

# MapQuest

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the flow of communication." MapQuest already made that switch in its Denver, Colo., headquarters, McDevitt said.

Both the Denver and Lancaster MapQuest sites employ about 35 people, he said.

Most employees in the Granite Run office — which MapQuest has occupied for the past four-plus years — work as software engineers, McDevitt said.

Joe Barbara, a technical director at MapQuest's local office, said the new arrangement "is going to be great for productivity."

"There will be no more hiding in your 'cube' anymore."

That kind of setup also reduces hierarchical barriers, McDevitt said. Even in Denver, the supervisor doesn't have a private office, he said.

The 9,206 square feet being rented in Liberty North is a little less than what MapQuest has in Granite Run, McDevitt said.

## A unique space

At first, MapQuest checked out the other Liberty North building, McDevitt said.

But its Lancaster employees were quickly drawn to the distinctive details of the old firehouse.

"They said, 'We've got to have this space!'"

And even though it'll just be for show, MapQuest is actually putting in a fire pole, McDevitt said.

The company also is retaining two fire-exit doors, which will be opened when the weather is nice, he said.

The brick firehouse — a one-story edifice with a loft — predates 1923, said Andrew Oak, senior project manager with The Drogaris Cos.

Notable is the presence of clerestories, or high bands of windows, which supply abundant natural light.

An additional 4,900 square feet in the building also is available for rent, Oak said.



Jeff Ruppenthal / Staff

Workers complete renovation of the new home of MapQuest at Liberty North.

To prepare the property for tenants, two of the garage doors were replaced with glass and aluminum doors, interior walls were removed, a new roof was put on and the facade was improved, he said.

Two other garage doors — which can accommodate delivery trucks, for example — were retained.

"We made it a shell for reuse," Oak said.

McDevitt said he couldn't confirm what MapQuest — which marked its 15th anniversary this year — is spending to "fit up" the space.

He did say "it's in the high six figures."

Beyond the attractions of the building itself, Liberty North is ideal because it's near the Lancaster Amtrak station and other public transportation, he said.

"We have people coming down from New York and up from Dulles (airport)," McDevitt said.

The proximity to Franklin & Marshall College also will make it easier to hire interns, he said.

Liberty North, next to Drogaris' Liberty Place office project, is an \$11 million project that also includes a 52,000-square-foot, two-story building.

That bigger building has 21 occupied apartments, 14 more apartments in the design stage and 10,500 square feet of commercial space, Oak said.

The structure, at 1060 N. Charlotte St., formerly housed Armstrong's print shop/marketing department and its "installation school," he said.

The area between the Liberty North buildings — formerly paved over — is now a landscaped courtyard.

MapQuest can trace its roots to R.R. Donnelley & Sons' Cartographic Services, which was founded in 1967 in Northbrook, Ill.

The division moved to Lancaster the following year.

The 25-employee unit made headlines in 1985 by relocating from 700 N. Duke St. to a historic tobacco warehouse at James and Prince streets.

But more changes in address were ahead, coupled with changes in ownership and workforce.

Part of Donnelley Cartographic moved to Granite Run in 1992, the start of its shift to the suburbs.

Then R.R. Donnelley spun off Donnelley Cartographic as a separate firm, named GeoSystems Global, in 1994.

Three years later, Geo-

Systems consolidated both its Granite Run and James Street operations in the suburbs.

The site was the former International Signal & Control headquarters, in West Hempfield Township.

By that time, GeoSystems had grown to 145 jobs here — in part due to its launch of the MapQuest product in 1996.

The firm switched its name to that of its flagship consumer product in 1999, went public and moved its headquarters to New York City.

Within months, America Online agreed to buy MapQuest, completing the deal in 2000 for \$700 million in stock.

By that time, MapQuest's Hempland Road office had grown to about 175 employees.

But not for long. Waves of layoffs later in 2000 and in 2001 slashed the payroll here to a mere 10 employees, according to newspaper files.

The firm, however, gradually rebuilt its work force and returned to Granite Run in 2007.

pwolf@lnpnews.com

## WHO'S NEWS

Eileen Royer has been elected District IV vice president of the American Business Women's Association.

Royer, of Ephrata, owns Thomas F. Royer Appraisal Service. She is a member of the ABWA's Lancaster Area Express Network.

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Devine Law Offices has hired W. Ryan Neumyer as an associate attorney, focusing on human resource and employee benefit compliance issues.

Neumyer, of Lancaster, most recently was an associate attorney at Kegel Kelin Almy & Grimm. Before that, he was director of human resources and general counsel for SouthEast Lancaster Health Services.

Neumyer holds a bachelor's degree from Susquehanna University and a law degree from Dickinson School of Law.



W.R. Neumyer

Goodhart Sons Inc. has promoted John D. Graham to controller.

Graham, of Lititz, joined the company in 1981. His most recent position was accounting manager.

He is a graduate of Manheim Township High School and York College.



John Graham

"Who's News," featuring promotions and hirings of management-level employees, appears each Sunday.

If you'd like to be included, send or hand-deliver a press release and optional photo to Lancaster Newspapers, Business News, P.O. Box 1328, Lancaster, Pa., 17608-1328. Our offices are at 8 W. King St., just west of Penn Square.

You also may email your news to Tim Mekeel, business editor, at tmekeel@lnpnews.com or Bill Bert, business copy editor, at bbert@lnpnews.com. Emailed photos should be high-resolution "jpg" files.

## CALENDAR

### TUESDAY

Referral Group of Lancaster, the first three Tuesdays of the month, at Symposium Restaurant, 11:30 a.m. Information: Dwayne Mellott, 575-9899, or dmellott@mortgagenetwork.com.

Lancaster 2 Chapter of BNI business networking group weekly meeting, at Bent Creek Country Club, 7:30 a.m. Information: Dan Neff at 405-6715 or bndivr.com.

### WEDNESDAY

Lancaster Chamber's Lititz/Manheim/Manheim Township Consortium: "Transportation Project Update," at Faulkner BMW, 7:30-9 a.m. Speaker: Harriet Parcells, senior transportation planner for the Lancaster County Planning Commission. Cost: Free for members, \$25 for nonmembers. Information: lancasterchamber.com or 397-3531.

Lancaster Area Express Network, American Business Women's Association, at the Lancaster Country Club, 7:30-9 a.m. Speaker: John Havrilla of Havrilla Group on branding. Information: Marian Rutt at 859-7019 or info@abwa-laen.org.

Lancaster County Apple Corps, a Macintosh user group, at Locust Grove Mennonite School, 2257 Old Philadelphia Pike, 7:15 p.m. Information: cs.millersville.edu/~katz/lcac.

Professional Referral Exchange weekly chapter meetings, at C.R. Barn (7:30 a.m.), Apple Tree Restaurant (8 a.m.), Back Page Restaurant (8 a.m.), Airport Diner (11:30 a.m.) and Lombardo's (11:30 a.m.). Information: Betty Diller, 682-8375 or prorefx.com.

Lancaster 3 Chapter of BNI business networking group weekly meeting, at the Brickyard, 11:30 a.m. Information: Jennifer King at 278-8047 or bndivr.com.

Lancaster Chapter, Institute of Management Accountants, at Eden Resort, noon. Speaker: Robert Listerman on avoiding identity theft. Information: Wayne Martin, wlmartin1@comcast.net.

### THURSDAY

Facebook Marketing: What to Do Next? hosted by the Duke Street Business Center at the Lancaster Public Library, 3:30-5 p.m. Free. Information: 394-2651 ext. 131 or dsbc@lancaster.lib.pa.us.

Lancaster County Industrial Safety Council, at the Lancaster County Public Safety Training Center, noon. Program: Craig Elmer on "Working With Emergency Services and 911." Information: Dan Kahler 471-9061 or lancastersafetycouncil.com.

IRAs and Qualified Plans: Navigating the Maze of Distributions and Beneficiaries, hosted by Hospice of Lancaster County, 685 Good Drive, 3:30-5 p.m. Free. Information: Patricia Cochrane, 295-3900 or pcocrane@hospiceoflancaster.org.

Lancaster Chamber's MARKETEDGE: A Competitive Intelligence Certification

Program, at Library System of Lancaster County, 1866 Colonial Village Lane, 8:30 to 10:30 a.m. Speaker: Rhonda Kleiman of the Library System of Lancaster County. First of five parts. Cost: \$495 for members, \$695 for nonmembers. Information: lancasterchamber.com or 397-3531.

Downtown Sunrider Toastmaster Club, at Yorgos Restaurant, 66 N. Queen St., 6:30-7:45 a.m. Information: Ken Pederson, 330-8915 or kpm2t@comcast.net.

Manheim Area Chamber of Commerce annual member breakfast meeting, at Enck's Custom Catering, 7:30 a.m. Free. Information: 665-6330 or manheimchamber.com.

### FRIDAY

Professional Development Friday: "How a Business Owner Can Take Advantage of Life Insurance for His/Her Business," Southern Market Center, 9-11 a.m. Speaker: Evaristo Gonzalez of First Financial Group. Cost: Free for members, \$25 for nonmembers. Information: lancasterchamber.com or 397-3531.

Lancaster 1 Chapter of BNI business networking group weekly meeting, at IU-13, 1020 New Holland Ave., 7:30 a.m. Information: Deb Geist, 468-3266, or bndivr.com.

### MONDAY, OCT. 24

Are You Ready to be an Executor? The Role of an Executor, Agent Under Power of Attorney and Health Care Agent, hosted by Hospice of Lancaster County, 685 Good Drive, 6:30-8:30 p.m. Free. Information: Patricia Cochrane, 295-3900 or pcocrane@hospiceoflancaster.org.

### TUESDAY, OCT. 25

Lancaster Chamber's Green Group Tour, Tellus360, 24 E. King St. 8:30-10 a.m. Cost: Free for members, \$50 for nonmembers. Information: lancasterchamber.com or 397-3531.

Conestoga Chapter, International Association of Administrative Professionals, at Woodcrest Villa, 5:30 p.m. Program: Keeping your skill-set vital. Information: Greta Bomberger, 569-4409 or Barbara Tollinger, 207-8833.

### WEDNESDAY, OCT. 26

Long-Term Care and Medicaid: Planning to Protect Your Assets, hosted by Hospice of Lancaster County, 685 Good Drive, 6:30-8:30 p.m. Free. Information: Patricia Cochrane, 295-3900 or pcocrane@hospiceoflancaster.org.

### THURSDAY, OCT. 27

Understanding Pennsylvania's Newest Advanced Care Planning Tool: Pennsylvania's Orders for Life Sustaining Treatment, hosted by Hospice of Lancaster County, 685 Good Drive, 3:30-5 p.m. Free. Information: Patricia Cochrane, 295-3900 or pcocrane@hospiceoflancaster.org.

Susquehanna Sustainable Business Network, at Millersville University's Ford Atrium, 6-8 p.m. Program: Project Green Lancaster. Information: events@susquehannasnbn.org.

## Cost

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services as they can on a customer, like credit cards, mortgages and mobile phone banking.

What they haven't mentioned are marketing studies like the one commissioned by Fiserv, which develops online bill paying systems, showing that using the

Internet to pay bills, do automatic deductions and send electronic checks reduced customer turnover for banks by up to 95 percent in some cases.

With 44 million households having used the Internet to pay a bill in the past 30 days — up from 32 million five years ago and projected to reach 55 million by 2016 — it's a shift that has major ramifications for competition.

There's evidence that

fewer consumers are switching, with 7 percent of them estimated to be moving their primary account to a different bank in 2011, down from 12 percent last year, according to surveys by Javelin Strategy and Research.

Emmett Higdon, a consultant who managed Citibank's online bill payment product from 2004 to 2007, said that "for the consumer, it's a double-edged sword." While customers value the convenience, inside the industry "it was known that it would be a powerful retention tool. That's why online bill paying went free in the first place. Inertia is powerful in the banking industry."

Higdon remembers how Bank of America changed the rules of the game by dropping its \$4.95 monthly fee for online bill paying in 2002, forcing other banks to follow.

Bank of America today has 29 million account holders banking online and 15 million using the service to pay bills, but company officials say there is no connection between the stickiness of Internet bill paying and the decision to impose the \$5 monthly debit card fee.

Members of Congress have taken notice of the fee uproar — and the ties that bind customers to their banks.

"The difficulty of moving accounts is deliberate and unnecessary," said Rep. Brad Miller, who introduced a bill this month that would make it easier for customers to switch. "If you decide another bank is better, you should be able to change, just like you'd take your business from Wal-Mart to Target," said Miller, a Democrat from North Carolina who is a member of the House Financial Services Committee.

Customer satisfaction, rather than the annoyance factor, is what makes consumers reluctant to switch, according to the banks and the companies that develop Internet banking technology.

"I disagree with the notion that the consumer is a victim in all of this," said Eric Leiserson, senior research analyst with Fiserv, which counts Bank of America among its customers. "These services were developed to bring convenience to consumers. It's a win for all."

## BANKRUPTCIES

Here is a list of Lancaster County bankruptcies recorded in U.S. Bankruptcy Court, Eastern District of Pennsylvania, Reading, Oct. 4-10.

Gabriel and Kristi Justiniano, 100 block of South Eastland Drive, Chapter 7.

Dale L. Peters, 100 block of East Gramby Street, Manheim, Chapter 7.

David Trusch, first block of Springville Road, Mount Joy, Chapter 7.

William and Lori A. Worthington, 100 block of Linda Terrace, Ephrata, Chapter 7.

Yvonne M. Lawlor, 100 block of Heatherwood Drive, Ephrata, Chapter 7.

Thomas A. and Morgan Kochel, 2500 block of Valley Drive, Chapter 7.

Jessica R. Gieg, 4000 block of Laurel Lane, Mount Joy, Chapter 7.

Selena Edgell, first block of Tenby Way, Chapter 7.

Bonnie L. Pannunzio, 1800 block of Shady Oak Drive, Mount Joy, Chapter 7.

Nichole M. and Nazario U. Sornoza, first block of Highland Drive, Chapter 7.

William J. Esposito, 700 block of Patriot Drive, Chapter 7.

Matthew and Cathleen A. Hedge, first block of Knollwood Drive, Lititz, Chapter 7.

Under Chapter 7 of the U.S. Bankruptcy Code, a debtor's assets are liquidated to pay creditors. Under Chapter 11, the debtor, often a company, reorganizes and may pay some creditors. Under Chapter 13, a debtor proposes a repayment plan.

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