

# Corridors

Pittsburgh North Regional Chamber, Inc.  
July 2015



**CHAMBER BUSINESS BRINGS  
AWARENESS TO LIVING ORGAN  
DONATION**

**A Minute for Marketing**

**NexTier Bank Nonprofit Spotlight**

**EITC Funding Explained**

*Supporting Business Growth in Western Pennsylvania*

# Pittsburgh North Regional Chamber, Inc.

July 2015

John D. Laslavic, LPBC  
Chairman of the Board, ThistleSea  
Business Development LLC.

Jim Boltz  
Executive Director  
JBoltz@PghNorthChamber.com

For more information on the  
Chamber's program of work,  
please contact:

Al Davidson  
Membership Account Executive  
ADavidson@PghNorthChamber.com

Megan Julius  
Director of Marketing and Events  
MJulius@PghNorthChamber.com

Heather Schwartzbauer  
Membership Coordinator  
HSchwartzbauer@PghNorthChamber.com

Amy VanAtta  
Office Manager  
AVanAtta@PghNorthChamber.com

Chamber Headquarters:  
5000 Brooktree Road, Suite 100  
Wexford, PA

Cranberry Twp. Office:  
2525 Rochester Road  
Cranberry Township, PA

P: 724.934.9700  
F: 724.934.9710

## From the office of the Executive Director...

Membership in the Pittsburgh North Regional Chamber has so many benefits. Five Connections meetings every week, two after hours events a month, nine Signature events a year, educational programming, advertising and marketing opportunities, open houses, ribbon cuttings, community outreach programs, communication tools and advocacy, to name a few. But, did you know that it also can be a tool to save you, your employees and your company money? We have several programs that can be utilized each and every day, that offer special services or discounts. Here are some examples.



Jim Boltz, PNR Executive Director

**The Affinity Partners.** These are programs that are set up through a special agreement with the Pittsburgh North Regional Chamber. Chamber Choice can help you navigate through the confusing world of healthcare. OnDemand Energy Solutions will match your business with the proper energy program. Penn National Insurance offers yearly dividends exclusively to Pittsburgh North Regional Chamber members. Bulldog Office Products offers substantial discounts on office products with special savings on those that you most frequently purchase. As a bonus, they offer free delivery and have a frequent purchase program. You can also save on legal and identity theft protection. Legal Shield offers discounts to you and your employees on legal coverage that provides free services and 24/7 access.

**Member to Member Discounts.** These are special values that are offered by PNR members to PNR members and their employees. You'll find deals on automobiles, windows and web design as well as attorney fees, orthodontics and newspaper advertising. You can find these

(Continued on page 3)

Thank you to our valued 2015 Corporate Sponsors and Chamber Partners





# Chamber Business Brings Awareness to Living Organ Donation

Since 1962 The George A. Reed Agency has specialized in automobile, home protector, life, and commercial insurance needs but as of late, the Reed family has become advocates for living organ donation to help save the life of their 25 year old son, George "Alex"



Reed and others waiting for organ donations.

In 2013 Alex was diagnosed with unexplained end-stage renal disease and is urgently waiting for a living kidney donation.

For Alex, a living donor provides the best prognosis. A live donor transplant provides him a longer lifespan and better quality of life.

For now, Alex spends four hours a day, four days a week, giving himself dialysis and takes at least 19 pills a day. Because of his time commitments to dialysis, Alex is unable to work but has gone back to school and is currently taking information-technology classes to supplement Business Administration degree from Penn State Altoona. He also volunteers as umpire for youth baseball games.

For more information on living donor kidney information, specific to Alex, please contact the

UPMC Thomas E. Starzl Transplant Institute by calling 412-864-3138. This is a number where the caller can leave their information and a representative will return the call and answer all questions. Be sure to reference: George Alexander Reed, DOB 2-1-1990.

## About Living Organ Donation

- Living donation takes place when a living person donates an organ (or part of an organ) for transplantation to another person. A living donor may donate a kidney to a specific patient. If the selection committee determines the donor is not a good match, the donor still may give a kidney to someone else.
- Living donation can also come from someone who is emotionally related to the recipient, such as a good friend, spouse or an in-law (living unrelated donation). Thanks to improved medications, a genetic link between the donor and recipient is no longer required to ensure a successful transplant.
- In some cases, living donation may even be from a stranger, which is called anonymous or non-directed donation.
- The organ most commonly given by a living donor is the kidney. Parts of other organs including the lung, liver and pancreas are now being transplanted from living donors.

GENERAL INFORMATION ON LIVING DONATION. (2015). Retrieved June 1, 2015.

## From the office of the Executive Director (continued)...

deals and many more on our website. Do you have an offering that you would like to make available to our members? You can list it yourself by signing into your business on our website. These deals are emailed to our members on the 15th of every month.

**Prescription Drug Card Discounts.** The FREE Prescription Drug Card is not only perfect for the uninsured and underinsured, but great for anyone with Health Savings Accounts, High Deductible

Plans, Medicare Part D or non-covered medication. And, it is available to everyone. The card can be used to get discounts on most brand name and generic medications. It can also be used for discounts on eye glasses, hearing aids, Lasik surgery and diabetic supplies. Cards are available at both Chamber offices.

For more information on any of these programs contact us!



## CONNECTIONS

*Daily networking events for business leaders throughout our Pittsburgh North region.*

**Wexford:** Tuesdays, 7:30 a.m.  
Chamber Headquarters, 5000  
Brooktree Rd., Suite 100

**Warrendale:** Tuesdays, 11:30 a.m.  
Jergel's Rhythm Grille, Warrendale,  
910 Slade Lane

**Cranberry Twp.:** Wednesdays, 7:30  
a.m. 2525 Rochester Road, Council  
Chambers

**Ross Twp.:** Thursdays, 7:30 a.m.,  
Treasure House Fashions, 7607  
McKnight Road

**Hampton Twp.:** Fridays, 7:30 a.m.

*Coffee and bagels  
at Connections  
are provided by:*



## Business After Hours

**July 16**

[The Cabana Bar](#)

Wexford, 5- 7 p.m.

**August 6**

[Bravo! Cranberry](#)

Cranberry Twp. , 5- 7 p.m.

*Sponsored by NexTier Bank*

**September 3**

[Frescos](#)

Wexford, 5- 7 p.m.

*Sponsored by First Commonwealth  
Bank*

**September 15**

[California Pizza Kitchen](#)

Pittsburgh, 5-7 p.m.

**October 6**

[Houlihans](#)

Cranberry Twp., 5-7 p.m.

*Sponsored by USX Federal Credit  
Union*

## Register Online Today

[PghNorthChamber.com](http://PghNorthChamber.com)

[2015 Nonprofit Conference](#)

July 28, 2015

The Chadwick, Wexford

[2015 Summer Golf](#)

August 24, 2015

Pittsburgh National Golf Club

## Chamber Membership Provides Repeat Customers

"I have been a member of the Chamber for 17 years and credit the growth of my business to being an active member. The Pittsburgh North Regional Chamber, in particular, has allowed me to meet and gain respect from countless community leaders and business owners and turn them into repeat customers.

The number of quality, well-run events makes being active easy. I have the opportunity to meet new people at Connections and Business After Hours and through repeat interactions, get to know them, their business and gain their trust. "

- Mike Hall, General Rental Center

Member testimonials are the Chamber's best and most effective way to promote the benefits and services that a Chamber membership provides. Share your success with the Chamber and your story may be featured in an upcoming edition of *Corridors*. Email all testimonials to Megan Julius, [MJulius@PghNorthChamber.com](mailto:MJulius@PghNorthChamber.com).



# Creating a Winning Auction Item for your Business

Do you turn down requests for donations because you do not know what a winning auction item would look like? Hosanna Industries is funded solely by the generosity of other people and has come up with the formula for a 'winning' basket.

When creating your basket keep in mind:

- Ideally, auction baskets for events are valued at \$50-\$100 each, but check with the event organizer
- Is it something most people would want to win? Would YOU want to win it?
- Don't hesitate to coordinate with other people and go in on a theme together.
- Check out places like Home Goods, TJ Maxx, Trader Joe's— they have nice things for lower prices.

Thank's to Hosanna, you don't have to be creative next time, consult their list of great baskets:

1. Money doesn't grow on trees: Lottery tickets
2. Pirates Tailgate: package everything in a cooler. drink coozies, snacks, paper plates, Pirates hat or blanket
3. Chocolate Lover: :)
4. Gourmet Italian or Pizza Party: pasta, strainer, sauces, pizza ingredients, pizza pan
5. Local Restaurants: small gift cards to local restaurants or chain restaurants
6. For Runners': gummy bears, sports drinks, protein bars, foam roller, water bottle, headband, chiropractor gift card
7. Tee Time: bucket full of golf balls, golf tees, club cover, golf umbrella
8. Mexican Fiesta: package everything in a pretty bowl. salsa, tortilla chips, lime juicer, margarita mix and glasses
9. Gardening Gifts: package it all in a flower pot. seeds, herbs, little shovel, garden markers, wind chimes
10. Hunters' Heaven: hand warmers, beef jerky, orange hat, wool socks, Bass Pro Shop gift card
11. Summer Sun: sunscreen, frisbees, bubbles, sidewalk chalk, slip n slide, squirt guns, plastic sunglasses
12. Pool Party: package everything in a beach bag. rafts, blow up toys, beach towel
13. Ice Cream Social: ice cream toppings, scooper, cones, brownie mix, candies!
14. t's a Wrap: wrapping paper, tissue paper, gift bags for different holidays
15. Camping Kit: smores ingredients, smores sticks, folding chairs, bug spray
16. Dog Lover: dog bones, treats, toys, gift certificate to groomer
17. Coffee Enthusiast: k-cups, coffee mug, syrups, Starbucks gift card
18. Party Time: pick a color theme or two and get paper plates, napkins, plastic cups, straws, streamers, toothpicks, plastic silverware
19. Spa Day: gift card to a local spa, lotions, bath salts, facial masks



*Thank you*  
for your referrals!

Sue Shedio  
Embroidery and More

Dan Penberthy  
First National Bank

Mary Simpson  
Northern Connections  
Magazine

Amanda Webster  
First Commonwealth  
Bank

# Giving Back through your Business

You don't have to write a million dollar check, volunteer for a week straight, or even form a special committee to help a charity. Giving back can be simple and easy, and it's always important to remember that even small things can make a big difference.

*For example, Hosanna Industries has worked with businesses in a multitude of ways. Companies like Mars Bank, Hefren-Tillotson, and TEC Benefits have all volunteered with us for a day— they helped us on various construction projects for needy households and had a blast! We provided all of the tools, the instruction and the leadership, and they paid their employees to volunteer for a day. Earlier this year, Peoples Natural Gas told their employees that they could dress down every Friday for a month, if they made a donation to Hosanna Industries. This is the perfect example of many people giving small amounts to make a big difference! On another hand, a staffing company last year held a golf outing to benefit Hosanna. The golf was free to their clients, but they encouraged their clients to bring donations of tools and funds to benefit our work. For our 5k, Carpenter Realty allowed us to use their beautiful offices at no cost. We've had companies run sales where a percentage of the sale goes to the charitable work (this works great in restaurants and car dealerships). Eaton Corporation donates in-kind all of the electrical components that we use in a year for our charitable construction programs. The list goes on and on.*

I'm sure as a business owner or leader, you're probably thinking that you don't have time for something like this. This is simply not a good excuse. You probably have employees that would love to take a leadership role in the planning. You may even have customers that want to help! Getting involved in charitable work has many benefits, and employee and customer engagement are perfect examples. Plus, if you express an interest, many organizations can take the weight off your shoulders and make the process very



easy. The charity might be willing to do the legwork for you.

Consider giving back to the community this year. While the region has experienced significant growth, there are still many, many households living in severe poverty. There are widowed women with leaking roofs, families with no working furnace, and even handicapped individuals with no ramps into their homes. Your company can make a difference in the lives of others.

*About Hosanna Industries: Hosanna Industries, Inc. is a 501 (c)3 non-profit organization in southwestern Pennsylvania. The mission includes new construction and repair/rehabilitation services for low income homeowners; leading volunteers in disaster recovery; and training young people in the trade skills to give them a hope for the future. Its typical single client household in 2014 had an income of less than \$19,000 a year. Since its founding in 1990 Hosanna Industries has provided nearly \$50 million worth of charitable work to the community for less than \$14 million. It depends on the generosity of others to complete its work. For more information please visit*

[www.hosannaindustries.org](http://www.hosannaindustries.org)





# Community Connection

Stay up-to-date on what is happening in the areas that you live and work in. *Community Connection* will provide the latest updates from our municipality partners.

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## Cranberry Township: 2016 Community Project of the Year Announced

Two important enhancements to the Miracle League ballfield at the Dick's Sporting Goods Sportsplex in Graham Park are the focus of Cranberry Township Community Chest's 2016 Project of the Year.

In the first, CTCC has teamed up with Miracle League of Southwestern Pennsylvania to rebuild the surface of the League's special needs ballfield in Graham Park. The second is to create a new baseball-themed playground right next to the Miracle League diamond.

Over the past six years, hundreds of children and adults, including many with serious disabilities, have played organized baseball on its specially engineered field. Every aspect of the field's design, as well as the rules of the game themselves, has been adapted to provide a great baseball experience for all, including individuals with special needs.

The joint CTCC-Miracle League fundraising effort will officially kick off during Community Days, July 9 through 11. That event is expected to generate approximately \$100,000 toward the project's \$600,000 goal. The balance of CTCC's community-wide campaign will get underway this fall, patterned after the highly successful 2013 campaign to raise money for Community Park's Kids Castle. A parallel fundraising effort, including foundations outside of Cranberry, will be undertaken by Miracle League.

## Township of Pine: Movie's in the Park

Grab the family and come to the Pine Park Gazebo (behind the Pine Community Center) and enjoy these terrific FREE movies in the park on the big screen! Parking will be at the Community Center.

July 24th - Big Hero 6

August 21st - Honey I Shrank the Kids

Movies start at dusk (around 9:00pm).



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## Town of McCandless: Mark Your Calendar!



On Saturday, September 12, the Town of McCandless will hold its annual Community Day event. Held on the grounds of the McCandless Town Hall, located at 9955 Grubbs Road in Wexford, the day promises to be full of fun!

Festivities will commence at 12:30 p.m. at the Town Hall, with lots of activities and entertainment for everyone, including a variety of stage shows and amusement rides, and concluding with a fireworks display at 9:00 p.m. The Frank J. Farina, Jr. Memorial Car Cruise will be held at North Allegheny Intermediate High School, 350 Cumberland

Road, from 2:00 to 6:00 p.m. Shuttle service will operate from NAI and North Park Church on Ingomar Road to the Town Hall grounds from noon until 9:45 p.m.

More information will be posted on the Town's website in the months ahead. If you are interested in placing an ad in the Community Day program or renting a booth, please visit the website for more information and application forms. We look forward to seeing you there!

# Educational Improvement Tax Credit

The Pennsylvania Educational Improvement Tax Credit (EITC) law allows business owners to support private school education. The money you are obligated to pay in state taxes can go directly to provide student scholarships and financial aid to students who otherwise could not afford to attend a private school. You donate a pre-approved amount per year and get a 90% tax credit from the state and a deduction on your federal income tax return!

The process is simple. Just fill out an application on-line, starting July 1, 2015. Since the EITC money is allocated on a first-come, first-served basis, you need to fill out the application as soon as possible.

Just follow these easy steps:

- Log-on to the Pennsylvania Department of Community & Economic Development website at [www.newpa.com](http://www.newpa.com)
- Enter EITC in the search bar
- Follow the steps to register

That's it! You will then receive a letter from the state approving the tax credit and you then have 60 days to send a check to an approved educational institution. You will receive a receipt from the recipient of your donation. You, in turn, send your receipt to the Pennsylvania Department of Community and Economic Development as proof of your contribution and receive your tax credit.

Please consider taking advantage of a wonderful opportunity to help students and families who want an alternative to public school.

If you have any questions about the program or how it works, please contact Dan Lynch from The Lynch Law Group at 724-776-8000 or at [dlynch@lynchlaw-group.com](mailto:dlynch@lynchlaw-group.com).

About the Author: Dan Lynch has been an attorney for 21 years. His areas of strength and experience include business litigation, employment law counseling and litigation, including non-compete agreements; contract and lease drafting and review; corporate transactions, including mergers and acquisitions, corporate governance, shareholder agreements and business succession planning; and estate planning.

## Utilize Reports in Constant Contact


**August 20, 2015**  
**Chamber Headquarters, Wexford**

**Morning Session: 9:00 – 11:00 a.m.**  
**Afternoon Session: 1:00 – 3:00 p.m.**

**Member Registration: \$25**  
**Nonmember Registration: \$35**

After an Email has been sent, you get a truck load of data! Now what? This seminar will take a close look at the back end of the system. How do you upload a new file to the database in Constant Contact? How do you segment the names that you have? Why do “tags” make a difference and how do you use them? And what exactly are all of those reports: can they really help me? We have learned that there is a tremendous amount of valuable information that you may be overlooking. In this seminar, we will address uploading a list, refining your database with tags, and reading the reports that are available to you. And most importantly: Armed with all this information, what do we do next! Get ready for some hands-on learning to grow your business by the numbers. Dave Yunghans, Regional Director for Constant Contact and Autumn Edmiston, Authorized Local Expert for Constant Contact will dive deeper into how to segment your lists, read and make sense of your reports and look at strategies to target individual markets. Space is limited. Register today.



Educational programming is presented by  **Huntington**



# Key Federal Funding Sources

By Rep. Mike Kelly

Did you know that the Federal Government has several sources to utilize when looking for funding?

## **Catalog of Federal Domestic Assistance (General Services Administration)**

The Catalog (CFDA), issued annually and updated continuously on the Web, describes some 1600 federal grants and non financial assistance programs. Grantseekers can identify programs that might support their projects and can learn the program's objectives, requirements, application procedures and contacts. For current notices of funding availability, see Grants.gov or FedConnect.net.

## **Grants.gov (managed by Dept. of Health and Human Services)**

Federal website that allows eligible grantseekers to find and apply for current competitive grant opportunities from ALL federal agencies. Grantseekers can check on notices of funding availability (NOFA) posted in the last 7 days; access an RSS feed of grant opportunities; and apply for federal grants through a unified process by downloading the application and submitting online. The website guides grantseekers in obtaining a Dun and Bradstreet (DUNS) number and registering with System for Award Management (SAM) and registering with Grants.gov to apply and to

track applications. For full federal program descriptions, see CFDA below. You can also check out WebsiteFedConnect.net for additional grants and contracts opportunities.

## **State Single Points of Contact' (Office of Management and Budget)**

Under Executive Order 12372, some states require federal grants applicants to submit a copy of their application for state government level review and comment. The state offices listed here coordinate federal financial assistance and may direct federal development. For help in identifying state-level grants, other state government agencies websites may be found at: State and Local Agencies.

## **CFDA in Local Libraries (Government Printing Office)**

Although the Catalog is available full-text on the Internet, some may prefer a print edition. However, only the Web Catalog is continuously updated. The published volume is annual with no supplements. The Catalog is available in all states in Federal Depository Libraries.

In addition to learning about key funding sources, visit Kelly.House.gov to learn how to best find information on federal funding, learn more about private and corporate funding and related federal sources.

*It's back!*

*Friday Connections,  
returning in August!*

Save the Date  
PITTSBURGH NORTH REGIONAL CHAMBER'S  
**TASTE**  
of Cranberry  
September 28, 2015



Leave the cleaning to us.  
And the pick up.  
And the drop off.



Sign up for our free pick up and delivery –  
and check one thing off your to-do list.

SPECIAL CHAMBER MEMBER DISCOUNT

**40% off** with a minimum of  
4 drycleaning pieces.

Please redeem this coupon with incoming orders only. Not valid with any other offer, alterations, leather and suede cleaning, draperies and wedding gown cleaning and preservation services. Code-chamber corridors. may Expires July 31st, 2015



1-888-99 MODEL  
www.modelcleaners.com

SAVE THE DATE



PITTSBURGH NORTH REGIONAL CHAMBER  
Fourth Annual Nonprofit Conference

Tuesday, July 28, 2015

Registration beginning at 9:00 a.m. | The Chadwick

presented by



This year's conference will include a keynote presentation from *Todd Owens*, Co-Founder and Principal of *Nonprofit Talent*.

Morning breakout sessions include *Maureen Mahoney Hill, CFRE* speaking on planned giving and attorney *Tom Vorbach of Steptoe and Johnson* discussing best practices for nonprofit organizations.

Afternoon breakout sessions include nontraditional funding sources, presented by *Josh Lucas of Crowdasaurus and The Hardware Store*, a discussion on board development facilitated by *Drs. Gatty of Strategic People Solutions* and recruiting and retaining volunteers, presented by *Pittsburgh Cares*. The conference also features a tradeshow and networking lunch.

sponsored by



*All your money matters™*



PITTSBURGH NORTH REGIONAL CHAMBER

Food & Wine Classic

PRESENTED BY

**BAIERL**  
AUTOMOTIVE

**BOOKSMARTS**  
TAX & ACCOUNTING SERVICES  
*All your money matters™*

Farmers  
National  
Bank



**NexTier Bank**

**S&T Bank**

**BASILONE EXECUTIVE  
SEARCH AND STAFFING**



**Nurse Next Door™**  
home care services



**FIRST Commonwealth Bank.**  
*Time to be first™*

Thank you

PARTICIPATING RESTAURANTS

Arista Catering & Event Planning  
Bellissimo's Pizza and Deli  
Bravo! Cranberry Township  
Bravo! McKnight  
Jergel's Rhythm Grille  
Longhorn Steakhouse

Nakama Japanese Steakhouse & Sushi Bar  
Old World Catering, LLC  
Tin Man Sweets  
Turo Family Chiropractic  
Walnut Grill

PARTICIPATING Businesses

Baierl Automotive  
Allegheny Health Network Health + Wellness Pavilion  
BookSmarts  
Dollar Bank  
Farmers National Bank  
First Commonwealth Bank  
Massage Envy, Wexford  
Morella & Associates

NexTier Bank  
North Hills Monthly Magazine  
Polesky Agency, Scott Berney - Erie Insurance  
UPMC Passavant  
Basilone Executive Staffing Solutions  
Nurse Next Door  
S&T Bank  
Greater Pittsburgh Masonic Center

CONTRIBUTORS

Mazza Vineyards Wine Shop  
The Wine Merchant, Ltd., John Gratner  
Rivertowne Brewing  
Annie O'Neill Photography

Endeavor  
The Pittsburgh North Regional  
Chamber Board of Directors

VOLUNTEERS

Richard Berdy, Aflac  
Patty Bittle, PB Marketing Solutions  
Murrie Emamzadeh, web.com  
Lisa Hunt, USX Federal Credit Union  
Al Marschke, Ambit Energy

Becky Morella, Morella & Associates  
Sally Power, Treasure House Fashions  
Mark Segar, Mortgage Planning Group  
Kandy McCool, Legal Shield  
John McCool, Legal Shield

# A Minute for Marketing....Get Real

Take a minute each month to increase your marketing knowledge, provided by Chamber experts on the Marketing and Membership Committee.

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Does anyone actually believe there's such a thing as "gourmet" frozen pizza? Would any self-respecting gourmet serve previously frozen flatbreads?

Do they really expect us to believe that those jewelry assemblers are genuine "artisans"? What does that mean, anyway?

Too often, we're faced with overused, unfounded and sometimes unwittingly comical descriptors in advertising and on packaging.

From "rustic" cheeses and "hand-crafted" potato chips to "classic" microwave popcorn and dog food "inspired by the greatest kitchens," consumers are being asked to swallow more and more outlandish labels than ever before.

Gourmet Bacon Curls? Old-Time Bacon Puffs? Really? They're pork rinds!

Most of us have seen a pizza delivery box that reads, "You've tried all the rest, now try the best!" Seriously? There can only be one "best" pizza and, from what I'm told, it's in Naples, Italy. So, unless you're importing tomato pies from the Old World, try saying something else, like why you think your pizza is better.

If you don't fall for labels like these, why would you expect anyone else to?

Don't claim to be what you're not. Embrace what you are, what makes you great and why that should be important to your audience.

From there, the claims come naturally. A brief trip to the local grocery store yielded these less-than-convincing examples:



Kraft Old English Sharp Pasteurized Process Cheese Spread  
Nothing beats that Old World pasteurized process cheese spreadiness!



Home-style Kibbles 'n Bits Dog Food  
With "Wholesome Home-cooked Taste."  
I'll take your word for it, because, either someone is a lousy cook, or my dog's eating too well.



Progresso Artisan Soup  
"Being an artisan means you're passionate about what you create."  
And nothing expresses that more eloquently than pouring it from a foil-lined carton.

*About the author*

*Ron MacDonald has more than 30 years of experience providing creative and strategic communications for ad agencies, design and PR firms, and public and private manufacturers and corporations. Ron believes that a communications plan is critical to the success of any business; and effectively reaching the right audience with the right message and a polished, professional look is what separates the serious players from all the others. Visit his web site at [step2branding.com](http://step2branding.com).*

## NexTier Bank Nonprofit Spotlight

Nonprofits can be — in fact, have to be — "businesslike."



If "businesslike" means keeping good records, watching revenues and expenditures carefully, and being committed to thoughtful planning about when and how to grow, then every successful nonprofit has been businesslike at the heart of its operations – alongside its dedication to the community and to the people and causes being served. Without financial and service records, it is impossible to provide the community and other stakeholders with reliable information about the scope and value of the organization's work.

STARTING AN NPO — FIVE TIPS AND A WARNING. (2015). Retrieved June 1, 2015.

### American Cancer Society

The American Cancer Society is a nationwide, community-based voluntary health organization dedicated to eliminating cancer as a major health problem. We combine our relentless passion with the wisdom of over a century of experience to make this vision a reality, and we get results.



Together with our millions of supporters, the ACS saves lives by helping people stay well and get well, by finding cures, and by fighting back.

- We develop guidelines for recommended screening tests, so people know what tests they need to help prevent cancer or find it at its earliest, most treatable stage.
- Whether people have questions about cancer, need practical solutions to daily problems like finding a ride to treatment, or want support from someone who has been there, they can reach us 24 hours a day, 7 days a week at 1-800-227-2345.
- We fund beginning researchers with cutting-edge ideas early in their careers – 47 of whom have gone on to win the Nobel Prize, the highest accolade in scientific achievement and have spent more than \$4 billion in cancer research since 1946.
- Together with our nonprofit, nonpartisan advocacy affiliate, the American Cancer Society Cancer Action Network<sup>SM</sup> (ACS CAN), we have helped: Enact policies that prevent cancer, such as smoke-free laws and encourage increased federal investment in cancer research.

### Spina Bifida Association of Western PA

The SBAWP is a non-profit organization committed to improving the quality of life for people with spina bifida and other disabilities, and their families by providing a continuum of direct service, education, and advocacy. SBAWP was established in 1969 by a group of parents. Spina bifida affects nearly one of every 1,000 newborns in the U.S. and is often regarded as the most complicated disability compatible with life.



SBAWP programs provide essential services and programs that enable individuals with spina bifida and related disabilities to live happy, healthy, productive and independent lives. The SBAWP serves over 1,000 individuals and 600 families throughout Western Pennsylvania each year. Current programs include: Blueprints, Family School Partnership, FireFly Camps and Retreat, Gatehouse, and Community Services. For more information about our programs or services visit [www.sbawp.org](http://www.sbawp.org)



# Welcome New Members

New Members : May 2015

[Thirty-One Gifts-Lori Korn](#)  
[James Austin Company](#)  
[Alzheimer's Association of Greater PA](#)  
[Hancock Architecture](#)  
[Maaco Collision Repair & Auto Painting](#)  
[Marsico Financial Group](#)

[KinderCare Learning Center-Seven Fields](#)  
[McKibbin Consulting](#)  
[Office Depot Business Services Division](#)  
[Elements Massage](#)  
[Good 2 Great Landscape](#)  
[The Foreman Group of](#)

[Companies](#)  
[Cavcon Construction Co.](#)  
[Eden Square Apartments](#)  
[Connecting Hearts Senior Care Services, Inc.](#)  
[D & D Leasing, LLC](#)  
[Lung Institute](#)

# Renewing Members

Members in Good Standing: May 2015

Keystone Business Lending Solutions, LLC  
Steptoe & Johnson PLLC  
Max C. Smith Company  
Visible Mission Inc.  
Terra-Mechanics, Inc.  
Sabuda Technology Solutions, LLC  
Oliver Outdoor  
Charles P. Leach Agency, Inc.  
Popinvasion  
North Park Lounge Cranberry  
Bruster's of Ingomar  
North Pittsburgh Mechanical LLC  
Green Seven Technologies, LLC  
Future POS

Handel's of McCandless  
Masonic Fund Society  
Butler Media Group  
Evans & Co. Bookkeeping Services, LLC  
Butler County Tourism & Convention Bureau  
Farmers National Bank of Emlenton  
DJDC Architect  
Brian Patten and Associates  
Keystone United Methodist Federal Credit Union  
S & T Bank  
Just Life, Inc

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# Don't Lose Tax Benefits when Combining Business Travel with Vacation Pleasure

ADVERTORIAL

Are you thinking about turning a business trip into a family vacation this summer? This can be a great way to fund a portion of your vacation costs. But if you're not careful, you could lose the tax benefits of business travel. Generally, if the primary purpose of your trip is business, then expenses directly attributable to business will be deductible (or excludable from your taxable income if your employer is paying the expenses or reimbursing you through an accountable plan). Reasonable and necessary travel expenses generally include:

- Air, taxi and rail fares,
- Car use or rental,
- Meals, and
- Baggage handling,
- Lodging,
- Tips

Expenses associated with taking extra days for sightseeing, relaxation or other personal activities generally aren't deductible. Nor is the cost of your spouse or children traveling with you. During your trip it's critical to carefully document your business vs. personal expenses. Also keep in mind that special limitations apply to foreign travel, luxury water travel and certain convention expenses.

For more information, visit [BookSmartsTax.com](http://BookSmartsTax.com) or contact Becky Oliver by calling 724-776-6650.

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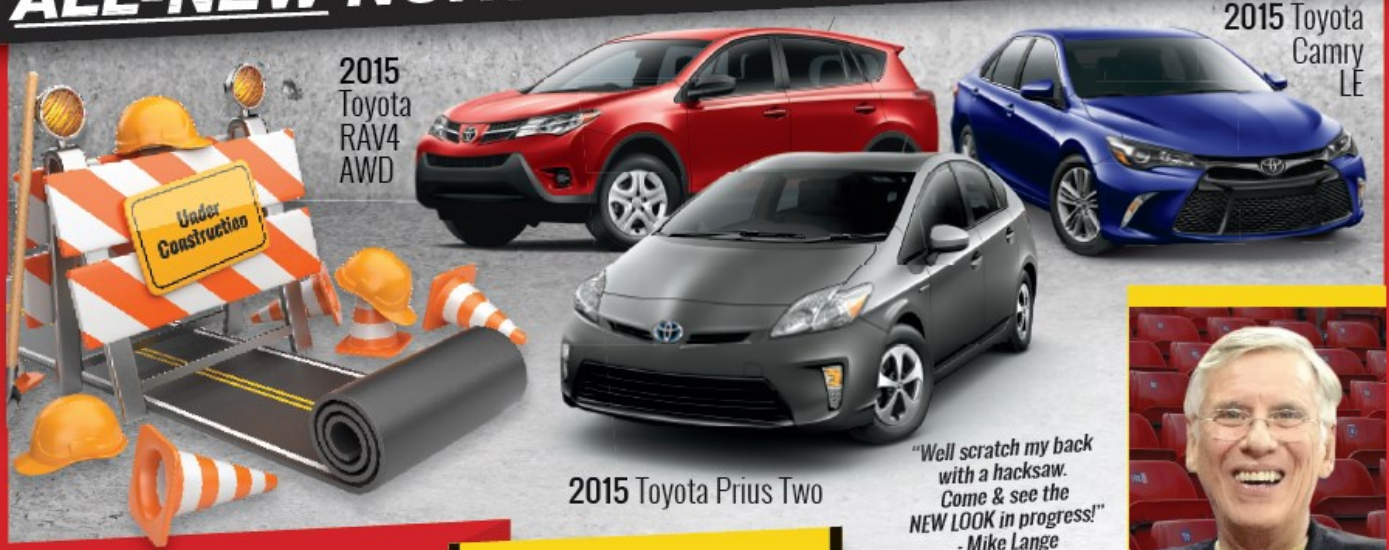
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