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the gadget cube

Make your shiny work for you

Cool Companies: WorkXpress, WebpageFX

By Kelly Lewis

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These are the times that test men's souls, but in the middle of tumultuous times our region has some of the most innovative IT shops in the nation with industry leaders like [The Hershey Co.](#), [Tyco Electronics](#), [Highmark](#) and [GeoDecisions](#). Their leaders are experienced, global-focused and dynamic. They deliver cutting-edge technology and attract and retain the best talent to run their operations.

Whether our innovative companies are big, growing or just starting, attracting and retaining these economy-growing firms is mission-critical for the success of the Central Pennsylvania region.

There are some interesting companies percolating at the [Murata Business Center](#), the well-regarded business incubator in Carlisle. There are many great stories to tell. But today, let's look at two promising firms starting to grow.



Kelly Lewis
Technology
Council
of Central
Pennsylvania

After a tour of duty in the California tech industry, Treff LaPlante moved back to Pennsylvania to start his own software firm, WorkXpress. Today, his growing firm is launching the newest version of WorkXpress. While traditional software provides two choices: "off-the-shelf" applications or "custom" applications by programmers, WorkXpress enables non-developers to create sophisticated software applications that are easy to use and maintain. It makes software and customization simple so business professionals can tailor-make the work tools they need to be successful.

Companies looking to evolve simplify and increase productivity in a cost-effective manner can visit WorkXpress at www.workxpress.com.

[WebpageFX](#) -- powered by William Craig, Karie Shearer Craig and a growing all-star team -- ramped it up in 2008. From excellent Web sites like the Harrisburg Regional Chamber, Cleveland Brothers and SportsVids, to Search Engine Optimization (SEO) projects with companies around the nation, WebpageFX provides full-service Web design, development and marketing.

With Webpage FX, seeing is believing. So take a moment and cruise through its Web site at www.webpageFX.com.

Kelly Lewis is president and chief executive officer of the [Technology Council of Central Pennsylvania](#), which operates [TechQuest Pennsylvania](#).

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