



THE
CHAMBER
PITTSBURGH AIRPORT AREA
Connected to the world.

Spring 2015 | Issue 12

FlightLine

PAACC's Triannual Report to Members & The Community

Business In Bloom

In this issue:

- Get social! Springtime tips for refreshing your networking & social media
- Organize & Revitalize Your Workspace
- Leadership Profile: Gene Pash, President Value Ambridge Properties
- Community Profile: North Fayette
- Member News & Recognition
- Chamber Highlights

& more!

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Assistant Editor: Jill Cassidy
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THE CHAMBER MISSION

To advance economic vitality by providing advocacy, information and services to our members and the business community.

THE CHAMBER VISION

It is our vision to be the unified voice for our region's business.

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Summer Gala

enjoy
an easy summer
evening of networking,
food, wine, music, beautiful
scenery & more!

**SAVE
THE
DATE** **July 16**
Roselea Farm

412.264.6270 | paacc.com

FROM THE CHAIR

a special message from PAACC leadership

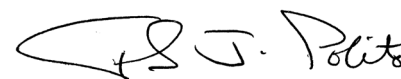
I have recently accepted the position as Chair of the Pittsburgh Airport Area Chamber of Commerce and I could not be prouder to serve such a wonderful organization. My goals are simple for the next couple of years—make this the BEST Chamber in town where our members will feel that it is worthwhile to become a member and to stay on for years to come.

We will make every effort to reach out and meet our members' needs, always keeping their best interests at hand. We will do everything possible to help them grow their business. We will have many networking events as well as programs that will help educate members in this very competitive business world so they can succeed and prosper. And we will reach out to other Chambers so we can regionalize ideas that will benefit the Airport Corridor and surrounding communities, promoting growth and prosperity for the region.



Southwestern PA is going through a great transition with the growth of Marcellus Shale and we want to keep that industry moving forward. If all works out, we should see major growth in the Airport Corridor, Beaver County and Washington County. We want to see all of our businesses benefit from the opportunities that arise as a result of a new industry moving in to our back yard: job creation, residential building growth, road development, transportation development, and education.

I look forward to the next couple of years helping the Airport Chamber. If I can ever assist you, please do not hesitate to reach out to me.



Frank Polito

Regional Director,
Government and Regulatory Affairs
COMCAST Communications
and Chairman of the Board
Pittsburgh Airport Area Chamber of Commerce

FlightLine

PAACC's Triannual Report to Members & The Community

2015 Editorial Schedule

April - Ads & Member News due March 1, 2015

August - Ads & Member News due July 1, 2015

December - Ads & Member News due Nov 1, 2015

Advertising & Exposure

For advertising, contact Michelle Kreutzer at mkreutzer@paacc.com or 412.264.6270.

For member news & content contribution opportunities, contact Kelly Burgos at communications@paacc.com or 412.264.6270.

Mark your calendar for the many **opportunities** you'll have to **mix, learn, stay informed, and grow your business!**



APRIL

- **30 EDUCATION SERIES SEMINAR**
"Social Media 102"
@ Courtyard by Marriott Pittsburgh Airport
Settlers Ridge; 7:30 - 10:30 AM

MAY

- **1 NEW MEMBER ORIENTATION**
*New members will be invited via email
@ PAACC Office in Moon Twp.; 8:30 AM

- **15 ENERGY SERIES BREAKFAST**
@ Location TBA; 7:30 - 9:30 AM

- **28 AFTER HOURS LIVE!**
@ Harmony Ridge; 5:30 - 7:30 PM

JUNE

- **5 ANNUAL GOLF OUTING**
@ Quicksilver Golf Club; 8:30 AM

- **12 EDUCATION SERIES SEMINAR**
"Growing Your Business Through
Video Customer Testimonials:
Secrets to Marketing Success"
@ Courtyard by Marriott Pittsburgh Airport
Settlers Ridge; 8 - 10 AM

- **16 AFTER HOURS LIVE!**
@ Pittsburgh Botanic Garden; 5:30 - 7:30 PM

- **19 WOMEN IN ENERGY LUNCH**
@ Location TBA; 11 AM - 1 PM

JULY

- **16 SUMMER GALA**
@ Roselea Farm, Moon Twp.; time TBA
- **23 EDUCATION SERIES SEMINAR**
"Web Marketing: Are You On The Map?"
@ Courtyard by Marriott Pittsburgh Airport
Settlers Ridge; 8 - 10 AM

AUGUST

- **6 EDUCATION SERIES SEMINAR**
"Can Your Customers Find You
Online? A 15-Step Guide To SEO"
@ Courtyard by Marriott Pittsburgh Airport
Settlers Ridge; 8 - 10 AM

- **7 NEW MEMBER ORIENTATION**
*New members will be invited via email
@ PAACC Office in Moon Twp.; 8:30 AM

- **13 WOMEN'S INTEREST NETWORK
ANNUAL PANEL & LUNCHEON**
@ DoubleTree by Hilton Pittsburgh Airport;
11 AM - 2 PM

- **28 BREAKFAST BRIEFING:
EDUCATION IN THE AIRPORT CORRIDOR**
@ Location TBA; 7:30 - 9:30 AM

SEPTEMBER

- **3 EDUCATION SERIES SEMINAR**
"The Monday Morning Quarterback:
Sharpen Your Leadership Skills"
@ Courtyard by Marriott Pittsburgh Airport
Settlers Ridge; 8 - 10 AM

- **11 LEGISLATIVE BREAKFAST**
@ Montour Heights Country Club; 7:30 - 10 AM

- **17 BIZBLAST @ NOON**
@ Wyndham Garden Inn Pittsburgh Airport;
11:30 AM - 1:30 PM

OCTOBER

- **2 SALLY M. HAAS BREAKFAST
ON ENTREPRENEURSHIP**
@ Location TBA; 7:30 - 9:30 AM
- **7 EDUCATION SERIES SEMINAR**
"Employee Engagement: How To
Get It & How To Keep It"
@ Wyndham Garden Inn Pittsburgh Airport;
8:00 - 10:00 AM

- **8 BIZBLAST @ NOON**
@ Olivia's Banquet Facility; 11:30 AM - 1:30 PM

- **16 BREAKFAST BRIEFING**
@ Location TBA; 7:30 - 9:30 AM

NOVEMBER

- **4 EDUCATION SERIES SEMINAR**
"Improving Your Bottom Line
Through Project Management"
@ Wyndham Garden Inn Pittsburgh Airport;
8 - 10 AM

- **13 BREAKFAST BRIEFING**
@ Marriott Pittsburgh Airport; 7:30 - 9:30 AM

- **20 NON-PROFIT FAIR & LUNCH**
@ Location TBA; 11 AM - 2 PM

DECEMBER

- **4 JINGLEFEST**
@ Montour Heights Country Club; 11 AM - 2 PM

- **9 EDUCATION SERIES SEMINAR**
"Leading A Multi-Generational Team"
@ Wyndham Garden Inn Pittsburgh Airport;
8:00 - 10:00 AM

**For event details, updates and
registration, visit paacc.com
or call the Chamber
office at 412.264.6270.**

Note: Event details subject to change.



bon voyage!

Here at the Pittsburgh Airport Area Chamber of Commerce, we are pleased to offer the very best of international travel opportunities. From business to vacation travels, through the Chamber, you are "Connected to the World."

Most recently, 20 travelers enjoyed travel experiences via our Paris & Normandy Beaches offer (November of 2014) and our Danube River Cruise offer (March of 2015).

Our trips are coordinated with reputable travel agencies that offer highly professional services including the compilation of all your travel paperwork, the presentation of trip details at periodic informational meetings held at the Chamber office, and the offering of optional travel insurance. The packages provided are of the highest quality and include comprehensive sightseeing, all-inclusive packaging and very reasonable pricing. You need not be a PAACC member to take advantage of our travel opportunities. However, if you are a member, you will enjoy even greater savings!

As you can see by the ads on the left, our next adventures include the Amalfi Coast and Rome in late fall this year, and Australia and Fiji next spring!

For trip details, visit the International Travel page in the "Programs & Events" section of our website. Or you can always feel free to stop by the Chamber office to pick up a brochure, or call us at 412.264.6270.

Buon viaggio and g'day mate!

The Amalfi Coast & Rome

Nov. 1 - 9
2015

9 days, 7 nights;
includes airfare,
hotels, meals,
day trips
& more!

Starting at just
\$2,749

Australia & Fiji

Starting at just
\$5,589

April 7-20
2016

14-day adventure
includes airfare,
hotels, 16 meals,
day trips
& more!

Networking and How To Rock Your 30-Second Commercial

by Mike Howard of
Howard Consulting and Communications, LLC

You may have heard the statement "Let's kill the elevator speech!" Or "The 30-second personal commercial is DEAD!" The fact (or the opinion) is that most 30-second personal commercials are boring and lifeless, and most people don't like to sit through them, much less deliver their own.

Let me share a few thoughts with you:

The 30-second personal commercial will only go away, or be of no value, when people completely cease to meet face to face.

And...your elevator speech *can* move up a number of floors *if* you think "different" and "compelling."

Here is a brief breakdown of those two thoughts.

Some experts think that social media is "the future" of connecting and that face-to-face networking has all but disappeared. What I think they forget is the main reason for social media. It isn't about fact promulgating or instant selling, it's about company values, opinions and personnel. They want to know who you are, what you're about, and where your passion is for what you do. And let's face it, with the exception of the extreme introvert, people still want to meet and do business face-to-face with people when possible.

Now let's talk about your 30-second commercial.

Do these two things as soon as possible!

1. Make a list of what makes you and your company different – really different.
2. Write down what makes those differences compelling, and attractive.

When you do that, you will begin to see brand new and interesting elevator speeches pop off the page and come to life! You will begin to find "stories". People LOVE stories! And like Lay's potato chips, you don't have to have just one.

BONUS/Overtime Thought: Start your personal commercial with a question! Make it very practical to business, as well as thought-provoking.

Mike Howard is a Certified Gitomer Advisor and President/CEO of Howard Consulting and Communications. Howard provides service to all types of businesses and non-profit organizations.



Is Your "Net" Working for You?

by David Goldman of Goldman Organization

An important thing to know and remember about attending networking events is that it is an agricultural activity; not a mining activity. That means that you may not get actual business or sales from the event itself. Networking is about planting seeds and establishing relationships that can lead to business later.

If you are effective, you bring what and who you know to a relationship with what and who they know. With the right fit, a networking possibility grows and flourishes.

There are three basic parts of a networking event - Before, During, and After. There are things to know and do for each.

BEFORE:

- Know your goal - What do you want to get or have happen? Who do you want to meet?
- Know what you want to say when you introduce yourself. Rehearse.
- Make sure you look the way you wish to look. Check yourself before you walk in.

DURING:

- Act like a host; not a guest. Volunteer, greet, introduce people, and be friendly.
- Smile and be the first to say, "hello." Don't sit/stand in a corner with friends or people you already know, waiting for others to come to you. Circulate.
- Look people in the eye when you shake hands. By the way, learn how to shake hands.
- Exchange cards and information when appropriate. It's not about collecting the most cards. Remember your goal.

AFTER:

- Follow up on anything you promised, immediately. Call, email, text, or write. Just do it.
- Review what went well and what you can improve for next time.

THINGS NOT TO DO ... EVER:

- Drink too much
- Use profanity or make racist or sexist comments
- Share confidential information
- Smell bad (body odor, too much perfume/cologne, bad breath)
- Talk with food in your mouth, chew gum or use a toothpick in public

One more thing (well, four more things) that make you more referable:

1. Show up on time.
2. Do what you say you're going to do.
3. Finish what you start.
4. Say "please" and "thank you" a lot.

There you have it. With a little practice, you can be a pro and have your net work for you.

For more than 20 years, David Goldman has been working with Professionals who want to bring in more business and with top producers who want to increase their level of performance. Remember ... you don't have to be sick to get better!



Refresh Your Social Media!

Helpful springtime tips and information provided by fellow PAACC members.

A 3 Minute Guide to Our "5 Minute Facebook Test"

by Jasmine Davis of Community Elf

I often hear from new clients who say, "I started this Facebook page, but just haven't had the time to keep it up." That's because social media is a lot of work, especially if you want to be consistent. Whether you're in the trenches of posting or you haven't looked at your profiles in months, it's important to review the information you're putting online every so often to make sure it's still accurate and reflects your priorities and voice as a business.

At Community Elf, we have a process we call the "5 Minute Facebook Test" that gives us quick insights into where a new client might improve. Here's a 3-minute guide to our 5 Minute Facebook Test:

A Picture Says A Thousand Words

Quickly check to see if your profile picture and cover photo are still accurate. You'll want both photos to be clear, easily legible (if there's text) and cropped correctly. Are you including substantive information in your cover image? A link to your website, your address, or a call to action could all go here.

It's "About" Time

Next, check your "About" section. This should be filled out and accurate. Ensure your phone number, address, hours of operation, etc., are all there. If you've added new locations or services since your last update, be sure to add them.

Check Your Recent Posts

Do you have a nice mix of content that includes images, videos, and links? Do your images look good - are they cropped, clear, and high quality? Are you talking about both yourself and other organizations, publications, etc? The best pages offer a nice mix of content, extending beyond just your brand and into sparking conversations with your audience.

Responses

Take a look at any comments on your page. Is your company responding quickly to comments that require replies? Customers today expect to be taken care of on social media, and responding online is just as important as picking up the phone.

Think of it as spring cleaning for your brand's image — by simply taking a few minutes to check-in with your brand's Facebook profile, you can help shape the first impression visitors get when they encounter you for the first time. And unlike real spring cleaning, there's no elbow grease required — just some attention to detail and five (well, technically eight) minutes.

Jasmine Davis is the Client Engagement Manager at Community Elf, a content marketing firm with local, regional and national clients. Visit them at www.communityelf.com.



6 Ways To Revitalize Your Social Media Strategy

by Quinn Denio of Salem Media Group Pittsburgh

1. Revisit and assess goals. Look at your analytics and performance. Have your goals changed since the previous year? Does your social strategy reflect your current business plans? Re-evaluate and move forward. Your social plan should support your objectives.

2. Do a social audit. Take a good look at all of your social networks and decide which ones make the most sense for you and your brand. Is it necessary for you to be on all of them? Which networks do you enjoy the most? Which ones are you most comfortable sharing on? Which ones are helping to expand your reach? Asking yourself these questions will help you prioritize the most important networks for you to be on.

3. Explore new options. Perhaps you have a booming Facebook presence, but have yet to establish a Twitter profile. While not every social media platform is applicable to every brand, in most cases, brands benefit greatly from a saturated social presence. Take some time to get familiar with other social media platforms to see how they operate, the types of users the platform attracts, and the type of engagement present between brands and followers.

4. Reconnect with your followers. Businesses accumulate many social connections throughout the year. Go through your followers and connect with engaged users. Research influencers in your industry and follow them. On Facebook, consider "liking" other relevant pages. Clean out the clutter too and remove any inactive profiles.

5. Examine your competitors' pages. What are they doing with their social media campaigns? What types of content are they posting? How many followers do they have? How engaged are their followers? Are they doing anything new?

6. Make maintenance part of your regular routine. Social media "spring cleaning" shouldn't be a once-a-year effort. Instead, try dedicating a few hours every couple of months to doing some social housekeeping. Routine maintenance will pay off in the long run by creating an engaging environment for current fans and followers and making a strong impression on new, potential customers.

Quinn Denio is the Social Media Account Manager for 101.5 WORD-FM and is responsible for the strategic development and daily management of WORD's social media platforms as well as those of more than a dozen WORD Social clients. Visit WORD-FM at wordfm.com.



membership

Member Milestones

Join us in congratulating the following members on their milestone anniversaries (*January through April*):

40 Years

- Airport Office Center Associates

25 Years

- #1 Cochran Automotive
- Courtyard By Marriott
- Hampton Inn Pittsburgh Airport
- Pittsburgh Post-Gazette
- The Club at Shadow Lakes

20 Years

- Quicksigns by Ad-com
- Slovene National Benefit Society (SNPJ)

15 Years

- ATM Laser Products & Services, Inc.
- Comfort Suites
- Hyatt Regency Pittsburgh International Airport
- Pediatric Therapy Specialists, Inc.
- Robinson Animal Hospital

10 Years

- AIT Worldwide Logistics
- America's Best Value Inn
- C.J. Reszetylo Tax and Accounting Services
- Integrative Staffing Group
- Holzer & Jesko Quality Exterior
- Two Men And A Truck

5 Years

- Eclipse Vending
- Pittsburgh Magazine

Ambassadors of the Month!

Join us in congratulating our recent Ambassadors of the Month for October 2014 - March 2015.



Jackie Heidelberg
October
Human Capital Solutions



Rick George | *November*
McGroarty, Bradburn & Banas
Insurance, Inc.



Miriam Bauer | *December*
Nerium



Tracy Gyr | *December*
Bonbini Travel



Myles Lilley | *January*
Dollar Bank Office & Loan Center



Fran Treloar | *February*
SendOut Cards



Judy Scioscia | *March*
Sewickley Valley YMCA

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Employee disengagement costs employers \$300 billion annually. Are your profits melting away because of disengaged workers?

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Meet New Members

Join us in welcoming our newest members as of March 31, 2015. Be sure to reach out to them at PAACC events and/or via email or phone. We encourage you to find them in the online PAACC Business Directory and to think of them as you need the products and services they provide. *Think Chamber first.*

- 3 Sisters Spa Salon
- 5 Generation Bakers
- Adcom Worldwide of Pittsburgh
- Allegheny Muscle Therapy & Massage
- AMASTI (Advanced Machine and System Technologies, Inc.)
- AMCOM Office Systems
- AMERI-SOURCE Specialty Products, Inc.
- AmSpirit Business Connections of Western Pa
- Amy Fazio Business Strategy & Management
- ASKO, Inc.
- Avison Young
- Berkshire Hathaway HomeServices
- BKG Industries, Inc.
- Bookminders
- Borough of Carnegie
- Borough of Monaca
- Bright Oaks
- Center Township Board of Supervisors
- Chromalox, Inc.
- City Vista Apartment Homes
- CK1 Advertising
- Cleanse Pittsburgh
- Clinton Lake
- Community Elf
- Costco Wholesale
- Councilman Tom Baker
- Doddato Consulting and Tax Service
- EverGreen Facility Services
- Family Chiropractic Center
- Ford Business Machines, Inc.
- Fort McIntosh Wealth Advisors
- FranNet
- Freelance Consultants Marketing & Professional Writing Services
- Grandjacques Planning
- Greater Pittsburgh Community Food Bank
- Harmony Ridge
- Homes for Heroes
- Hope Grows for Caregiver Support
- IPS Engineering/EPC
- Kiwanis Club of the Pittsburgh Airport Area
- KONTRACK Solutions
- KTH Architects
- Lendmark Financial
- Liberty Travel
- LPW Technology, Inc.
- Management Science Associates, Inc. - Information Technology Systems & Services Division
- Massaro Corporation
- Morella and Associates
- Mother, May I
- My Place Hotel- Beaver Valley, Pennsylvania
- National Write Your Congressman
- New York Life - John W. Cucarese
- Off the Hook Exotic Pet Shop LLC
- Opticom Consulting
- Our Diner
- Partition Systems, Inc
- Plow & Hearth
- RC21X
- S & S Trophy, Inc.
- Schepner-McDermott Funeral Home, Inc.
- ServiceLink, a Black Knight Company
- Sign-A-Rama of Monroeville
- Stowe Township
- Thomas Dance Studio
- Tootsie's Diner LLC
- Tractor Supply Co.
- Transportation Compliance Associates
- United Bank, Inc.
- USCG Marine Safety Unit Pittsburgh
- VIP III Nails & Lounge
- Wallace & Pancher, Inc.
- Wells Fargo-Renovation 203K
- Wolf Benefits Group, Inc.
- Women Empowered for Entrepreneurial Excellence

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Owner

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member news



Fellow members
soaring to new heights!

5 Generation Bakers is pleased to welcome to its team Scott Hollabaugh, Western PA Sales Manager, Director of Inside Sales and Marketing.

AmSpirit Business Connection of Western PA started new Chapters in Cranberry, Wexford and Monaca and is looking to grow in the Airport area. Visit glenmason@amspirit.com for more information.

Candlewood Suites Pittsburgh Airport welcomes new Operations Manager, Diana Choy, who joined them from the Staybridge Suites Plantation, FL.

Civil & Environmental Consultants, Inc. (CEC) was named 2014 Employer of the Year by the Pittsburgh Section of the American Society of Civil Engineers (ASCE) at the 2/21 ASCE Engineers Week Awards Banquet.

Courtyard by Marriott Settlers Ridge announces that its General Manager, Alisa Faulk, was named General Manager of the Year by the Greater Pittsburgh Hotel Association.

Cybertary Pittsburgh announces they have been awarded certification as a Disadvantaged Business Enterprise (DBE) by Allegheny County Department M/W/DBE under the PA Unified Certification Program.

Cystic Fibrosis Foundation is excited to bring back CF Cycle for Life on September 13, 2015 with 30 and 60 mile route options starting and finishing at Settlers Cabin Park.

Cystic Fibrosis Foundation is pleased to welcome Lauren Pesce and Amanda Moran to its team.

DDSWeb Design is sponsoring a free Business Mixer on Wed. May 6 at 5 pm. Network and mingle with over 100 local business owners and professionals. Pre-register at ddswebdesign.com.

Express Employment Professionals has opened a recruiting office located at 445 State St. in Beaver, PA and welcomes Danielle Miesel, Staffing Consultant – Commercial Lines.

First Niagara Pavilion in Burgettstown is pleased to announce its 2015 summer concert schedule. Visit livenation.com for the most current lineup details.

Greater Pittsburgh Community Food Bank announces Putting an End to Hunger, a family-focused event at Fun Fore All 12-8 pm May 30.

Green Seven Technologies has achieved CompTIA Managed Services Trustmark certification – a respected industry credential held by few service providers signifying adherence to best practices for technology service delivery and customer interaction.

Harmony Ridge Golf Club celebrates its 92nd anniversary milestone and the grand opening of its freshly redesigned Golf Course. The venue hosts catered events.

Harmony Ridge Golf Club announces its on-site, maintenance-free Carriage Home community is currently in planning and will be rolled out this year.

Holiday Inn Express and Suites Pittsburgh Airport announces that its multi-million dollar, 100% smoke-free renovation is complete. To schedule a visit, call Ralph Davis: 412-788-8400.

Hollow Oak Land Trust invites businesses to GET OUTSIDE this spring for fun volunteer trail projects in the Airport area. Visit hollowoak.org or info@hollowoak.org for more details.

Hopewell Twp. Parks & Recreation Dept. breaks ground this spring for a new adult and child outdoor activity zone across from the existing park entrance. It will feature aerobic exercise equipment, climbing stations, a large picnic pavilion, grills and parking.

Hyatt Regency Pittsburgh International Airport opens new restaurant, bellfarm Kitchen | Bar with Executive Chef Nick Saxons. Its farm-to-table cuisine celebrates local sustainability and offers a unique assortment of cocktails, craft beers, and wine.

IPS Engineering/EPC announces that James Pfeifle, P.E. has joined the company as Chief Engineer. He will be based at their Southpointe, Canonsburg, PA office.

Management Science Associates is ranked Number 1 among the largest area technology consulting firms, according to Pittsburgh Business Times' 2014-15 Book of Lists.

Marketing Pathways announces its president, Cindy Neky, has also become a Coach and Board Facilitator for The Alternative Board Pittsburgh. TAB Pittsburgh has 70 private company owners in its membership.

Massaro Properties, LLC announces the development of a new 22,000 square foot speculative flex/office building in the Campbells Run Business Center in Pittsburgh's airport corridor.

McCormick Real Estate & Management welcomes John Scott to its team. Scott has recently received his Real Estate License and will be mentoring with Gary.

Michael Baker International received the Transportation (Rte 28) and Industrial (Newtown Creek Wastewater Treatment Plant) Project of the Year Awards from the Engineers' Society of Western Pennsylvania.

Montour Heights Country Club is pleased to announce additions to their staff: Melanie Langan, Assistant Food and Beverage; Lindsay Huff, Banquet Manager; and Kyle Nagy, Executive Chef.

Mt Lebanon Office Furniture and Interiors is pleased to welcome Brandon Moore as the new Director of Business Development. Moore, a Slippery Rock University graduate, previously worked with Lighthouse Electric and Aquion Energy.

North Fayette Township joined Allegheny County in promoting "Live Well North Fayette" in 2015. This initiative improves the health and wellness of Allegheny County residents.

Partners For Quality (a.k.a. Citizen Care) will celebrate 40 years of service to individuals with intellectual and developmental disabilities on May 6th! Join them for their 40th birthday celebration 11-1p.m. at their HQ Office. For more info call 412-446-0702.

PC Network Services was named to the CRN Managed Provider Progressive 250 list by The Channel Company. The annual list distinguishes top technology providers across the nation.

Pittsburgh Botanic Garden opened permanently on April 1, 2015. The 60-acre Woodlands and historic farmstead, enlivened by heirloom sheep and chickens, are among the treats in store for visitors.

Quality Inn Pittsburgh Airport has earned the 2015 Choice Hotels International Gold Award, ranking them in the top 10 percent of all Quality Inns.

Riverset Credit Union was proud to award 9 Pittsburgh area high school students with a Star Student award and scholarship during the 2014-2015 school year.

ServiceLink is excited to announce it will be rolling out its Internship Program for the third year! For details follow on Twitter @svclnkcareers.

The Borough of Carnegie is excited to announce that its 8th Annual Carnegie Volunteer Fire Department 5K Run/Walk will take place on Saturday, April 25, 2015 at 8:00 a.m. For details contact www.carnegieborough.com.

Thomas Dance Studio announces the dates for its annual recital performances: May 16 and 17 at West Allegheny High School and "Petite Performers" on May 30 and 31 at Chartiers Valley Intermediate School.

Verland turns 37 years on July 1st, and is eagerly awaiting the opening of the new Adult Training Facility wing at their Sewickley main campus.

W5Templates is pleased to announce the release of its new and improved FREE web app for CRM and Project Management. Details available at www.w5t.biz.

Share your business' good news! Stay tuned for the next PAACC "Got News" email and submit your news by July 1, 2015.



World Radio Telecommunications | 10/23/14



FASTER Power Yoga | 12/10/14



Tootsie's Diner | 2/12/15



Fairfield Inn & Suites Pittsburgh Neville Island | 3/25/15

Congratulations to all members who held Ribbon Cutting Ceremonies to celebrate new businesses, new or remodeled facilities, or new programs! Special thanks to all PAACC Ambassadors for sharing and helping to create these celebratory moments for fellow business leaders!

Congratulations!



Alex And Ani | 11/20/14



Holiday Inn Express & Suites Pittsburgh Airport | 1/21/15



3 Sisters Spa Salon | 3/4/15



Sandler Training Powered by Peak Performance Mgmt.
Live Training Streaming Technology | 3/31/15

Our Diner | 2/28/15



Ribbon Cutting Ceremonies Oct 2014 - March 2015

leadership profile

*up-close & personal with leaders
in the airport corridor*

Gene Pash President

Value Ambridge
Properties, Inc.

ambridgeregional.com



about our featured leader:

Gene joined Value Properties Inc. (A New York-based real estate development company) at the Ambridge Regional Distribution and Manufacturing Center in 1990 as Director of Operations, after having a ten year career in the construction industry as a Senior Project Manager with two Pittsburgh-based general contracting firms. Prior to the construction industry, Gene was employed by the P&LE (Pittsburgh & Lake Erie) railroad co. in the electrical and engineering department for nine years. In 1995 Gene was promoted to General Manager at the Ambridge Regional Center overseeing the development and day to day operations of the property along with the leasing efforts. In May of 2003 Value Properties Inc. appointed Gene to his current position as President of Value Ambridge Properties Inc. with the new duties of complete control of the asset, reporting directly to the Chairman (Mr. Joe Murphy) at the New York Corporate office in Manhattan.

Over the past twenty-five years in Beaver County, Gene has been a member of and on many boards and committees, including the Pittsburgh Airport Area Chamber of Commerce (PAACC), Greater Pittsburgh Chamber, Beaver County Chamber, Job Training for Beaver County, (CED) Beaver County Corporation for Economic Development, Ambridge Area High School Steering Committee (under Dr. Sam DePaul), PAACC Honorary Commanders Association, Allegheny Conference on Community Development, Ambridge Civil Service Oral Exam Panel. Gene recently served five years as Industrial Chairman of the (AARDC) Ambridge Area Revitalization Development Corporation, Board of Directors Military Affairs Council of Western Pennsylvania, and advisory board member of Penn State University (Beaver County Campus), several Wings Over Pittsburgh air shows and Soldiers and Sailors Memorial Hall Event Planning Committees. In addition, he is an active member of NAIOP (National Association of Office and Industrial Properties), a regional real estate group.

Gene has two adult daughters, both living outside of the region: Jeanette, who is a school teacher and lives in Reston, Virginia with her husband, Stefan Dunhem and daughters Annika and Emma; and Dianna, a Sales Executive with Marriott Corp. who lives in Catonsville, Maryland with her husband, Josh Helt and sons Tommy, Sean and Eli. Gene is married to Karen (Lightner) and they reside in Mt. Lebanon. Gene is stepfather to Karen's three adult children, Ted, Kirsten and Jason Staats.

Gene is an United States Air Force veteran (1968-1972) having served in Vietnam (1969-1970) where he received The Air Force Commendation Medal for Meritorious Service.

Early in your career, you held a position in P&LE Railroad Company's electrical and engineering department for nine years and then spent ten years as a senior project manager in the construction industry. What led you to this type of work and what were your future goals at that time?

"Building projects have always been of interest to me and it was a natural road for me to follow. My four years in the Air Force as an aircraft electrician paved the way into the construction industry and then onto project management."

2015 marks 25 years that you've been with Value Properties Inc. and in that time, you have served in three different leadership roles. You were initially hired as Director of Operations of the Ambridge Regional Distribution and Manufacturing Center, then promoted to General Manager of the Ambridge Regional Center, and then in 2003, you were appointed President of Value Ambridge Properties Inc. Can you share some of your greatest challenges as you continued to accept greater responsibility in each of these positions? And were there any specific tools you engaged (books, classes, counsel, consulting, etc.) to help yourself as you worked to meet these challenges?

"Each position that I have held here at Value Properties has had its own challenges, be it dealing with issues related to infrastructure of a 100-year-old industrial site or the conversion of a single business operation into a multi-tenant business park. As General Manager and then onto President, the challenges changed to dealing with tenants, government officials, attorneys and bankers. But no matter what position I held, I always had the total support of the corporate office in New York. They were always leading the efforts and committed to the redevelopment of Ambridge Regional Center and the community here in Beaver County. Along the way, it was a never-ending learning experience, never resting on what HAD BEEN but WHAT COULD BE! We coined a phrase here in the region: PROUD PAST-BRIGHT FUTURE. We have worked very hard to make that a reality."

What do you see in the future of development for our Airport Corridor?

"The airport corridor has always been an economic driver for our entire region and will continue to be so. It was a great day when our local and state officials were able to get old Route 60 redesignated as I-376. This was a way of letting the out-of-state businesses know that our airport region was easily accessed via an interstate highway system."

You have provided the community with abundant leadership through your many Board seats. What can you share about the importance of serving as a volunteer leader with community organizations?

"No matter what organization I have served, and no matter the capacity, I have always received more out than I ever put into the group. It pays to be involved."

Who were your mentors in life and career, and what did you learn from them?

"I cannot begin to tell you how very much I have learned from my Chairman, Mr. Joe Murphy, from our New York corporate office and his staff. They have supported and guided me these past 25 years. Locally, I have been mentored by one of the finest real estate minds in the Pittsburgh region, Mr. De Peart. De was General Manager here at Value Properties when I joined the organization and he taught me real estate 101 and I tried to adopt his style of dealing fairly with tenants and people in general."

Life is ever-changing and ever-challenging. There's always new technology. A variety of generations come to the workplace with different backgrounds and ideas. Corporate philosophies change. What are some of the most pivotal changes you have seen that have impacted how you lead? And what words of advice and encouragement would you offer to help up-and-coming leaders succeed through changing times?

"Today's employees are very different from us BABY BOOMERS of yesteryear, but they are very bright and willing to learn new skills that will allow them to assume leadership roles in the very near future. They bring a new energy, new ideas and new perspective to the workplace. I would hope that they begin showing up more often at the volunteer organizations. That is where your network begins working for you."

As a Vietnam Veteran, how do you believe that your military experience impacted your leadership skills and philosophy?

"As a young man joining the military, you were given much responsibility for yourself and for others. Under the eyes of senior leaders, you had the ability to learn and grow at an accelerated pace. As promotions came to me, so did added responsibilities. The life lessons learned as an Airman and onto Staff Sergeant never left me. It all paved the way for my civilian careers."

What are three things people might be surprised to learn about you?

"I am a pretty much an open book, so there is not much that people would be surprised to know about me. My network is vast and those in it have known me for many years now, but some may be surprised that between my two daughters and my three stepchildren, my wife Karen and I have been blessed with 19 grandchildren."

Oh, and this...

P.S. "I have announced my retirement for July 31, 2015 and plan to travel and visit the families scattered along the east coast and also do some international traveling."

Did you know that North Fayette Township is one of the fastest growing municipalities in Allegheny County? Or that it is the home of the county's last remaining dairy farm? Or that close to 14,000 people make their residence here? What you probably do know is that the township is home to the Pointe at North Fayette, Pittsburgh Technical Institute, CCAC West, Nappie's Food Service, and the newly-opened Pittsburgh Botanic Garden. But . . . where exactly is North Fayette Township? It's a question worth asking as it seems many of us aren't entirely sure. Before we explore the many wonderful qualities of this geographically misunderstood community, let's first establish where it is.

The Pointe at North Fayette is among the biggest points of confusion. Many of us are guilty of referring to it as Robinson. It is not. So if you're shopping at Best Buy, hanging out at Latitude 360 or grabbing a bite at Quaker Steak & Lube, you are in North Fayette. Likewise, if you are in the western part of Settlers Cabin Park — *say, visiting the lush and lovely Pittsburgh Botanic Garden* — you are in North Fayette. Does it simplify to say North Fayette is bordered by Moon, South Fayette, Oakdale, Findlay, McDonald, Collier, Robinson Township of Allegheny County and Robinson Township of Washington County?

Like many of the region's communities, North Fayette was known mainly for farming and coal mining from the late nineteenth century into the 20th century. The local terrain and fertile limestone soil made farming a successful endeavor. The area is also rich in petroleum, natural gas, and coal, and served as an operations base for several mines including the Montour Mine, Dickson Mine, Santiago Mine and Cliff Mine.

Industrialization brought transportation needs, hence the creation of the Montour and Panhandle Railroads — now the beautiful Montour and Panhandle Trails we love to walk and bike.

While looking back, it's interesting to realize that the township's Glen Gormley housing plan originated as a hostelry in 1852 and reportedly served as an Underground Railroad stop during the Civil War.

Today, North Fayette is a growing, multi-faceted community that strikes a rare, harmonious balance between preservation and progress.

Recently, the township's Board of Supervisors designated more than 1,300 acres of North Fayette land as Agricultural Security Areas (ASA) as part of the farmland protection program. Simultaneous with these efforts is their collaborative work with Consol Energy to begin creating infrastructure for drilling in the western section of the township.

The Pointe at North Fayette, which opened 21 years ago, boasts more than 70 retailers, restaurants, and other businesses. *"The development of The Pointe was a game changer for us," said Township Manager, Robert Grimm. "It helped put us on the map and changed how we operate as a township."* The new revenue spurred residential development and gave locals a plethora of shopping and dining options right in their backyard. In the same township stands the 200-year-old Scott Farm, a dairy farm operated by the eighth generation of the Scott family.

How's that for preservation and progress?

North Fayette continues to grow while maintaining its character and small-town appeal, and has not become burdened with overdevelopment. In fact, 50 percent of its land is undeveloped.

"We are striving to create an excellent quality of life for residents and businesses here in North Fayette," said Grimm. The effort is paying off as the township offers a variety of appealing qualities: affordability, varied housing options, low crime, a unique rural/urban setting, a sense of community, and geographic convenience (15 miles from downtown Pittsburgh and 10 miles from Pittsburgh International Airport).

The Township presents annual events such as the Fall River Cruise, Community Days, and the Fall Festival, providing fun opportunities for community gathering. North Fayette's Western Allegheny Community Library also contributes to the sense of community with its impressive array of enriching events and programs designed to inspire, engage and educate.



It is our pleasure to bring you the fourth installment of FlightLine's "Community Profile" series – an ongoing series that explores each of the PAACC's 34 vibrant, historic communities.

So what's next? For starters, there will be a new, 30,000-square-foot Community Center complementing the recently completed, 34-acre Donaldson Community Park. The Community Center will feature a gymnasium, an indoor walking track, education rooms, and an event facility, all housed in a beautiful, energy-efficient building set to open its doors at the beginning of 2016.

On the commercial front, development of the six-building Crown Court project continues. With one building completed, one under construction, one in development, and three on the horizon, Crown Court joins Imperial Business Park and RIDC Park West in serving the region's business needs.

If you are considering starting or expanding a business, you may be interested in knowing that the Township has designated close to 300 acres as Local Economic Revitalization Tax Assistance area. Businesses making improvements to real estate in these areas enjoy a tax-free period. And, did you know that North Fayette does not charge either a Business Privilege Tax or Mercantile Tax?

Complete with scenic views, small-town charm, ample business opportunities, community spirit, affordability, convenience, duck crossings and cows – North Fayette proves to be a delightful place to live, work, shop, eat, raise a family, and start a business.

To learn more about North Fayette, visit the Township's official website at north-fayette.com or call 724-693-9601.

Article written by Kelly Burgos with special thanks to North Fayette's Township Manager, Robert Grimm; Marketing and Communications Coordinator, Sue Walls; and Community Development Director, Laura Ludwig, for providing the valuable information in insight necessary to create this profile.



Above: View of The Pointe at North Fayette from the Robinson side of this well-traveled intersection.

MUST DOs IN NORTH FAYETTE

- Taking in the sights on a stroll through the Pittsburgh Botanic Garden
- Apple picking at Half Crown Hill apple orchard
- Mini golf & tiki bar at North Star Lounge off the Rte. 22 McDonald Exit
- Shopping & dining at The Pointe at North Fayette
- Visiting the new Community Center in 2016
- Attending a Western Allegheny Community Library event
- Exploring nature & fun at Donaldson Park
- Walk, jog or bike the Montour Trail
- Shopping & browsing in the new Tractor Supply



Above: Rendering of North Fayette's new Community Center opening in 2016 in Donaldson Community Park. The Community Center will feature many amenities and will be the new home of the Parks and Recreation Department offices. *Center:* Photo of Antel Farm. All images courtesy of North Fayette Twp.

Look Who Aced It!

On January 23, a sold-out crowd of close to 200 business leaders gathered for the PAACC's 2015 Annual Celebration of Excellence (ACE) at the Hyatt Regency Pittsburgh International Airport.

The event began with a video presentation highlighting the Chamber's 2014 accomplishments. After welcome remarks by PAACC President/CEO, Bernie Puozuole, the Annual Meeting was called to order by Outgoing Chair, Alisa Faulk, of Courtyard by Marriott Pittsburgh Airport Settlers Ridge. An overview and financial report were presented, the 2014 volunteer leadership were recognized, and the 2015 Board of Directors was welcomed. The meeting concluded with Faulk's passing of the gavel to Incoming Chair, Frank Polito, Regional Director, Government and Regulatory Affairs for COMCAST Communications.

A variety of awards were presented. The Sally Award – for service that exemplifies the leadership qualities of the late PAACC President/CEO, Sally Haas – was presented to Jim Katsafanas of Michael Baker International. Distinguished Service Awards were presented to Keystone Mountain Lakes Regional Council of Carpenters, Richard and Nancy Mills of Roselea Farm, and George Stark of Cabot Oil & Gas Corporation. Miriem Bauer of Nerium was the proud recipient of the 2014 Ambassador of the Year Award. David Goldman of Goldman Organization received the 2014 CHOICES Presenter of the Year Award.

Additional honors included a PAACC Legislative Legacy Award to State Representative Mark Mustio and a certificate of appreciation to retiring Findlay Township Manager, Gary Klingman.

New to this year's ACE was the announcement of Sally Haas Memorial Scholarship recipients. The scholarship fund provided two \$2,500 scholarships – an aviation scholarship and a military scholarship – to assist Airport Corridor students with post-secondary education. The Sally Haas Aviation Scholarship was awarded to Christopher P. Exler who is studying Aeronautics and Applied Engineering at Kent State University. The Sally Haas Military Scholarship was awarded to A. Isabelle Marsh, a senior at Moon Area High School who is preparing for nursing school and whose father served at the 911th Air Base.

A sit-down lunch was served and attendees enjoyed the wit and wisdom of special guest speaker, Chris Allison, author of *You'll Manage: Lessons Learned From A Former CEO*.

The Chamber extends a special thanks to all who are responsible for acing this year's event: the sponsors, award honorees, attendees, and the excellent Hyatt staff.



Alisa Faulk passes gavel to Frank Polito



Jim Katsafanas accepts Sally Award



Keystone Mountain Lakes Regional Council of Carpenters accepts Distinguished Service Award



Nancy & Richard Mills of Roselea Farm accept Distinguished Service Award



George Stark of Cabot Oil & Gas Corp. accepts Distinguished Service Award



Miriem Bauer of Nerium accepts Ambassador of the Year Award



PAACC's Susan Hovanec presents CHOICES Presenter of the Year Award to David Goldman of Goldman Organization



Senator Matt Smith helps PAACC President and officers present Legislative Legacy Award to State Rep Mark Mustio



A. Isabelle Marsh & Christopher Exler accept Sally Haas Scholarship Awards



PAACC President, Bernie Puozuole presents a Certificate of Appreciation to retiring Findlay Township Manager, Gary Klingman

Honorary Commanders Get A Taste of Military Life

military



As part of their year long program with the 171st, 316th and 911th military units, the PAACC 2014-2015 Honorary Commanders Association (HCA) Class received a tour of the 171st Air Refueling Wing base on February 4, 2015. Conducted by the Pennsylvania Air National Guardsmen, Wing Commander Ted Metzger briefed the class on the mission of the unit.

The tour and lunch were provided by the Employer Support of the Guard and Reserve (ESGR) and included responsibility overviews with maintenance personnel, pilots and fuel experts. During the tour, class members had the experience of wearing chemical resistant mobility/protective equipment.

The HCA Class with some alumni will be attending the annual ESGR 'Boss Lift' scheduled for mid-May at Fort Indiantown Gap near Harrisburg, PA.

Photos by Doug Keeter | PAACC



Interested in becoming part of the next Honorary Commanders Association class? The application process for the class of 2015-2016 is expected to begin in the fall of 2015. Stay tuned for application announcements or contact the PAACC at 412.264.6270 or info@paacc.com.

Military Matters by H. Rochelle Stachel of HRV Conformance Verification Associates, Inc. PAACC Board Liaison to the Military Affairs Council

March 3, 2015 Marks Navy Reserve 100 Year Anniversary

The Chamber extends a Happy 100th to all our Navy Operational Support Center sailors, civilians, friends and families. It seems like yesterday that the NOSC relocated from North Versailles to the 911th Airlift Wing. The mission of NOSC - Pittsburgh is to ensure mobilization readiness of Navy Reserve personnel through administrative support and the facilitation of training while providing a local Navy presence in the greater Pittsburgh area.

911th Recognizes the Best of the Best

The 911th Airlift Wing held its annual awards banquet at the Hyatt Regency Pittsburgh International Airport hotel on March 7, 2015. More than 450 Airmen, civilians, family and friends joined in the celebration recognizing the 911th AW outstanding performers.

The special guest speaker for the evening was retired Capt. William A. Robinson. While serving as a crew chief on a U.S. Air Force Rescue helicopter, he was shot down over North Vietnam and was held as the longest enlisted prisoner of war in U.S. military history.

ENTERPRISE FOUNDATION & EDUCATIONAL PROGRAMS

CHOICES

- ▶ Added Ambridge Junior High School as a host school for a total of ten schools served; for a complete CHOICES update, see page 27
- ▶ Presented CHOICES Volunteer of the Year award to PAACC member David Goldman of Goldman Organization

SCHOLARSHIPS

- ▶ Announced first Sally Haas Scholarship recipients, Christopher Exler and A. Isabelle Marsh; for a complete update, see page 26

EDUCATION

- ▶ The Core Four program graduated six student entrepreneurs.
- ▶ Held the last of eight PAACC 2014 Education Series seminars.
- ▶ Selected eight topics and presenters for the PAACC 2015 Education series; series launches April 30; see complete schedule on page 24
- ▶ Co-sponsored Fox Rothschild Intellectual Property Seminar

GLOBAL MISSIONS

- ▶ Coordinated travel programs to Paris and Normandy Beaches and Danube River Cruise for 20 travelers.

GOVERNANCE

- ▶ Installed the PAACC's 2015 Board of Directors and Executive Committee (see photo gallery - pages 22 and 23)
- ▶ Installed the Enterprise Foundation's 2015 Board of Directors and Executive Committee (see page 26)

MEMBERSHIP

- ▶ Welcomed 74 new members
- ▶ Hosted 12 events providing networking and educational value to 1,200 attendees
- ▶ Chamber ambassadors conducted 9 Ribbon Cuttings, 8 Milestone Ceremonies, and approximately 150 "Just Poppin' In" visits for members
- ▶ Raised \$1,800 for military families in need at JingleFest
- ▶ Raised \$7,000 for charities at Mixer with Shakers
- ▶ Sold out five events: JingleFest, Annual Celebration of Excellence, Mixer with Shakers, February Breakfast Briefing, January BizBlast @ Noon, and March BizBlast @ Noon
- ▶ Presented awards to PAACC members as well as local and state officials at Annual Celebration of Excellence; see complete recap on page 16
- ▶ Launched new website; visit paacc.com!

COMMUNITY & GOVERNMENT AFFAIRS

- ▶ Welcomed Congressman Keith Rothfus and Senator Matt Smith at Feb. 20 Breakfast Briefing
- ▶ Rich Fitzgerald presented a State of the County address at March 20 Breakfast Briefing
- ▶ Congressman Tim Murphy attended JingleFest and Mixer with Shakers
- ▶ Awarded State Representative Mark Mustio the Legislative Legacy Award
- ▶ Bernie spoke at RMU's Week on Business regarding the role and importance of Chambers of Commerce in the business sector.

BUSINESS RESOURCE CENTER

- ▶ Reviewed and commented on first draft of architectural plans for the new PAACC Business Resource Center.



This update contains highlights from October 2014 through March 2015.

AFFINITY PROGRAM PARTNERS



COMCAST
BUSINESS

Fave'n\$ave
These Deals Are A Hoot!

INTRODUCING



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SMARTER PAYMENT PROCESSING

Office DEPOT
Taking Care of Business



PENN NATIONAL
INSURANCE



affinity programs

Are you taking full advantage of your membership and all the ways it can save you money through PAACC Affinity Programs?

To the left, you'll see nine **Affinity Program partners** ... all ready to provide **discounted services and products to your business** just because you're a PAACC member! Save on insurance, business telephone and internet service, coupon advertising, google advertising and presence, credit card processing, office supplies and equipment, energy, and project management software. Good stuff! Get it! **For details and easy program signup, visit paacc.com.**



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Spring Cleaning *for Your Business*

by Dave Oshlag | President, Project Marketing Associates



Spring cleaning is “the activity of cleaning a house thoroughly at the end of winter”. In the business world spring cleaning has a slightly different meaning: (1) **Back up**, (2) **Clean out**, (3) **Organize better**.

Steps one and two are best done in tandem: Back-up and clean out those electronic devices (pc, smartphone, tablets and external storage locations) of the “stuff” that’s been completed or is no longer being used, to make room for the newer projects, prospects and clients that are now filling your pipeline.

The digital “stuff” we tend to hold on to and don’t weed out includes: document files, old e-mails, SMS and group messages, apps and photos. So if your home has boxes and boxes of stuff you need to periodically clean out, your digital devices like-wise need to be de-cluttered from time to time.

Like the Seinfeld character George Costanza each one of us needs to clear out our digital “exploding wallet” (<http://youtu.be/gwEmQNd6wMA>) before it becomes a liability and slows us down. What are the things that slow us down? Lots of stuff. Read and un-read e-mails top this list. Honestly, what are you going to do with all those e-mails from two+ years ago? Not much. So get rid of them.

Nothing worse than a slow smartphone. For a lot of us, our smartphones are our primary communication tool, so keeping them free from clutter and operating in top form, is important. Our challenge – what do we do with the information in those text messages and remote emails that we might need to refer back to later? Since we have no place to put them, we hold on to them,

until the storage memory on our smartphone’s is maxed out and our phone’s performance slows to a crawl – not good.

A better option is to electronically copy and then store the information that’s important and delete the message or e-mail from your phone.

- ▶ Take an inventory of what you have
- ▶ Back up files to a secure on-site or off-site storage location
- ▶ Delete the files from your device(s) you don’t need for your day-to-day activities
- ▶ Enjoy the increased speed and functionality from having less “stuff”

Step three: once you’ve cleaned out your electronic files, it’s worth stepping back and considering if there’s a better way to organize and manage your information going forward.

If you don’t have a Customer Relationship Management (CRM) system, you should seriously consider implementing one. This applies to both internal as well as external customers (and clients). Many different types of CRM systems exist, from simple to complex. Typically, there are four major components of CRM systems that you need to consider:

1. Prospects
2. Existing Customers (clients)
3. Marketing Communications
4. Business Operations

For more mature and typically larger companies, a complete Enterprise Resource Plan (ERP) which includes all four integrated components of CRM, is required. For small- to medium-sized firms, tracking of prospects and customers is all that’s needed.

Spring has sprung – it’s time to spring into action to help your business be more productive.



Dave Oshlag is President of Project Marketing Associates (www.projectma.com) and Founder of W5Templates (www.w5templates.com). Dave Oshlag is a graduate of Carnegie Mellon’s Engineering and the University of Chicago’s Business programs. He offers a practical and results oriented approach to CRM and Project Management based on 25+ years of business experience.

Revitalizing & Optimizing Office Space

by Dean Mantia | Key Account Manager, Cort Furniture

OPEN OR CLOSED?

When it comes to office space design, few topics elicit as much passion as the open office versus private workspace debate.

Some who have weighed in have suggested that the line of demarcation between those who prefer a private office and those who are comfortable in an open-office space is based on age. Others maintain that the difference is a direct reflection of one's degree of introversion or extroversion. In truth, one's preference is more likely a reflection of one's work style and job requirements as they relate to a specific company's mission and culture.

IN SUPPORT OF THE OPEN OFFICE

As the business world has evolved, the space in which we work must also evolve to better support the real-time production, nurturing and sharing of ideas. Absent the trappings of rank, open-space work environments instill a deeper sense of community among workers, and allow for fluid, running dialogue among collaborators. Open-space environments have also been shown to more equitably distribute information and thereby facilitate the speed of decision-making and the avoidance of unnecessary duplication of effort.

IN SUPPORT OF CLOSED OFFICES

A myriad of studies conducted over the past few decades suggest a relatively high correlation between employee satisfaction and feelings of control over their work environment. Supporters of individual offices maintain that the privacy afforded someone with a personal, albeit small, workspace contributes to an employee's sense of comfort and control. Closed spaces or personal offices have been observed to enhance concentration and possibly productivity by minimizing the distractions (noise, movement) that may naturally occur in open-space environments.



OPEN OR CLOSED?

While there can be significant savings in the successful implementation of a well-designed open-space work environment, unless the space is specifically designed to fit your company's business, mission and culture, the savings can be offset by declines in employee satisfaction, increased absenteeism and even diminished overall productivity. On the flipside, your business may thrive on dynamic interdepartmental collaboration. If that is the case, maintaining individual offices could seriously inhibit your ability to competitively get the best ideas to market.

EXPERIMENT TO FIND WHAT WORKS

To find which setup works best for your business, experiment with different configurations. By using office furniture rental instead of purchasing, you can change the configuration of your office multiple times without incurring the expenses of purchasing and disposing of multiple sets of furniture and avoid the problems of moving the furniture around on your own.

Dean Mantia is the Key Account Manager with Pittsburgh's CORT Furniture. CORT is the world's largest provider of furniture rental, trade show, event furnishings, and relocation services.



photo gallery

Volunteer/Non-Profit Fair 2015



Representatives from Junior Achievement (top right) and Consol (lower left) spoke at the PAACC Non-Profit Fair on Nov. 21, 2015 at DoubleTree by Hilton Green Tree; the event focuses on the value and business benefits of giving back through supporting non-profits; (lower, far right) State Representative Mark Mustio receives special recognition from Junior Achievement representatives.

Representatives from Junior Achievement (top right) and Consol (lower left) spoke at the PAACC Non-Profit Fair on Nov. 21, 2015 at DoubleTree by Hilton Green Tree; the event focuses on the value and business benefits of giving back through supporting non-profits; (lower, far right) State Representative Mark Mustio receives special recognition from Junior Achievement representatives.



Breakfast Briefings



Jan. 15, 2015 at Valassis



BizBlast @ Noon

Oct. 2 at City Mission

Breakfast Briefings (above) offered a

Transportation update (upper left) on Nov. 6, 2014 with James Gill of Allegheny County Airport Authority, Dan Cessna of PennDOT's District 11, Eric Gonzalez of CSX, and Lynn Manion of the Airport Corridor Transportation Association; election updates and expectations on Oct. 23, 2014 with David Schribman (upper right); "The Year Ahead in Washington and Harrisburg on Feb. 20, 2015 with Congressman Keith Rothfus and Senator Matt Smith (lower left) pictured with PAACC President/CEO Bernie Puzzuole and PAACC Chairman of the Board, Frank Polito of COMCAST Communications; and a "State of the County" address with Allegheny County Executive, Rich Fitzgerald (lower right).



March 12 at Pittsburgh Penguins CONSOL Energy Center

PAACC's new Board of Directors (right) was officially welcomed at the Annual Celebration of Excellence on Jan. 23 at the Hyatt Regency Pgh. Int'l Airport. See the Board list on page 2 and the Annual Celebration of Excellence recap with photos on page 16.



Annual Celebration of Excellence 2015

JingleFest was held Dec. 5 at Montour Heights Country Club and raised \$1,800 to help military families in need. Pictured below: (left) table decorating contest winners from HealthSouth Rehabilitation Hospital of Sewickley present check to Deborah Krall of 171st Air Refueling Wing; (center) West Hills Symphonic Band quartet plays festive, live music for the crowd; (right) Grinch-themed table and costumes by Percheron Field Services, LLC; (lower); event volunteers and committee members (l-r) Toni Roschel, Jodie Tabano and Anna Cehelsky.



JingleFest 2014



Mixer with Shakers 2015



Mixer with Shakers, held March 19, 2015 at the Sheraton Pittsburgh Airport, raised over \$7,000 for eight local charities. Pictured left to right/top to bottom: Danielle White, cocktail competition winner, receives prize check from PAACC President/CEO Bernie Puzzuolo; Danielle White served *Frozen*-themed cocktails on behalf of Cystic Fibrosis Fdn.; Hilary Bendik mixed for Angels' Place and raised the most charitable dollars of all the bartenders; Alisa Faulk's Speakeasy theme was runner-up in the contest; Councilman Tom Baker raised money for Big Brothers Big Sisters of Greater Pittsburgh; event committee members GeorgeAnne Muchnok, Anna Cehelsky, Nicole Feldhues, Gretchen Moore and Amy Fazio; PAACC Chair, Frank Polito with Congressman Tim Murphy.



Social Media 102: You're Social, Now What? Making Social Media Work for You

► **April 30** (Thursday) 7:30-10:30 a.m.

@ Courtyard by Marriott Pittsburgh Airport Settlers Ridge

Presented by Cindy Neky, Marketing Pathways

You've thought about what social networks to use for your business or nonprofit and you're ready to take the next step. Where do you go from there? You will walk away with everything you need to develop your own social media plan for your business.

Growing Your Business through Video Customer Testimonials: Secrets to Marketing Success

► **June 12** (Friday) 8 - 10 a.m.

@ Courtyard by Marriott Pittsburgh Airport Settlers Ridge

Presented by Mark Grover, Mark Ten Productions

You will learn how to develop, use and market customer video testimonials most effectively to increase your conversion rate of website visitors to become actual customers.

Web Marketing – Are you on the map?

► **July 23** (Thursday) 8 - 10 a.m.

@ Courtyard by Marriott Pittsburgh Airport Settlers Ridge

Presented by Aaron Meyers, hibu

Learn exactly what you need to do to be successful online: what customers want from a business website, what Google wants from your website and a web marketing plan for 2015.

Can Your Customers Find You Online? A 15-Step Guide to SEO

► **August 6** (Thursday) 8 -10 a.m.

@ Courtyard by Marriott Pittsburgh Airport Settlers Ridge

Presented by Mark Spatz & Jasmine Davis, Community Elf

Having a great Search Engine Optimization (SEO) strategy can help your business website gain more traffic, find new audiences, and become more relevant for your customers. You'll learn keywords that work for your company, which myths to avoid and receive a "15 Step Guide to SEO" to boost your Google ranking.

The Monday Morning Quarterback: Sharpen Your Leadership Skills

► **September 3** (Thursday) 8 - 10 a.m.

@ Courtyard by Marriott Pittsburgh Airport Settlers Ridge

Presented by Deb Gray, Express Employment Professionals

By leading employees to higher levels of performance, your company can increase profitability and productivity while decreasing turnover. You'll learn quick tips to build your leadership skills.

Employee Engagement – How to Get It, How to Keep It

► **October 7** (Wednesday) 8:00 to 10 a.m.

@ Wyndham Garden Pittsburgh Airport

Presented by Len Petrancosta, Sandler Training by Peak Performance Management, Inc.

Studies show that lack of employee engagement ranges anywhere from 65%-85%. This workshop will help leaders overcome the hidden weakness of employee disengagement. You'll learn five practices that separate great leaders from mediocre leaders and ten common sense behaviors that will increase your employee engagement.

Improving Your Bottom Line through Project Management

► **November 4** (Wednesday) 8 - 10 a.m.

@ Wyndham Garden Pittsburgh Airport

Presented by David Oshlag, Project Marketing Associates

You'll learn project management's 5 greatest challenges, the value to an organization and how it ties into leadership. Attendees will receive a free demo copy of proprietary project management software, a recommended reading list and tools for success list.

Leading a Multi-Generational Team

► **December 9** (Wednesday) 8 - 10 a.m.

@ Wyndham Garden Pittsburgh Airport

Presented by Dr. Jan Ferri-Reed, KEYGroup

So you have a mix of generations in your business. You get that there is still some underlying conflict when it comes to employees of different ages working together. But working together seamlessly to serve and keep your customers is non-negotiable. Attend this session to gain techniques and tips to build, sustain and grow multi-generational teams that truly engage clientele and help the business prosper.



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jseelnacht@pittsburghpenguins.com

PAACC 2015 EDUCATION SERIES PRICING & REGISTRATION

All seminars listed above are **available to PAACC Members for \$20 each** and to non-members for \$40 each.

Each seminar begins with a 30-minute registration and networking period.

For details & registration, call the PAACC at 412.264.6270 or visit paacc.com.

ChamberFirst

One of the most valuable benefits of Chamber membership is the diverse network of businesses each member can look to as a resource.

As the need arises for products and services, remember to **think of your fellow Chamber members first.**

If we're all thinking **Chamber First**, our network grows stronger and *we all do better!*



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Sally Haas & CONSOL Energy Scholarship Funds

The Foundation awarded its first Sally Haas Memorial Scholarships at January's Annual Celebration of Excellence. A. Isabelle Marsh (top), soon-to-be nursing student, and Christopher Exler (bottom), aviation student, and received \$2,500 each to assist them with their educational pursuits. If you are interested in donating toward the Sally Haas Memorial Scholarship Fund, contact the PAACC at 412.264.6270 or stay tuned for donation solicitations.

Consol Energy, through the Foundation, will be awarding three graduating seniors (one each from Moon High School, Montour High School and West Allegheny High School) with a \$5,000 scholarship to further their education at a post-secondary school in a STEM-related field. Awards will be announced this spring.



The **Pittsburgh Airport Area Chamber Enterprise Foundation** is a 501(c)(3) entity established by the Pittsburgh Airport Area Chamber of Commerce to assist the Chamber in its goals of empowering and growing the business community. The Foundation assists the Chamber through special programs and initiatives which provide education, workforce and professional development, and community enrichment.

Leadership & Programming

Foundation Board members Tom Dingo (left), Sean Henderson (right) and Jim Steigerwald were recognized for their service at the Annual Celebration of Excellence. Incoming Foundation Board members are Alisa Faulk, Jim Katsafanas and Larry Schwartz.



ENTREPRENEURSHIP BREAKFAST

The Sally Haas Entrepreneurship Breakfast is an exciting new event slated for October 2 with a stellar lineup of speakers including: Chris Allison, author of *"You'll Manage: Lessons Learned From A Former CEO"*; Dr. John Beehler, Dean of Robert Morris University's School of Business; Joe Kuklis, CEO of Wellington Strategies, LLC; and Kit Needham, Entrepreneur in Residence with CMU's Project Olympus. The event will provide valuable information for entrepreneurs while raising funds for the Sally Haas Memorial Scholarship Fund.

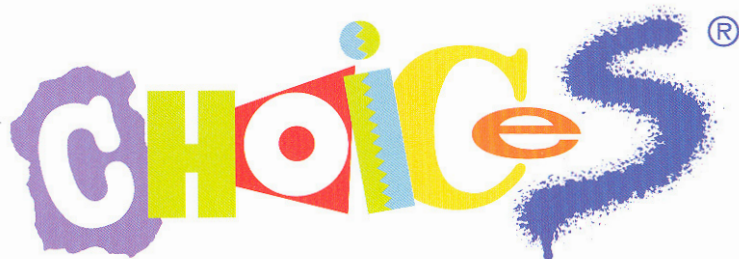
PAACC BUSINESS RESOURCE CENTER

The Foundation is working with architects and the Allegheny County Airport Authority on design plans for the PAACC Business Resource Center. The groundbreaking is anticipated for late summer or early fall.

Core Four & I Have A Great Idea



The "I Have A Great Idea" business workshop and Core Four business planning course are Enterprise Foundation programs to assist budding entrepreneurs as well as existing small business owners. Both programs are facilitated by industry experts Kit Needham, Entrepreneur In Residence at CMU's Project Olympus; and Bill Ringle, President of System Ringle. Classes are held at the PAACC office during the fall and are very affordable -- \$80 or less! Stay tuned for 2015 program details via email or paacc.com. (Pictured above: Kit Needham presents to 2014 Core Four class)



CHOICES, a national program delivered to our region's youth through the Enterprise Foundation, is an interactive classroom seminar that gives junior high school students a chance to see into the future and recognize the importance of the personal and academic decisions they make today. The program offers creative, highly participatory exercises facilitated by volunteers from the business community.

Students are challenged to think about their future career options based on the level of education they decide to achieve, as well as the impact their choices will have on others and the world around them. Self-discipline is encouraged as the key to success in their endeavors and at the end of the seminar they are given a "Key to Success" as a reminder of the control they have over their choices and their futures.

Program Update

The 2014-15 school year ended strong for the CHOICES program, with the addition of Ambridge Junior High School!

34 volunteer presenters took the CHOICES message to **1,337 students** in **10 middle schools** including Aliquippa, Ambridge, Carlynton, Cornell, Holy Trinity, Hopewell, Montour, Moon, St. Malachy, Sto-Rox and West Allegheny, for a total of **70 class presentations**.

Interested in becoming a CHOICES volunteer presenter?

Training sessions will be held throughout the summer! Watch your email for updates and/or contact: **Susan Hovanec** memberservices@paacc.com | 412.264.6270.

Special thanks to our 2014-2015 financial contributors!



Bayer



2014-2015 CHOICES Volunteer Presenters:

Kori Amos, HRV Conformance Verification Associates Inc.
Greg Burroughs, Embassy Suites Hotel
Susan Campbell, Robert Morris University
Greg Chapman, Bayer Corporation
Britte Clay, USAF Reserve 911 Airlift Wing
John Daly, Family Wealth Management Group, LLC / Lincoln Financial Advisors
Tom Dingo
Tom Donoghue, Donoghue Project Consulting
Fallon Durnwald, Robert Morris University
Megan Eaton, Ohio Valley Hospital
Caitlin Engel, Robert Morris University
Nicole Feldhues, Duquesne University Career Services Center
Michelle Ferragonio, PNC Bank
Pam Fiejdasz, Hopewell Township
David Goldman, Goldman Organization
Deb Gray, Express Employment Professionals
Jocelyn Grecko, Range Resources
Dan Healy, USAF Reserve 911 Airlift Wing
Lindsey Huet, Embassy Suites Hotel
Brad Hilbert, 3 Rivers Wealth Management
Scott Kniola, USAF Reserve 911 Airlift Wing
Todd McCrann, USAF Reserve 911 Airlift Wing
Jolie Olexa, HRV Conformance Verification Associates Inc.
David Poppa, Embassy Suites Hotel
Jackie Price, Embassy Suites Hotel
Tana Sanchez, USAF Reserve 911 Airlift Wing
Josephine Smith, Pittsburgh Technical Institute
Dr. Ahmad Soltani-Ahmadi, Bayer Corporation
Nick Talotta, Pittsburgh Technical Institute
Al Valentine, PNC Bank
Deb Walenchok, McCormick Real Estate
Erika Weber, Midnight Blue Technology Services
Candice Wentling, Culligan Water Conditioning

VOICES ON CHOICES:

"[The CHOICES program] showed students the value of making wise decisions. Very relevant for middle school because it made students realize the value of education."

– 8th grade Teacher from Ambridge Junior High School



850 Beaver Grade Road, Ste. 101
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The PAACC Mission

The Chamber is committed to its mission of advancing economic vitality by providing advocacy, information and services to our members and the business community.

The PAACC Vision

To be the united voice for opportunity.

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Office Location:

850 Beaver Grade Road, Ste. 101
Moon Township, PA 15108

Office Hours:

Monday - Friday 8:30 a.m. - 5:00 p.m.