

CENTRAL PENN BUSINESS JOURNAL

An investment in knowledge pays the best interest.

—Benjamin Franklin (1706-1790)



PHOTO/KATHRYN MORTON

To reduce air pollution, trucks parked at Keen Transport Inc. headquarters in Middlesex Township may not idle.

No idle boast

The trucking industry is a vital component of Central Pennsylvania's economy. It's also a big reason why the midstate has some of the unhealthiest air in the U.S.

In an admirable display of unity and community awareness, 15 Cumberland County firms have signed a resolution to reduce idling time by truckers. Keen Transport Inc. is the leader of the initiative. It consulted with the Clean Air Board of Central Pennsylvania in the spring. Shortly after that meeting the company set an example by banning idling on its Middlesex Township premises (see "Driving force," page 1).

This aggressive self-policing is a bold, smart move by Keen and its industry fellows for several reasons.

For one, it shows that the companies care as much about their neighborhoods and communities as they do about their bottom lines. Keen executives were not browbeaten into this; they started looking at air-quality issues after reading about a group of Cumberland County residents and doctors who were alarmed about the potential health hazards of the region's ever-growing trucking and warehousing operations.

Secondly, the action could save the businesses money in the long run. The federal government has told Pennsylvania that if it fails to improve its air quality by 2008, the state stands to lose crucial highway dollars.

Lastly — and perhaps most important — this volunteerism potentially could convince municipal governments that they don't need to make up their own rules dictating when and where truckers are permitted to run their vehicles' engines. The last thing the industry wants to see is hundreds of township and boroughs implementing disparate and hard-to-track idling ordinances.

"If we become proactive with this thing, I think we can whip it. But we still have a long way to go," Cumberland Truck Equipment Co. President Joseph Peduzzi tells Business Journal staff writer Angela Doody.

Adding to that group of 15 would help, and we encourage all of our readers in the logistics industry to join Keen and company in this strong show of support for our quality of life. ■

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**Joseph Peduzzi,
Cumberland Truck
Equipment Co.**

Gene Suchma's view: Based on the article, "Extreme executives," page 15.

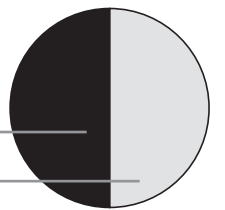


SOUND OFF

LAST WEEK'S QUESTION

Does your company use text messaging, podcasting and/or online gatherings to market itself? Why or why not?

YES 50 percent
NO 50 percent



HOW YOU SAID IT:

NO: "We do not use these e-messages to market — yet — probably due to the complex compliance and approval requirements involved in financial services."

—Louis Leyes,
York County

YES: "JPL Productions began podcasting this year to share our expertise in communications with

clients and prospects. We also produce podcasts for some of our clients. It's a great, cost-effective marketing vehicle that positions your company as an industry expert and in turn, helps increase sales."

—Susan Cort,
director of communications,
JPL Productions,
Swatara Township

THIS WEEK'S QUESTION

Do you use any services such as make-ahead meal preparation, pet care or errand running to help you save time? Why or why not? For more information about this question, see "Busyness is their business," page 15.

To respond, visit www.centralpennbusiness.com. The poll question is on the bottom righthand corner of the home page.

After responding, you may submit comments using the form on the poll-results page.

What's your opinion?

The unsigned editorial on this opinion page represents the views of the editorial board. The views expressed in letters, cartoons and signed editorials and columns do not necessarily reflect the newspaper's view.

We encourage readers to write letters. Please keep them to fewer than 400 words. It is best when letters address issues that affect businesses in Central Pennsylvania or comment about articles we have published. Please sign your name and include a telephone number. List your borough, township or city.

We reserve the right to edit letters.
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