

The StrongLand Quickletter

CHAMBER OF COMMERCE

SERVING SOUTHERN ARMSTRONG & NORTHERN WESTMORLAND COUNTIES

Chamber Mission . . . To advance the economic, industrial, professional, cultural and civic welfare in order to improve the "Quality of Life" in communities served by StrongLand.

HOMEXPO... YOUR BUSINESS NEEDS THIS KIND OF EXPOSURE

...GET HUNDREDS OF LEADS IN ONLY THREE DAYS!

...February 10th, 11th, and 12th at the Pittsburgh Mills

If you've had days when you've been sitting around waiting for customers to call you or come through the door, then I'm going to ask you to do something to put life back into your business!

The StrongLand Chamber is here to help you and we've proven over and over again that by having a booth in the StrongLand HomExpo at the Mills Mall you will definitely find people who will help you improve your bottom line.

Sure it doesn't just happen, so you've got to develop an interesting booth, with a few "bells and whistles" to "attract the eye of the passer-by." A good booth needs something to tell prospective customer, at a glance, who you are and what you do. The customers at our home show actually look for you, because you are the reason that they come because we do a good job of promoting our HomExpo and the individual businesses that are in it.



Home Shows are great draws in the winter, ours especially, because it is the "largest free to the public" show in Western Pennsylvania and everyone is always looking for something free to do. It's sandwiched between the Monroeville and the Pittsburgh shows, which can cost a family of four more than \$70 to attend, especially when you add in the parking. We help everyone to forget their mid-winter troubles and get excited about the advent of spring. In a recent study we have proven that **over 80% of the people** who come to the Galleria at Pittsburgh Mills during our show, come, not for regular mall shopping, but because they want to see the home show.

So if you want to inquire about available booth space, please call the StrongLand Chamber Office at 724-845-5426 or visit our website at strongland.org and click under events and HomExpo to get the actual floor plan and registration form. The StrongLand HomExpo will be held this year on February 10th, 11th, and 12th. Apply to reserve a booth today, before they're all taken. Application is included in this mailing. ■

NEW THIS YEAR...

...RIVERVIEW HOMES BUILDS HUGE MODULAR INSIDE MALL

As a special added attraction for the StrongLand HomExpo, we are working with the Zamias Corp. to install a large door that will enable us to bring in RV's, a Modular Home, as well as items like jacuzzies, sale boats and other big exhibits. We're excited by the prospects and think that the exhibition space will encourage many more people to come and see the exhibits that this will bring. Because this will draw in the people who are comparing quality and price on new homes, it will also add customers to the others in the show who are waiting to serve the home buyer. This year the StrongLand HomExpo will be at the mall on February 10th, 11th, and 12th.

On another front we will be offering continuous entertainment on the HomExpo Stage. We are currently seeking individuals, groups and all forms of entertainment to promote for the three day event. The audience is diverse and wide spread and this is the perfect place to showcase your group and what they do. In the past we have had orchestras, vaudeville acts, singers, dancers and more. Please call 724-845-5426 if you'd like us to advertise your group in our StrongLand HomExpo Tabloid that comes out the week of the show. It's great exposure and you'll have a ball performing in the grand food court room at the Mills. ■

2011-2012 Calendar of Events

- Nov. 24 - Happy Thanksgiving!
- Nov. 29 - 8:00 am - Committee Chair Meeting, Giant Eagle Conference Room
- Nov. 30 - 5:30 pm, HomExpo Meeting
- Dec. 06 - Noon - Special Events Committee Meeting, Chamber Office
- Dec. 06 - 7:00 pm - Student Entrepreneur Program Orientation, Penn State New Kensington
- Dec. 07 - 5:30 pm - StrongLand Board Meeting, River Forest Country Club
- Dec. 07 - 6:30 pm - Business to Business Holiday Get-Together, River Forest Country Club
- Dec. 12 - 7:30 am - Membership/Marketing Combine Committee Meeting, Giant Eagle Conference Room
- Dec. 13 - 7:00 pm - Student Entrepreneur Program, Penn State New Kensington
- Dec. 15 - 12:30 pm - Education Committee Mtg., Conference Rm., Parks Bend
- Dec. 20 - 7:00 pm - Student Entrepreneur Program, Penn State New Kensington
- Dec. 20 - Happy Hanukkah!
- Dec. 21 - 8:00 am - Government Relations Committee Mtg., McCutcheon Enterprises
- Dec. 20 - Merry Christmas!
- Jan. 01 - Happy New Year!
- Jan. 12 - 8:30 am - Interscholastic Mathematics League Final, Penn State New Kensington
- Jan. 10 - 7:00 pm - Student Entrepreneur Program, Penn State New Kensington
- Jan. 18 - 8:30 am - Academic Quiz Bowl, Leechburg High School

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- Team Amcom; Saving Money & the Environment
- Giant Eagle Holiday Entertaining Guide

HELP US GET EVERYONE TO VOTE FOR THE KISKIMINETAS RIVER AS THE “PA RIVER OF THE YEAR” ... NOT ONLY WILL WE GET POSITIVE RECOGNITION, BUT WE WILL WIN \$10,000 DOLLARS TO ENHANCE THE RIVER PROGRAMS AND BRING MORE TOURISM INTO OUR AREA

...That's right, we really need you and all of your friends, business acquaintances, and relatives to go to a computer and vote RIGHT NOW for the **Pennsylvania River of the Year** and help the Kiski River achieve state and national recognition as a scenic wonder. This will do wonderful things for our river side communities. We came so close last year that it wasn't even funny! We were told that we were within a few hundred votes of being in first place but the Delaware River, with its huge population area, beat us by only a few hundred points. Well, they're not eligible to be in the running this year so I think if you tell everyone you know to vote, **we will win this time**. All voting will take place between now and midnight, December 31, 2011.

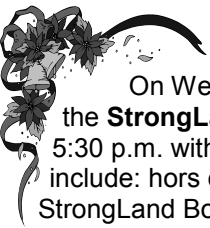


The Kiskiminetas River

TO VOTE RIGHT NOW... GO TO: www.pawatersheds.org/vote/ or go to http://facebook.com/PAwatersheds?sk=app_127709503932081 (note you must be logged into Facebook to view the Facebook ballot). Note: *I already voted using the first web address and found it very easy. The total process took me less than one minute.*

**PLEASE VOTE AND HELP US WIN...
...WE COULD ALL USE A LITTLE GOOD NEWS!!!**

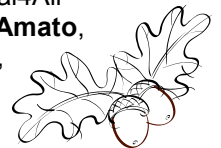
STRONGLAND CHAIRMAN, AL PULICE, INVITES YOU TO THE DECEMBER CHAMBER BOARD MEETING & HOLIDAY GET-TOGETHER



On Wednesday, December 7th, the Chamber will hold its **Annual “Open House” Board Meeting**, followed by the **StrongLand Business to Business Holiday Get-Together** at the **River Forest County Club**, beginning at 5:30 p.m. with the Chamber's Board Meeting followed at 6:30 p.m. by the informal reception. The reception will include: hors d' oeuvres, cash bar and plenty of merriment, music and networking. Come and meet and greet the StrongLand Board Members as well as other Chamber Members from all over the Alle-Kiski Region who come to see you. It's a mid-week, “over the hump” evening where you can visit, talk, eat and drink. *Please review the enclosed flier for all the details about the **Open Board Meeting and Holiday Get-Together** and how you can register to come.* Call us at **724-845-5426**, if you have any questions or comments. ■

CHAMBER ANNUAL DINNER.... A BIG SUCCESS!

Laube Hall was the site of the **StrongLand Annual Dinner and Players Club** that took place on Thursday, November 10, 2011 with over 140 StrongLand Members and Guests present. Greeted by the jazz music provided by the **KARZ**, a local high school ensemble, StrongLand Members began arriving and taking part in the fun and games with funny money provided by the Chamber. As the players won play money on such games as roulette, chuck-a-luck, craps, plinko, and black jack, they would place their names upon the bills and use them like raffle tickets to win the expensive prizes like; a **trip to Atlantic City, a 42” Flat Screen TV, gift certificates and more**. By the way, **Julia Duris** of Local4All Advertising won the TV, while **Nancy Wuyscik** of Apollo, won the \$5,000 Giant Eagle Gift Card. **Frank Amato**, Amato Financial, won the \$500 seller's prize as his agency sold the winning \$5,000 ticket. **Joe Cepicka**, Consultant, and **Neill Andritz**, River's Edge, were recognized for their outstanding service to the Chamber and the Community. **Rosemary Ferrante** and **Sally Jankosky** played relaxing piano music during the course of the evening. All-in-all, it was a wonderful event that will be long remembered by those who participated. ■



*With the holidays fast approaching,
the Chamber wishes you the best the season can bring.
(see the StrongLand holiday message included with this mailing)*



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Members With Something To Say

- ◆ **HERE'S A PROGRAM DESIGNED TO ASSIST BUSINESSES... "WORKS FOR ME" HELPS EMPLOYERS BENEFIT FROM HIRING PEOPLE WITH DISABILITIES...** There are many advantages to hiring people with disabilities. It can enhance your business in ways you probably never considered. From tax incentives and deductions, to increasing profits, hiring a person with a disability actually makes great business sense!

"Works For Me" is a FREE resource that helps employers find great employees by connecting them to the right agencies and programs in Pennsylvania. These programs will help recruit for open positions, provide guidance on accommodations, train people with disabilities on the job, and much more. For more information, visit **WorksForMe-PA.org** or call their hotline at **1-877-268-9894**. "Works For Me" was produced with funds from the CMS Medicaid Infrastructure Grant and can make hiring a person with a disability work for you!

Sign up for their monthly e-newsletter by emailing them at employer@worksforme-pa.org!

- ◆ **COOKIES FOR OUR TROOPS:** A good group called "**Cookies for our Troops**" is again assembling packages for our soldiers remaining in Afghanistan. Christmas stockings along with Christmas trees and ornaments will be delivered to over 200 members of the **307th MP Company** who are currently on their second deployment. They will not be coming home until late February 2012 and in March **Company C 458th Engineering Battalion** from the New Kensington Reserve Center will be deployed to Afghanistan. "Cookies for our Troops" will be providing items that the Army does not provide; like medicines, food, toiletries, first aid items and more. They'll be working with the 485th throughout their yearlong stay. Anyone wanting to make a donation may do so by sending a check to **Cookies for Our Troops, P.O. Box 3101, Arnold, PA, 15068** or **Sam's Pop & Beer Shop, 1820 Fifth Avenue, Arnold, PA 15068**. **Sam Lombardo** does this program out of the goodness of his heart, please support his efforts.
- ◆ **VERIZON WIRELESS ZONE SUPPORTS A GREAT PROGRAM FOR THE TOTS:** Take a new and unwrapped toy to the Leechburg **Verizon Wireless Zone** and receive a \$5 Coupon for any in-store purchase. Their goal is to help make dreams come true this Christmas for families who are perhaps less fortunate than us. The Drop-off location is 397 Hyde Park Road, Leechburg PA. 15656.
- ◆ **NEW ROSES STORE TO OPEN IN MANCHESTER, PA:** Henderson, North Carolina based **Variety Wholesalers, Inc.** a discount retailer who recently opened a store in **Hillcrest Plaza in Lower Burrell** announced that it will open yet another new **Roses Store** in Manchester, PA, in the Chester Square Shopping Center located at 4215 North George Street. This new store will open in March of 2012. Their formula as we have come to know is to provide Value-Priced merchandise that includes everything from clothing and shoes to home furnishings, house wares, toys, food and candy; just about everything you can imagine. Congratulations Roses for providing one of the largest privately owned companies in the United States. **They now have 412 stores in 15 states**. Visit their website at www.vwstores.com.

SCHEDULE OF THINGS TO COME:

- ◆ **December 10th—Holiday Concert & Community Social** featuring the Pittsburgh Symphony Orchestra Brass Ensemble and the Kiski Area Vocal Jazz Choir. Cost \$15; 6:30 pm show at the Natrona Heights Presbyterian Church. For tickets call 724.226.3491, 724.568.2212, 724.224.7599 or 724.230.2000.
- ◆ **December 17th—Jingle Bell Rock Concert;** 12 local bands performing their best! Cost \$5; 2 pm, & 7:30 pm shows at the Casino Theatre, Vandergrift. For tickets call 724.567.5000
- ◆ **January 16th—Duquesne University Tamburitans,** America's longest-running multicultural song and dance company. Cost \$25; 7:00 pm show at Kiski Area High School Auditorium. For tickets call 724.845.2022.
- ◆ **April 22nd—Westmoreland Symphony Orchestra** "Old and New Worlds." Cost \$25; 2:30 pm show at Kiski Area High School Auditorium. For tickets call 724.845.2022.

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