

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.

June 2011



GOLFING WITH PEERS AND CLIENTS IS GOOD FOR YOUR BUSINESS REMEMBER... DEALS ARE MADE ON THE GOLF COURSE

Please consider golfing on **Friday, June 24th, 2011**, at the **Apollo Elks in Spring Church**. It will be a good way to end your week, relax and have fun. We even promise to get you home early enough to conduct your normal Friday late afternoon "**rituals**." We've done all the work in organizing the perfect outing for you, including; big prizes, great food and most of all bringing together a group that reads like **'who's who among Alle-Kiski Business Leaders.'** All you have to do is pick up the enclosed golf flier and register individually or create a foursome comprised of your friends and/or business clients. **Statistics have**

shown, over and over again, that a day on the golf course with other business owners and managers will lead to sales.

Also, **if you really want to set yourself apart** from all of the other business owners and managers that will be there you should purchase a \$100 **tee sponsorship**. With a tee sponsorship you will not only get recognition by having a sign on the golf course, but you will also have everyone see your name in the professionally produced program booklet. Whatever you do, don't forget to act soon, before it's too late. ■

ENJOY YOUR NEW STRONGLAND DIRECTORY!

It doesn't take "**an Einstein**" to know that you have just become the proud new owner of the **2011 StrongLand Directory of Business and Industry**. Keep it in a place close to you so you can grab it fast to find what you need. Don't forget each book includes an updated list of **Schools, Hospitals, Municipalities, Elected Officials**, plus plenty of useful information, like **tax rates**, hard to find **phone numbers** and much, much more. If you would like multiple copies, which we have always encouraged, you need to call us at **724.845.5426**. You can set some out in your business for your customers, employees and clients to take; that makes it easier for them to find you when they need your products and services. ■



BIKE RACE SPONSORS NEEDED

Being a sponsor in the Tour de StrongLand Bike Race is a wise business decision because it is a major way to advertise with only a fraction of the cost. That's right; they get a great package of advertising and promotion for only a fraction of the usual costs. Our sponsors appear in the **Valley News/Leader Times** as well as on **banners and posters**, they are heard on the radio, they are mentioned on Southwestern PA TV thousands of times and are described in the Event Program with a full paragraph telling the public all about them and what they do. Is there any wonder that year after year our Bike Race Sponsors return to help present Southwestern

Pennsylvania's oldest and largest citizens Bike Race. Please call us at **724.845.5426** to inquire further about participation or sponsorship. There is a flier included with this mailing that will help you decide the level of participation you might like in this event. ■

THANK YOU, TRI-CITY LIFE, FOR SPONSORING STRONGLAND BASH

Please join me in thanking the fine people at **Tri-City Life** for **StrongLand's May BASH (Business After Scheduled Hours)**. **Lois Weidner**, previously involved in setting up the StrongLand Chamber, is now using her vision to provide the service that young teens so desperately need to cope with real life challenges. **Tri-City Life did an excellent job in converting a large commercial facility into a counseling center and a functioning warehouse for food, toys and clothing.** Everyday this organization helps young parents with babies adjust to life. We are glad we had the opportunity to see how the Tri-City Life Center conducts necessary business. ■

REPORT ON THE STRONGLAND'S RIVER SOJOURN

Even with the overbearing rain, the **StrongLand Alle-Kiski-Connie Rivers Sojourn** was able to hold its state sponsored event, **May 12 – 15, 2011**. With a large field of canoes and kayaks (33 boats, in all) and 47 participants, this huge flotilla was able to "**take on**" a major piece of water each day, and I don't mean the water falling from the sky. They came from distant places like Buffalo, New York, Nova Scotia, Canada and Toledo, Ohio as well as Pennsylvania to enjoy our most valued natural resource, our local waterways.

Thanks to Kathie Males, StrongLand Sojourn Event Director, and her expert crew of safety people, everyone survived and enjoyed the event. The Environmental Learning Center made a perfect base camp from which to embark on a daily paddling adventure. The flotilla went out on the Kiski River, the Crooked Creek Reservoir, and even took part in Butler County's Paddle Fest at Moraine State Park. ■



(over)



**BUSINESS TO BUSINESS TRADE SHOW... COMING THIS FALL
...DESIGNED TO HELP MEMBERS SAVE MONEY AND SELL PRODUCTS**

Recently the StrongLand Board of Directors, on a recommendation from its **Five Year Planning Committee**, approved holding an October Business to Business Trade Show. How this works, is this event encourages every Chamber member to set up a business display in a large room that is full of business displays promoting products and services. The event is designed to encourage a lot of meeting and interaction among businesses that will help them to become more familiar with things that they can do that **will directly benefit one another**. The interaction will set the stage for sales and exchange of products and ideas. We will hold the event in a central location and invite everyone; from our largest businesses to some of our smaller ones.

The goal is to **make commerce easier to transact**, and to benefit all participants. Since we are focusing on sales to one another, no "public" will be invited to the event and all display spaces will **cost less than \$150** to take part. We hope you will see the benefits to your business and want to take part. The Chamber will put together a promotion, design the event and rent the large space that will be needed. The fee will pay for the cost of the program and the rent for the facility. **In the month's ahead look for more information on this valuable event and how you can take part.** If you're interested in reserving a space call us at **724.845.5426**. ■

Members With Something To Say

**111TH BIRTHDAY CELEBRATION FOR CASINO THEATRE
...INTERMISSION CAKE AND ICE CREAM PARTY
...\$111.00 GAS CARD (ONE OF MANY THINGS) TO BE GIVEN AWAY**

It's still not too late to be a part of the **One Hundred and Eleventh Birthday Celebration** being planned for the **Casino Theatre** in Historic Vandergrift. The world famous "**doo wop**" groups of the Drifters and the Edsels will be 'back to back ,' beginning at 7:30 p.m. on Friday, June 24th, on the old theatre's Vaudeville stage. Tickets will be available at the door or you can call Pomfret's at 724.568.2317 to have seats reserved. All ticket stubs will be used to find the winners of the fabulous prizes, including the 111 dollars worth of gas provided by Giant Eagle in Allegheny Township. Happy Birthday to the Casino Theatre.

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ENERGY SWING WINDOWS PLEDGES PORTION OF SALES TO FOOD BANK

Every time you purchase a window from Energy Swing Windows in May, June and July the Company will send 2% (automatically) or 4% (if you specify a contribution) to the Westmoreland County Food Bank. This is a wonderful gesture on Energy Swing's part that may ultimately help a lot of families make it though the summer. For your information the Westmoreland County Food Bank serves nearly 15,000 each month, including 4,000 children and 2,000 seniors. A full-Service company that sells, manufactures and installs its own windows, Energy Swing will lead the way to helping many individuals.

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**ALLEGHENY HEALTH AND REHABILITATION SETS UP SUPPORT GROUP FOR...
...FIBROMYALGIA**

Those who have been diagnosed with the very painful disease known as fibromyalgia are advised that Allegheny Health and Rehabilitation has started a new support group program. Besides sharing experiences with one another, people in this group can talk about the latest therapy and medicines being offered. Those wanting more information should go to their facebook page.

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HELEN CLARK BECOMES CHAIRMAN EMERITUS

The Apollo Trust Company and its parent holding company Apollo Bancorp, Inc. announced that **Helen Clark** was elected Chairman Emeritus and **Rodger A. Bush** was elected Chairman of the Board of Directors. Mrs. Clark joined the bank in 1951 and became Chairman and President in 1983. Retiring in 2001 as CEO, she has and will continue to serve on the Board of Directors. **Roger Bush**, owner of Glenn Bush Ford, has been a board member since 2001, but had served previously from 1992 to 1994. The current President and CEO, Nelson Person stated that, "**Helen Clark, had been a role model for many bankers.**" We at StrongLand congratulate Helen for her long, successful and continuing career with Apollo Trust.

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