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2019

BEST PLACES TO WORK

Sunday, December 15, 2019

TIMES LEADER MEDIA GROUP

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Established in 1828, CornellCookson is one of America's oldest and most historical building products companies. With roots tracing back to some of the most iconic cast iron buildings still visible today in the New York City skyline, CornellCookson has helped shape the American building industry.

Today, CornellCookson is a division of Clopay Corporation that continues to grow and expand their product line. Due to the constant growth, a building expansion has just been completed to accommodate the manufacturing of the core products along with new innovative products. This expansion has increased the manufacturing space in the Mountain Top, PA location by 60% going from 10 bays to 16 bays of manufacturing space.

Through all of this growth, CornellCookson remains committed to providing employees with a positive workplace and competitive benefits. Thanks to this commitment, CornellCookson is honored to be named a "Best Place to Work in North East Pennsylvania" by Times Leader readers.

"We pride ourselves on fostering an environment of collaboration with both associates and customers, and this is why we have such longstanding relationships with both", said Sean Smith, CCO of CornellCookson. "We see ourselves as partners - that's really what sets us apart from other manufacturers."

Becoming the Best Means Being the Best

Each year, several dozen businesses and organizations in the region are honored by the Times Leader Media Group at the "Best Placed to Work in NEPA" awards. From healthcare centers and restaurants to marketing companies, they comprise a who's who list of organizations in the Scranton – Wilkes Barre – Hazleton region. Nominations are anonymous, and completed by readers through the company's website. Once nominations are complete, the voting process begins, resulting in a list of finalists. This year, CornellCookson earned the silver award.

"CornellCookson is honored and thankful to receive this award for the second year in a row," says Smith. "This award represents our efforts to be the best we can be for our employees and their families."

Become Part of a Growing Team

Due to the recent building expansion, CornellCookson is looking to add about 30 associates to the team. Open positions vary in skill level and include manufacturing and engineering positions.

If you're interested in a career at CornellCookson, visit: www.cornellcookson.com/careers



2019

BEST PLACES TO WORK

We're about to be an even better place to work! Our Mountain Top facility just **expanded by 60%**, giving our associates an additional 92,000 sqft of space to manufacture our innovative and award-winning closure products. We are thankful to our dedicated employees that have helped our company grow!

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Times Leader's Best Places to Work celebrated

Times Leader Media Group presents annual awards during gathering at Le Manhattan Bistro.

By Kevin Carroll
kcarroll@timesleader.com

WILKES-BARRE — The best of the best have been honored once again, and as always, it's a distinguished group.

The best workplaces in Northeastern Pennsylvania were recognized at a special ceremony hosted by Times Leader Media Group on Monday night at Le Manhattan Bistro.

Numerous businesses big and small from across Luzerne County turned out to celebrate at the popular French restaurant, with food, drinks and good company shared by all.

"You all are here because people do believe that you are the best places to work," said Times Leader Media Group Publisher Mike Murray, who welcomed guests to the event.

"This really has little to do with us," Murray added. "People want to work for you."

The winning businesses were sepa-



Tony Callaio | For Times Leader

ENX2 Marketing was a winner for the Times Leader's Best Places to Work award, which were presented Monday night. **Seen here, front row, left to right: Erika Jenkins, Wendy Lindars, Robyn Snyder. Back row: Jeff Mirro, Michael Flaherty, Mariah Curtis, Logan Godfrey, Keith Stevenson, Mike Hollos.**



Tony Callaio | For Times Leader

Silver winner Berkshire Hathaway accepts their award from Times Leader Media Group Publisher Mike Murray during Monday's Best Places to Work ceremony. **From left: Carl J. Witkowski, Berkshire Hathaway COO & executive vice president, Murray, and Jackie Kendzor, Berkshire Hathaway director of Human Relations.**

rated into tiers: Silver, Gold and Platinum. A full list of winners is contained in this special section of the Times Leader.

The businesses represented were diverse and cover a range of fields, including early education, dentistry, emergency services and senior living facilities.

One such award recipient was the Luzerne County 911 communications team.

"We're thrilled, absolutely thrilled," said Andy Zahorsky, who represented Luzerne County 911 along with Megan Hannon.

The agency serves munic-

palities throughout Luzerne County by dispatching police, fire and emergency services. To do so, they have to have a large staff working together in total sync to make sure the job is done right.

"Our staff puts in a lot of work and are very dedicated," Hannon said. "This just goes to show that our work does not go unnoticed."

Another honoree, Step by Step, was represented by employees Sue Kauffman and Alexis Vaskas.

Step By Step has been providing social services to Northeastern Pennsylvania for over 40 years.

"Oh my god, we're overwhelmed," Kauffman said of the award, noting that the organization provides support to individuals with disabilities. Kauffman said.

Other award winners included Cookie Corner Pre-school, Cafe Rinaldi and The Woodhouse Day Spa.



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National Strength- Local Commitment:

Lewith & Freeman Brings National Marketing Strategy to Local Market

Lewith & Freeman Real Estate rebuilt its website – with residents of Northeastern Pennsylvania in mind.

In order to compete with national brands, this locally owned business used customer behavior to gear its website to how the modern home buyer and seller use it. The site features the updated HomeFinder property search and blog content that speaks to every stage in the home-buying process.

What is HomeFinder? It is Northeastern Pennsylvania's most powerful home search that is updated from the Multiple Listing Service (MLS) every 10 minutes. Lewith & Freeman's HomeFinder allows prospective buyers to search by region, town, MLS number and price range, as well as input specific requirements such as off-street parking, desired school district, and even whether or not they'd like a fireplace.

The visitor can then save their search and be alerted via email or text whenever a new property that fits their requirements hits the market.

"We find a lot of customers setting up a search for a wide area with very specific requirements," said Tara Siegel, vice president of marketing at Lewith & Freeman. "As an example, someone may want a specific school district with a fireplace, finished basement and garage, but not necessarily care about what town the property is located in. Others want to be near a lake with access."

The website exemplifies the company's world-class customer service culture.

"Whatever the specific need is, our HomeFinder tool is the way to find exactly what you are looking for," Siegel explained, noting that lewith-freeman.com is breaking site traffic records and creating opportunities for buyers and sellers every day.

How Facebook's Update Impacts Local Real Estate Business:

In March of 2019, the Department of Housing and Urban Development sued Facebook as a part of a housing discrimination probe.

As a response to this lawsuit, Facebook has limited the paid targeting that realtors and brokers can utilize. Now, all ads on Facebook for Real Estate must include all ages from 18 and older and cannot include any interest, education or financial targeting.

This was a massive change in how realtors and brokers target their audiences on Facebook. Advertisers who did not agree to updated terms and conditions from Facebook had their ads disapproved and, therefore, were unable to advertise on the Facebook or Instagram platforms.

Lewith & Freeman reacted to the digital challenge.

Siegel, the company's vice president of marketing, has an extensive digital background, and is an award-winning social media marketer.

"Because Facebook announced the change in advertising targeting was imminent, we were able to use Tara's connections at Facebook and experience to re-strategize our digital marketing campaigns. Tara traveled to NYC to meet with Facebook in person to get guidance from the tech giant on best practices in advertising, given the new policies. We were also able to prepare our realtors by holding trainings so that their personal ad accounts were not impacted," Virginia Rose, Lewith & Freeman President, said.

Lewith & Freeman's content and video strategy was also updated to meet Facebook requirements.

"Because HUD cracked down on Facebook, Facebook cracked down on advertisers. It limited some of our targeting, which meant we had to get creative," Siegel said.

"Facebook represents more than an advertising platform for our realtors. It's an opportunity for us to connect with current and future clients. By providing content that is educational, we are able to reach our goals of connecting buyers and sellers across NEPA."

Pride Mobility lives up to its name



Times Leader file photo

Anthony Culver, Supply Chain Product Coordinator, Denise Truesdale, Vice President and Human Resources, and Ann Luzetsky, International Sales Process Manager, pose for a photograph at Pride Mobility in Exeter in 2017. The group has been named one of the Best Places to Work again this year.

By Kevin Carroll
kcarroll@timesleader.com

Pride — it's more than just the name of the company.

It showcases the great honor that the employees of Pride Mobility take in their work, and how happy they are to have won a Gold award in Monday night's Times Leader Media Group "Best Places to Work" awards.

"We're so happy to have won this award," said Denise Truesdale, vice president of human development at Pride. "The work ethic in this community is unlike anything I've ever seen."

Located in Duryea, and in business in Northeastern Pennsylvania since 1986, Pride Mobility specializes in innovative and state-of-the-art personal mobility products, including motor scooters and

power chairs.

According to Pride's website, the company "believes that its success is attributed to winning strategies and its friendly, hard-working and humble employees."

Pride routinely hosts company cookouts, outings to Scranton/Wilkes-Barre RailRiders games, and other fun little programs designed to boost company morale and make Pride Mobility one of the best places to work in Northeastern Pennsylvania.

"The individuals here want to work hard," Truesdale said. "They're proud of what they do here."



Times Leader file photo

Pride manufactures superior, diverse products for individuals from a wide variety of demographics. Our diversification extends beyond our customers and products into the exciting opportunity to attract and employ an equally diverse workforce.

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Marywood brings the world in, students practice making things happen in it. The ultra-modern facilities provide students with the resources they need to help them succeed in their academic and athletic pursuits. Marywood is the recipient of two Sports Turf Managers Association awards for the top collegiate baseball and softball fields in the country. Even the buildings help students do their best work. Consistently ranked in the top tier of *U.S. News & World Report's Best Colleges*, students can choose their passion from more than 50 undergraduate majors and more than 30 graduate programs.



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An exceptional education is well within reach. At Marywood, 99 percent of first-time students receive financial aid. Options include grants, scholarships, loans, and work-study. Our cost calculator will estimate your financial aid and scholarship eligibility. Try it online at marywood.edu/calculator.

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Nataupsky Family Dentistry treats everyone like family



Nataupsky Family Dentistry

Dr. Jason Nataupsky and Dr. Gary Nataupsky are seen with their team.

By Kevin Carroll
kcarroll@timesleader.com

“You know how with most practices, you almost regret going to see the doctor? With us, it’s like the opposite of that.”

So says Dr. Gary Nataupsky, of Nataupsky Family Dentistry in Kingston. The Nataupsky family took home a Platinum award at Monday night’s Times Leader Media Group “Best Places to Work” award ceremony.

“You walk into our office, it’s like you’re a member of the family,” Nataupsky said. “We treat you like a person...we’re all thrilled that you’re here.”

The Nataupskys have been practicing dentistry since 1945, and have made quite an impact on the community in which they work.

“My grandfather started the office...we’re the oldest dentistry practice in the community,” said

Dr. Jason Nataupsky, Gary’s son. “Our team is the best.”

In addition to the members of the Nataupsky family involved with the practice, the family also employs a number of hygienists and assistants that are highly qualified and ready to help you with any of your dentistry needs, including repair, smile restoration, gum treatment and more.

It’s because of this team, Nataupsky says, that they won the award in the first place.

“It’s the kind of award that comes from within,” Jason Nataupsky said. “It’s not an award that comes from anything other than us being a healthy practice and a happy family.”

Gary and Jason brought the entire family out to Le Manhattan Bistro to celebrate the award.

“We’re really excited,” said Jason. “It takes us into the new year with some positivity.”



Dr. Jason Nataupsky

THE LANDS AT HILLSIDE FARMS

We are deeply grateful to those who voted for The Lands at Hillside Farms. Working at The Lands is a life style in which you work intensely and then, when your work is done, you volunteer your other waking hours. The Lands consists of a team that completes the impossible through the sacrifice of time and self. More than a place, it is a family with a goal that will mostly be achieved long after the current team is gone, providing a piece of the sustainability puzzle that will benefit generations to come.



The Lands at Hillside Farms is a historic, 412-acre, nonprofit educational dairy farm created to teach life choices that are healthy, logical, and sustainable.



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Step by Step: Centered on people

By Kevin Carroll
kcarroll@timesleader.com

Step by Step, Inc. took home its second consecutive Platinum award, the only business to repeat as a Platinum business in both 2018 and 2019.

"We're overwhelmed, and so excited," said Sue Kauffman at the awards ceremony held Monday night.

Established in 1977, Step by Step, Inc. provides social services to over a dozen Pennsylvania counties, including Luzerne County.

Their mission is to "enhance the quality of life and personal growth of those we serve through support for individual choice and independence."

"We provide supports to individuals with disabilities," Kauffman said.

"We're delighted to receive this award," added Alexis Vaskas, who accepted the award along with Kauffman and Meg Lukaszewski, the vice president of operations for the Northeast region of Pennsylvania.

The non-profit corporation takes a progressive approach to the potential of individuals with dis-

abilities, providing a variety of services including a life-sharing program that allows patients to share their experiences with others.

Other programs include community housing, in-home support and behavioral health services provided by a number of certified and trained employees.

"This is really centered upon the people who work for us. It's great that the employees voted for us, we're thankful for them," Vaskas said.



Tony Callaio | For Times Leader

Members of NEPA Best Places to Work Platinum Winner Step By Step, Inc. are seen at Monday's ceremony: Alexis Vaskas, Sue Kauffman, Meg Lukaszewski.

Photos



Tony Callaio | For Times Leader

NEPA Best Places to Work Gold Winner Geisinger Wyoming Valley Medical Center: Dan Landenberg, Brittany Drumm.



Tony Callaio | For Times Leader

NEPA Best Places to Work Silver Winner Institute for Human Resources and Services: Lauren Conway, Stephanie Aldrich.

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LSEO: Hard work, great culture

By Kevin Carroll
kcarroll@timesleader.com

A Platinum award winner, LSEO is a digital marketing firm located on South River Street in Wilkes-Barre.

“Honestly, we’re pretty honored and really proud,” said Chris Nash, who represented LSEO at the Best Places to Work ceremony along with several team members and CEO Kris Jones.

“I’m super proud of the team ... anything is possible in Northeastern Pennsylvania,” Jones said.

For over 20 years, LSEO has been offering search engine optimization (SEO) driven services, including SEO consulting, paid media, content marketing and web design.

“We’ve worked extremely hard on building such a great culture,” Nash said. “We made a special effort this year to make sure that our staff felt cared for and connected to our mission.”

LSEO has been named one of the top SEO

consulting firms in the nation by numerous publications, and was nominated for SEO Agency of the Year by the U.S. Search Awards in 2018.

“It’s one thing to work for a company that just put words on a wall, or has core values...it’s another to actually live by those values every day,” Blackburn said.

To find out more about the work and services provided by LSEO, visit their website at lseo.com.



Tony Callaio | For Times Leader

LSEO is one of the Times Leader’s Best Places to Work Platinum winner. Front row, left to right: Darcy Huff, Nina Koons, Steve Blackburn, Jeff Conway. Back row: Chad Mummert, Kris Jones, Chris Nash.

Diamond Manufacturing: Broad reach, family values

DIAMOND
MANUFACTURING COMPANY
Perforated Metal Specialists

Photo courtesy Diamond Manufacturing

By Kevin Carroll
kcarroll@timesleader.com

Having been in business since 1915 and counting, Wyoming’s Diamond Manufacturing embraces traditional family values in the workplace.

Mark Nenichka, who’s worked for Diamond manufacturing for 38 years, accepted the company’s Best Places to Work award on Monday night.

“The employees and management at Diamond

Manufacturing all look out for one another,” Nenichka said. “Those family values have been continued down since the start of the business.”

Diamond Manufacturing is the largest perforator in North America, with eight locations all across the eastern and midwestern United States, stretching as far west as Texas.

The company was family-owned up until 2010, when it became a subsidiary of Reliance Steel and Aluminum.

“The two brothers who owned Diamond looked for a company that would treat the employees just as good and even better,” said Nenichka.

According to Diamond’s website, president David Simpson says that the secret to Diamond’s success is the people, “extremely talented people who have an expertise that can’t be matched.”

Under the leadership of their parent company, Nenichka says that workplace benefits and morale have been better than ever.

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Employee Cookouts



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Employee Family Picnic



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Tony Callaio | For Times Leader

Elan Gardens in Clarks Summit, is a personal care facility with private suites, lush gardens, private dining rooms and plenty of activity for residents.

By Kevin Carroll
kcarroll@timesleader.com

Elan Gardens, located in Clarks Summit, took home a Gold award for the Times Leader Media Group's "Best Places to Work" ceremony held on Monday night.

"It's super exciting because when we're trying to attract new employees, we could tell them that we're one of the best places to work," said Mia Jacobs, who accepted the award on behalf of Elan Gardens.

The senior living facility abides by one singular mission: "to offer a supportive residential environment dedicated to maintaining each individual's strengths, abilities and autonomy while providing the resources to further enhance the quality of their lives."

The center provides many different types of services, including memory care and personal services.

"We care for elderly individuals who cannot maintain their independence at home," Jacobs said.

In business since 1996, Elan Gardens offers 24/7 supervision for residents by a "caring and compassionate staff," medication distribution by licensed nurses, and gives each resident their own apartment so they could maintain that sense of independence.

Th grounds at Elan Gardens include three dining rooms, a fully-equipped fitness area, and, of course, a garden for residents to spend time in and take in the beauty of Elan Garden's 20-acre campus.

All of these amenities add up to a pretty fine place to work, according to Jacobs, who was thrilled to take home the award on behalf of her workplace.

"I'm super excited," Jacobs said. "This is a great honor."



Tony Callaio | For Times Leader

Residents are shown playing bingo, one of the many activities offered to the residents of Elan Gardens. The facility took home a Gold award for the Times Leader Media Group's "Best Places to Work" ceremony held on Monday night.

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Located in Duryea, PA with an area 200,000 square feet, the SCHOTT Advanced Optics factory is perfectly located to serve America's high tech businesses. The facility features melting of innovative glasses for such gear as night vision devices, nuclear fusion experiments, laser surgery, and many others. The firm is fully equipped to convert these glasses and more into ground, polished and coated components for navigation, precision optics, automotive safety, astronomy, space exploration. The company's products may be found in any application that demands the utmost in material quality and performance.

The importance to the US market was probably best illustrated when Vice President Mike Pence and Secretary of Commerce Wilbur Ross recently chose to visit the Duryea company to promote passage of the United States Mexico Canada Trade Agreement.

A company of the worldwide SCHOTT Group, with headquarters in Mainz Germany, the plant went into operation in July 1969. Over the years, the company's business and products have evolved and adapted to changing business requirements. Today, the company employs 200 highly skilled people to conduct its mission in the United States.

In addition to extensive production capabilities, the site also boasts SCHOTT's only Materials research & development laboratory in North America. In addition to the Advanced Optics business unit, this laboratory also serves the R&D needs of all SCHOTT North American locations.

The company employs and is always seeking highly skilled people, including glass melters, scientists, process machine operators, engineers in many specialties, as well as customer service experts. Interested readers may find more information on the web at www.us.schott.com/job.



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McCarthy Tire Service

McCarthy Tire Service started from humble beginnings when Joseph J. McCarthy opened the doors of a small tire shop in the City of Wilkes-Barre, Pennsylvania. Over the last 90+ years, we have grown into a national tire dealer with 60+ service locations and 10 retread manufacturing plants along the east coast.

The company is owned and operated by the third generation of the McCarthy family. Members of the fourth generation are active in sales, legal, operations, human resources, and accounting roles. Our headquarters and flagship store are located in Wilkes-Barre, less than two miles from our roots.

“From Big to Small, We Have Them All”

McCarthy Tire sells and services a full range of tires - from small cars and pick-ups, to tractor trailers and giant earthmovers. We are fleet experts, and we offer 24-hour roadside assistance and retreading services for our commercial customers. Our locations include heavy truck repair facilities, automotive centers, and retread tire manufacturing plants, including the largest Bandag plant in North America.

McCarthy Tire is the sixth largest independent commercial tire dealer, the 7th largest retreader, and the 38th largest independent retail tire dealer in the United States.

Tire Dealer of the Year

Our president, John McCarthy, was recently honored by Modern Tire Dealer magazine as the “2019 Tire Dealer of the Year,” one of the most prestigious awards in the tire industry.



John was honored for his business acumen, community service, and contributions to our industry.

A Best Place to Work!

We are very proud that our associates have recognized McCarthy Tire as one of the region’s Best Places to Work for 2019, at the Platinum Level. This is the third year in a row that our associates have chosen McCarthy Tire as an employer of choice for northeastern Pennsylvania.

We invest in our associates for the long term. We promote an inclusive work environment that values teamwork and has opportunity for career advancement. We offer excellent compensation and benefits packages, including a robust wellness program.

McCarthy Tire Service is committed to supporting a diverse work force. We have associates with 20, 30, 40, and even 50 years of service, as well as many fresh, new faces on the team. They are a wide range of ages, orientations, ethnic and cultural identities, demographics, and religions. We value their contributions and feel that we are a stronger company for embracing this diversity.

Our associates go the extra mile to do what’s right – in good times and bad. They take the time to listen, to do what they can to solve problems, and to make a positive difference in people’s lives. This helps us deliver the best experience for our customers, as well as make McCarthy Tire a great place to work.

Photos

Times Leader Media Group Publisher Mike Murray thanks and congratulates all NEPA Best Places to Work winners for attending the award ceremony at Le Manhattan Bistro on Dec. 10.



Tony Callaio | For Times Leader

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Tony Callaio | For Times Leader

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NEPA Best Places to Work Gold Winner Lewith & Freeman Real Estate Inc.: Tara Siegel.

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NEPA Best Places to Work Silver Winner SCHOTT North America Advanced Optics: Julie Lucarella, Robert Gomeau, William James, Mary Golya, David Schimmel.

Photos



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NEPA Best Places to Work Silver Winner Veterinary Referral & Emergency Center: Angela Powell.



Tony Callaio | For Times Leader

NEPA Best Places to Work Gold Winner The Woodhouse Day Spa: Megan Millo, Maurita Elias.



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NEPA Best Places to Work Silver Winner Marywood University: Christina Brundage, Molly Baron.



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NEPA Best Places to Work Silver Winner Web.com Group, Inc.: Emily Kopec, Alicia Pringle.

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to all the team members and loyal guests who have supported us and helped to make The Woodhouse the premier luxury Day Spa in NEPA for over 16 years!
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We invite you to indulge in a sanctuary of luxury, privacy and wellness. Shop our Spa Boutique where you will find countless gift items including luxury bath and body products, essential oils, diffusers, and much more so you can continue your Woodhouse experience right at home. Gift cards are available to purchase at the spa or online anytime at Kingston.WoodhouseSpas.Com.

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