

# InSide North Side

A Publication of the North Side/North Shore Chamber of Commerce, Pittsburgh, Pennsylvania  
Spring 2008



*Some North Side Chamber Community Night with the Pirates attendees: an unidentified Pirate fan, Mike Moskal, Juan Garrett, Guy Schutzeius, Pirate President, Frank Coonelly, Dan Musher, Chris Embry and Event DJ Eric Wenning.*



*Councilwoman Darlene Harris and District Attorney Stephen Zappala were among the officials who were on hand last month for a meeting of East Allegheny Business District companies to discuss safety.*



This year marked the 20th anniversary of the North Side Community Night with the Pirates, hosted by the North Side/North Shore Chamber

ers Union, Priory Hospitality Group, Triangle Tech, Warhola Recycling, Donations from Breadworks, Penn Brewery, Kelly's Beer Distributing, AICO Parking were a huge help as well as big

Stephen Zappala who hosted the meeting, that was facilitated by the NSNSCC, convened the business owners and their representatives to discuss safety.

20 Night with the Pirates, hosted by the NorthSide/NorthShore Chamber. The evening was another huge success with the help of our many volunteers and sponsors.

Bistro to Go did an excellent job in coordinating the food and tailgate party with the help of Grillmaster Juan Garrett. There are many sponsors to thank including: Allegheny General Hospital, AMCOM, Bally Design, Bay Valley Foods, Dollar Bank, Enterprise Car Rental, ESB Bank, FNB Bank, Michalik Daniels, Pittsburgh Metro Postal Work-

works, Penn Brewery, Kelly's Beer Distributing, ALCO Parking were a huge help as well as big ticket purchasers, George Wilson Company, TEAM Construction, Picciotto Group, Basko Group. Special thank you to Steve from Bistro to Go for all of his hard work and organization. Great job to DJ Eric Wenning for making the tailgate a fun party and to Dan Musher for selling many 50/50 Tickets. The winning ticket was purchased by Cathy and Bruce from Fineview.

ing, that was facilitated by the NCHS, convened the business owners and their representatives to review options to improve street and park lighting, possible changes in street patterns and increasing the number of surveillance cameras in helping to fight crime. Those in attendance were encouraged to voice their concerns and offer any opinions that would benefit public safety.

Additional follow-up meetings are to be scheduled to review the options discussed and a plan for moving forward.

## Celebration in the Park Takes a New Spin with Car Cruise Enthusiasts



This year marks the Sixth Annual *North Side Celebration in the Park* on Saturday, July 26, 2008. The North Side/ North Shore Chamber of Commerce is happy to announce that Jack "Johnny Angel" Hunt (Johnny Angel and the Halos), is Chairperson of the event. Jack, a lifelong North Side resident is ecstatic to be part of our Celebration, because it represents the best of what our neighborhood has to offer. The Chamber, working in collaboration with Riverside Center for Innovation and neighborhood support, have successfully worked collectively to bring the entire community together for this day-long family event.

Each year the event offers a new creative theme for the *Celebration*. Jack is an active member in a number of car cruise groups and, because of that involvement, he planned the

"Celebrating the North Side Car Cruise" as part of the festivities this year. Commitments from two local groups have already been secured, translating into over 200 classic cars to be on display that day. With his history in the music community, he has invited the Manchester Craftmen's Guild to feature musical talent from their outstanding music program.

We are very excited about Comcast as one of our media sponsors. They are promoting another addition to this year's event, *Canine Idol*, which encourages animal lovers from all over the region to send their video clips of their dogs to Comcast to be judged.

Canine finalists, along with their owners, will be invited to *Celebration in the Park* for a good old fashion talent show with celebrity

*Continued on page 2*

## InSide North Side

### Inside Chamber Business

#### Luncheon with New Pirate President



*Pirate President Frank Coonelly with NSNSChamber President and owner of the Priory Hospitality group, John Graf, stop for a picture at the Pirate Luncheon that was held earlier this spring.*



*Jack "Johnny Angel" Hunt, owner of Atria's, FNC Park, Charley Solkovy, CFO, Mascaro Construction and Janet O'Connor, Director of HR from Mascaro Construction, were among the 100 guests who attend the Pirate Luncheon with the new Pirate President.*

#### NSNSCC Checks Out WPXI New Digs



#### NorthSide/NorthShore Chamber Events for 2008

July 26	<i>Celebration in the Park</i>
August TBA	<i>Networking</i>
September 22	<i>NorthSide Charity Golf Outing</i>
October TBA	<i>North Side Business Awards</i>
November TBA	<i>Networking</i>
December TBA	<i>Annual Holiday Party</i>

*The third Tuesday of each month is a membership meeting*

#### A "Lens" on the World

*by Randy Strothman  
Randy Strothman & Associates*

Probably each of us business owners filters some of the world through a particular "lens," one that is forged by the daily work of your business. My lens is marketing and



Chamber members get the executive tour of WPXI's new facility, at the NSNSCC event that was held in March.

## Welcome New Businesses in East Allegheny



Parris Logan, North Shore Community Alliance and Ryan Worthington from Treasures were among the NSNSCC members who attended a networking event at Sassy Maries in April that focused on new business in the district.

Spring 2008

December 18A

Annual Holiday Party

The third Tuesday of each month is a membership meeting held at Amani Coffee House on Foreland

Events are added as new opportunities arise.

## Celebration in the Park New Spin

*Continued from page 1*

judges. As in previous years, we will work with local artist, Cheryl Capezzuti, to create giant puppets that were be used to tell stories about the North Side. Accompanying that program is a tent that offers puppet making. There is also a plan to tie into the City of Pittsburgh's 250<sup>th</sup> Anniversary Celebration through some of our event programming.

There will be food vendors and local artists and artists from "Handmade Arcade" in the park to sell their wares. A special promotion is being planned with local businesses. Allegheny General will host a health activity tent. Members from the region's public safety organizations are also invited to bring their latest in technology to the event.

For additional information, or to find out how you can participate, contact the North Side/North Shore Chamber of Commerce at 412-231-6500.

lens," one that is forged by the daily work of your business. My lens is marketing and public relations; my observations are shaped by that daily exercise and point of view.

With this in mind—and to bring useful info to Chamber members—I made a brief presentation on 3 topics to the monthly membership meeting on April 15th:

1. "**The Art of Business**" offered a display of 90 unique business cards culled from hundreds collected over the years. It set up consideration of strong branding, identity, creativity and design for businesses and nonprofits.
2. "**Startup Marketing Strategies**" spotlighted a case study of the successful launch of a great new business here, along with a checklist of basic marketing strategies and tactics for a business launch.
3. "**Marketing Snapshot**" featured this new product developed in the Strip District in 2007. It now is being applied to more than a dozen businesses in the City with URA funding. It's a cost effective, quick 4-step process to evaluate your current marketing efforts and to propose future strategies to draw customers.

Find out more about these and more at [StrothmanAssociates.com](http://StrothmanAssociates.com) or call 412-322-9720 to talk about creative marketing solutions.

## New Member Opens Door for Visitors



One of our newest NSNSCC members, Czarnowski Pittsburgh, held an open house last month to invite customers and neighbors in to tour their facility. Czarnowski, located at 1213 Gaveston, specializes in exhibit services, strategic and event services. If you would like more information about their company you can contact Tim Fox at 412-231-0800.

## North Side Citiparks Farmers' Market

## InSide North Side

### Welcome New Board Members

The NorthSide/NorthShore Chamber of Commerce would like to welcome three new board members; Erin Conley, ThyssenKrupp Elevator; Mary Sestric, Del Monte Foods and Peter Stumpp from National City Bank. We thank them for joining the board and look forward to working with them in the future.

A special thank you to out-going board member Dan Hooper, National City, who served as the Chamber Treasurer for the last year and a half. Congratulations to Eric Anderton from FNB, the new Treasurer.

### 5th Annual Art Show and Sale

The Mexican War Streets Society is gearing up for its 5th annual Art Show and Sale, to be held again this year at Moxie DaDA Gallery/ Firehouse Studios on the weekend of June 27 - 29, 2008. If you are a fine artist or craftsperson, photographer or jewelry maker, please contact Leslie Vincen at [lvincen@comcast.net](mailto:lvincen@comcast.net) if you'd like to participate. Artists keep all proceeds from sales

### Two-fur-Tuesdays all Summer!

Tuesdays, May 27 – August 26

### Welcome NS/NSCC Members

#### AXA Advisors

James Garr  
4 Gateway Center, #1700  
Pittsburgh, PA 15222  
412-392-2640  
[james.garr@axa-advisors.com](mailto:james.garr@axa-advisors.com)  
Insurance and Investments

#### Czarnowski

Tim Fox  
1213 Galveston Avenue  
Pittsburgh, PA 15233  
412-231-0800  
[www.czarnowski.com](http://www.czarnowski.com)  
Exhibit Services, Strategic and  
Event Services

#### Design Stream Studio

Kevin Turkall  
30 Isabella Street, Suite 101  
Pittsburgh, PA 15212  
412-325-2100  
[kturkall@dsstudio.biz](mailto:kturkall@dsstudio.biz)  
Architectural Studio

#### Lincoln Financial

Barbara Muza  
30 Isabella Street  
Pittsburgh, PA 15212  
412-231-7960  
[bmuza@lincolninvestments.com](mailto:bmuza@lincolninvestments.com)  
Investment Advisor

# North Side Citiparks Farmers' Market

Satisfy your appetite for fresh-picked fruits and vegetable throughout the summer and fall by visiting Citiparks Farmers' Market, located in East Commons, along Cedar Avenue and East North Avenue on Fridays from 3:30 p.m. to 7:30 p.m., every week until November.

In addition to veggies and fruit, you can get flowers, baked goods, cheese and meats along with small gifts and gardening items. For more information call Citiparks at 412-422-6523

# Wookiee at National Aviary

Tuesdays, May 27 – August 26

Wookiee, the National Aviary's two-toed sloth, invites you to hang out with him on Tuesdays during the summer. To honor its only mammal resident and to remind everyone that summer is a good time to slow down, the National Aviary will offer "two-fur-one" admission on Tuesdays starting in May continuing through August 26.

Admission is \$9.00 adults, \$8.00 seniors; \$7.50 ages 2-12; children under 2 admitted free. More information at [www.aviary.org](http://www.aviary.org) or by calling 412.323.7235.



Spring 2008

## New and Improved!

So many new and exciting projects happening at the NSNSCC. Take a moment to visit the newly renovated [www.northsidechamberofcommerce.com](http://www.northsidechamberofcommerce.com) web site. The home page is pictured here on the left. There will be many opportunities to get your company connected to the North Side site where *Commerce and Culture make a neighborhood come alive.*

Watch for upcoming details or call the NSNSCC office at 412-231-6500 to get more information .

[bmuz@lincolninvestments.com](mailto:bmuz@lincolninvestments.com)  
Investment Advisor

### McFaddens

Desiree Harnick  
211 North Shore Drive  
Pittsburgh, PA 15212  
Restaurant & Entertainment Facility

### Merrill Lynch

Scott Ellis  
600 Grant Street, 49th Floor  
Pittsburgh, PA 15219  
412-566-6472  
[Scott\\_ellis@ml.com](mailto:Scott_ellis@ml.com)  
Financial Advisor

### Roberts Painting

Mark Roberts  
604 Broadhead Avenue  
Pittsburgh, PA 15205  
412-889-9605  
[maroberts1979@comcast.net](mailto:maroberts1979@comcast.net)  
Residential & Commercial Painting

### Treasures

Karolyn Denson  
407 East Ohio Street  
Pittsburgh, PA 15212  
412-231-0888  
[treasures100@aol.com](mailto:treasures100@aol.com)  
Art Gallery and Gift Shop



## Win 2 tickets to the Pennsylvania 500 at Pocono Raceway!



As a Chamber member, you are eligible to win **two tickets** to the Pennsylvania 500 at Pocono Raceway on August 3rd!

Tickets include passes to the **Terrace Club** which includes food and open bar  
**...a \$500 value!**

There is **no fee** to enter! Just visit [www.paacc.com](http://www.paacc.com)  
and look for Office Depot to register.

*Deadline for entry: 5:00 pm on Tuesday, July 15. Two winners will be selected to receive two tickets each for the race.*

You can also sign up for our exclusive Office Depot savings program and register your **valid company credit card** (Visa, Mastercard, or American Express) to save up to 80% online and at Office Depot locations.

[crystal.turner@officedepot.com](mailto:crystal.turner@officedepot.com) & 877-353-9100 ext. #4102.

contest brought to you by:

**Office DEPOT**  
*Taking Care of Business*





809 Middle Street  
Pittsburgh, PA 15212-4918  
412-231-6500  
[www.northsidechamberofcommerce.com](http://www.northsidechamberofcommerce.com)