents also lost jobs in accordance with the closure of such plants and businesses as Bortz Chocolate out of Reading, Bell Sports of Lancaster, Blue Bird Fabrics of York, Dana Corporation of Reading, which employed more than two thousand individuals, Repap Technologies out of Valley Forge, and Danskin out of York. Out of these few businesses, more than 2,300 jobs were lost, and it is likely that many individuals from Morgantown and Elverson worked at these businesses, as these communities were right in the center of these businesses (NAFTA pgs. 3-13). As a report titled “Trade and Job Loss in Pennsylvania,” states between 1994 and 2000 Pennsylvania had the fifth highest job loss rate in the United States, only behind California, Texas, New York, and Michigan (Bradley pg. 2). Through the loss of these jobs, wages decreased as well which led to a decrease in living standards. In other words, globalization is like a domino effect. Whether it is good or bad, one thing leads to another, which leads to another. Either jobs are created which lead to higher wages, which lead to increased standards of living, or jobs are lost which lead to decreased wages, which leads to decreased standards of living.

It is believed that the North American Free Trade Agreement, between Canada, the United States of America, and Mexico, is the leading cause of job displacement within Pennsylvania. Since 1994 when the trade agreement (NAFTA) was enacted, statistics have shown that Pennsylvania has suffered greatly in terms of international trade of imports and exports. Supporters of trade have argued that exports bring jobs to the United States, however
that has been proven false numerous times. Looking at exports in a different manner, they do not create jobs but in fact these jobs “are simply processed in other countries and then come back into the United States domestic market,” (Bradley pg. 2). In other words trade exports do not increase jobs anywhere in the United States because products are still being made overseas where it is cheaper to train young children to build Nike products or other products then import it to the United States to be sold. In this manner, jobs are not lost as much because the United States still needs retailers to sell the products, but we are not gaining any jobs either because it is apparently too expensive to build or manufacture many products here in the United States. It is also estimated that United States imports from 1994 to 2000 were more than $257 billion more than United States exports at that same time (Bradley pg. 2). This is another example that products need to be produced here in the States and exported to other countries rather than producing over seas and importing those products to the states. According to a report on the North American Free Trade Agreement’s Impact on Pennsylvania by the Citizens Trade Campaign, those high prospects of jobs created by NAFTA have rung untrue. “Seven years later (after the passing of NAFTA), evidence of economic gains for the majority of the population has failed to materialize in Pennsylvania and the rest of the United States. Nor are the majority of people in Canada or Mexico better off as a result of NAFTA,” (Citizens Trade Campaign pg. 1). Citizens Trade Campaign continues by stating that of the 766,000 jobs lost nationally, 35,000 of those jobs were in Pennsylvania and that NAFTA has “been a net destroyer of jobs, especially in Pennsylvania, as a result of increased trade deficits,” (citizens trade campaign pg. 1). In this manner NAFTA has not been good for the economy of Pennsylvania. I believe the following paragraph puts all of the above information into perspective quite perfectly. It reads as follows.
There is little evidence that NAFTA has generated broad economic benefits. The costs of NAFTA to working families in Pennsylvania and the rest of the United States-lost jobs and wages, weakened environmental laws, restrictions on democratic decision-making-have not been offset by economic gains for the majority of working families, in the United States, Mexico, or Canada,” (citizens trade commission pg. 3).

In other words, NAFTA should be done away with, because, despite its high expectations a decade ago, the North American Free Trade Agreement has not lived up to its expectations at all.

As is obvious from the above information, residents of Morgantown and Elverson, Pennsylvania are, for the most part, not in favor of any type of globalization or the expansion of the economy. Although there are benefits to globalization it is believed that residents of these two communities are so prone to the daily rigor of farm life or country life that, because many individuals are older, they are not willing to change as quickly as the younger population is.

Despite the protests of the community Morgantown Crossings will be coming to the area within the next year although all that the community knows thus far is that a Wal-Mart super center will be the center hold of several retail stores, two banks, several chain restaurants, a movie theater and who knows what else. Therefore, residents might be surprised by what else becomes a part of this shopping center, which will inevitably be the center of these two communities. However, I do not think what comes as part of this shopping center will change many minds on their like or dislike of Morgantown Crossings. As for Graco, Advanced Printing Technologies, Incorporated, and Morgan Corporation these firms bring nothing but a positive impression to the community. They are more so manufacturing plants than they are retail stores therefore they are not threatening the small retail businesses and restaurants of the area. Unfortunately as part of a
growing and expanding global economy change is inevitable worldwide. One cannot expect to live a lifetime without seeing an increase in global technology and innovations and Morgantown and Elverson have started to realize this impact in the past number of years. Granted there will always be the negative aspects of globalization that will affect every corner of the world but that is the irony of growing up in this world. Even those individuals in third world countries who work for less than minimum wage to produce Nike products or something else have seen the impact of globalization and it will continue to grow. Farming life has been all that some families have known, especially if it has been passed down from generation to generation, and it is possible that these families will be able to continue with their farming because America always needs farmers to produce our fruits and vegetables. However, the United States also needs stores and businesses to sell those fruits and vegetables and dairy products in and therefore, at times, farm land is needed to build those businesses or shopping centers. Inevitably many of the small businesses mentioned above will face the closing of their businesses due to increasing globalization yet that is part of the risk of opening a small business. It is nice when you live in a town or community where “everyone knows your name and knows all about you” yet unfortunately that time is coming to a close with globalization. It is still possible however for larger retail stores to know who one is if that individual is a regular customer, which in the case of Morgantown and Elverson, could become a reality if the Wal-Mart super center is, as many believe it will, going to force the closure of the other small businesses in the area. In closing, the expansion of the economy internationally is inevitable and in most cases it seems that the United States is losing jobs and employment opportunities due to the impact of globalization. However one looks at the impact of globalization I believe the expanding global economy has left more of a
positive impact on the Morgantown and Elverson communities than a negative impact. Granted all the negativity that has surrounded the Morgantown Crossings shopping center, Clemens Family Market, Wawa convenience store, Sheetz gas station and convenience store, and other large businesses, but I must say that the benefits of Graco Children’s Products, Advanced Printing Technologies, and Morgan Corporation far outweigh the negativity of the retail stores and super centers.
GLOBALIZATION OF MORGANTOWN AND ELVERSON, PENNSYLVANIA

Lynn Jernegan

April 13, 2004

Senior Seminar

Dr. Richardson
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