



North Side Charity Golf Outing  
Monday, September 25, 2006  
Cranberry Highland Golf Course

**SCRAMBLE FORMAT**

11:30 a.m. Registration  
12:30 p.m. Shotgun Start  
5:30 p.m. Networking /Dinner

**GOLF OUTING  
SPONSORSHIP LEVELS**

- Master's Level \$2,500
  - U.S. Open Level \$1,250
  - Lunch Sponsor \$1,000
  - Beverage Cart \$500
  - P.G.A. Level \$500
  - Tee Sign \$125
- Individual Fees**
- Foursome \$500
  - Individual \$130
  - Dinner \$30

Hosted By  
NorthSide/NorthShore  
Chamber of Commerce  
and Riverside Center for  
Innovation

To RSVP call:  
412-322-3523

A portion of the  
proceeds to benefit  
Cardinal Wright  
Regional School  
NFTE Entrepreneurship  
Education Program  
that teaches financially  
challenged students how to  
start and operate a small  
business.



809 Middle Street  
Pittsburgh, PA 15212-4918  
412-231-6500

Join Us At Your Newly Relocated  
Pittsburgh SAM'S CLUB®



Come See  
What's New!

WE ARE IN BUSINESS  
FOR SMALL BUSINESS®  
412-364-1572

In addition to an extensive selection of merchandise, check out these Specialty Departments and Professional Services:

- 1-Hour Photo
- Floral
- Tire and Battery Center
- Fresh Bakery
- Rotisserie
- Pharmacy
- Optical
- Fresh Meat
- Jewelry
- Café
- Fresh Produce

**SAM'S CLUB 289 Mt. Nebo Point Drive, Pittsburgh, PA**

# InSide North Side

A Publication of the North Side/North Shore Chamber of Commerce, Pittsburgh, Pennsylvania  
Summer 2006



Hiding among her beautifully crafted puppets, Cheryl Cappezutti, added the spark to this year's Celebration in the Park. With scheduled puppet parades throughout the day that included a live band, everyone had the chance to participate and enjoy being creative. Cheryl's project was made possible by the Buhl Foundation

## Celebrating Success Thanks to Our Supporters

North Side Celebration in the Park Four was another huge success because of the support of the community, volunteers and sponsors. Special thanks to event sponsors: PNC Bank, National City, Del Monte Foods, First National Bank, Allegheny General Hospital, Verizon, Father & Son Pizza, City Councilman Luke Ravenstahl and URA Mainstreets. Kudos to our committee chairs: Jeff Dzamko, Andie Markjohn, Erin Conley, Stephanie Buka, Susan Chersky.

The Allegheny Center Alliance Church and Pastor Ken Turnbull extended more than a generous hand at this year's event by contributing parking help, electricity, entertainment and manpower. AGH provided many health screenings and education programs for those attending. Mark your calendar for July 28, 2007.

## Quarterly NSNS Chamber Lunch Meetings

Many of you have asked for membership meetings, so we are instituting a quarterly Chamber meeting that will start Wednesday, August 23 at noon, upstairs at Max's Allegheny Tavern, located at 537 Suismon Street. Everyone attending will have an opportunity to give a two minute commercial about their business. Cost is \$15, RSVP to the Chamber at 412-231-6500.



The Titanic was one of the inflatable playgrounds.

## Super Steeler Pre-Game Tailgate Party

Thursday, September 7, the Chamber is coordinating an outdoor tailgate party with Bally Design at 600 River Avenue that will get you in the mood for super football season. The event is from 5 - 8 pm with traditional tailgate food, beer, soft drinks. Highlights from the Super Bowl will be projected several stories high along with the pre-game show. The cost is \$20. Call the chamber at 412-231-6500 to RSVP or visit the web site more information.

### Upcoming NSCC Events

- NS/NS Chamber Networking Lunch- Wednesday, August 23
  - Steeler Tailgate Party - September 7
  - North Side Charity Golf Outing - September 25
  - Trick or Treat Networking - October TBA
- Visit the NSCC Web Site for details [www.northsidechamberofcommerce.com](http://www.northsidechamberofcommerce.com)  
Other events will be added as they are scheduled

## North Side Community Night Thank You

It was a picture perfect summer evening with attendance at just about 500 people at the North Side Community Night with the Pirates. It was a great event because of help of the many volunteers and sponsors who participated. We would like to thank: Breadworks, DelMonte Foods, Father & Son Pizza, First National Bank, Kasunick Distributing, Kelly's Beer Distributing, Max's Allegheny Tavern, North Side Giant Eagle, Penn Brewery, Triangle Tech, US Postal Workers and our Grillers, Juan Garrett, Vince Trzeciak and Jeff Dzamko.

The AllStar Game raffle tickets were won by Tom Recker of New Kensington, a guest of Penstan Supply.



Linda Leonhardt, Susan Chersky and Debra Caplan pose for a picture at the 18th Annual North Side Community Night with the Pirates

**Inside Chamber Business**



**Report from Councilman Luke Ravenstahl**

I will be meeting with the North Side Leadership Conference in August to discuss the potential future of East Allegheny and the East Ohio Street Business District. The East Ohio Street Corridor is very heavily traveled and for many is the main entrance into the North Shore and Downtown area. I feel this corridor has the potential to flourish with new development by focusing resources on many of the existing structures along East Ohio Street. Towards this end, I will continue to work closely with the North Side Leadership Conference, North Side Chamber of Commerce and East Allegheny Community Council to help enhance the quality of life for all North Side residents

On a separate note, I have been working closely with the Department of Public Works on many neighborhood issues and concerns. Some recent activity included the replacement of signs along East Ohio Street, repainted crosswalks along Cedar Avenue and East Ohio Street, and various alleyway clean-ups. The Department of Public Works is working as fast and efficiently as possible to get to the many requests that I send them daily. I commend them for doing a great job and I am confident that they will continue to address the issues within the community. Lastly, I am currently in the process of acquiring additional trash receptacles to be placed at a few locations throughout East Allegheny to help battle the ongoing litter problem our City faces.

Thank you to all the community activists who continue to do your part to help keep the community beautiful. Together we can all make a big difference.

If you have any questions, comments, or concerns regarding any City-related matter, please feel free to call my office at 412-255-2135

**Summer 2006**

**WPXI Hosts Networking Event**



The NS/NSCC members were welcomed at a networking event where WPXI General Manager, Ray Carter presented plans for the new facility being built building off the McKnight Road exit of 279.

**Buy a Broom Help the Lion's Club Help Others**



The North Side Lion's Club has teamed up with North Side Based, Blind & Vision Rehabilitation Services who are manufacturing the brooms right here in our neighborhood. The brooms cost \$10 and are being sold at a variety of Lion's Club locations including the NS/NSCC office. For more information call 412-231-6500

**Community Announcements**

**Farmer's Market** - Every Friday from 3:00 p.m.

Allegheny Commons Park

**Flea Market** Every Saturday

9:00 am to 3:00 pm

East Ohio & Cedar

**Mexican War Street House & Garden Tour**

Sunday, September 9 call 412-323-9030

**NSNSCC Legislative Update** *John Graf*

After many months of petitioning by the CompetePa coalition, various chambers of commerce (including this one), and other business groups, on July 1, 2006 the Pennsylvania General Assembly passed into law a number of important changes to Pennsylvania tax laws which will make Pennsylvania a more competitive state in which to do business. Among these changes are the following:

**Corporate Net Income Tax:** CNIT is determined by a three pronged formula, taking into account a corporation's sales, property and payroll inside and outside of the state in order to apportion the corporation's income among the states in which it does business. Beginning in January 2007, the "sales" factor will increase to 70% from 60%, having the effect of reducing a corporation's tax liability where it has significant payroll and assets in Pennsylvania, but most of its sales are outside of Pennsylvania. It will have the effect of raising taxes on out of state companies which have high sales in Pennsylvania but little property or personnel.

**Net Operating Loss:** Pennsylvania currently has one of the lowest caps on reducing tax liability by writing off previous years' losses. Under the new legislation, the current cap on NOL will rise to \$3 million, or 12.5% of taxable income, up from \$2 million currently. This is effective on January 1, 2007.

**Research and Development Credit:** The Assembly also raised the aggregate annual amount of available research and development tax credit from \$30 million to \$40 million. \$8 million of those credits are set aside for small business.

**Capital Stock and Franchise Tax:** Long a thorn in the side of business development in Pennsylvania, the capita stock/ franchise tax is being phased out. That phase out was accelerated by the Assembly as it reduced the tax rate by .10 mills to 4.89 mills for the 2006 year. This rate will continued to be reduced by 1 mill per year until it is eliminated in 2011.

The NS/NS Chamber will continue to keep abreast of and advocate for changes in the law needed to make Pennsylvania a more friendly and easy place to do business.

**Meet A Member**

**Right for Every Print Job**

Not all printers are suited for all jobs, but Print Management is! Located in the historic Penn Brewery building on Vinial Street, Print Management has been providing the Pittsburgh area with printing services for over thirteen years.

Lee Ann Bennardo, CEO, opened Print Management's doors in 1993 to provide better printing service options than traditional printers and print brokers. When buying commercial printing, there are a number of obstacles such as knowing what printer to use, obtaining multiple bid requests, analyzing bids, completing jobs on time and within budget, press checks, and wading through technical jargon that can occur. Bennardo's organization works to help clients avoid those barriers. Print Management is a team of professional print production coordinators who work as part of their clients' teams to provide project management, tracking, mailing, distribution, inventory management and more, versus a traditional print broker.

At one time, businesses employed an in-house print buyer whose sole job was to purchase printing – this included collecting competitive bids, keeping jobs on schedule and attending press checks. Due to downsizing over the past decade, many of these jobs have been eliminated. Purchasing printing has now become the responsibility of a designer or account executive in an agency or marketing department – all of whom already have full plates and need help.

Enter Print Management. By evaluating and assessing printing needs, Print Management is able to provide ideas and solutions that meet each client's specific needs. The company works with clients during the design stage to troubleshoot potential problems (colors, sizes, die cuts, etc.), makes paper recommendations (showing paper dummies of what the piece will look like) and, when necessary, has ink draw downs (special ink color matches on the actual paper your job is printing on) made. In addition, Print Management collects two to four printing quotes for

**Summer 2006**

each project. Deciding which printers to have bid on a particular project is based on numerous factors – turn-around time, complexity of the print job, quantity and of course, budget. And that's not all. Once all of the above is determined, paper prices still need to be determined along with bindery bids, if needed, and mailing and fulfillment costs. It really is a job by itself.

Many people assume that by having Print Management handle all aspects of a print job, that it will cost more to use their services. The answer is no. As Bennardo explains, "It will cost a client more in the long run if they don't use Print Management! We sell service, knowledge and quality above all else. In addition, many times we are awarded jobs because we are the lowest bid."

The organization is able to offer competitive prices due to the volume of printing and paper that they buy. Printers provide Print Management with a substantial discount on printing since the company doesn't have to pay any of the overhead costs associated with an outside salesperson.

Print Management maintains strong working relationships with multiple printers in the Pittsburgh area but they are not associated with a specific printer. Working independently to find the best options for clients' projects, they are ready to put their knowledge, support and service to work for you. Remember, not all printers are suited for all jobs, but Print Management is!

To learn more about Print Management call 412-321-5205.

**Welcome New NSCC Members**

**Hyde Park Prime Steakhouse**

North Shore

Pittsburgh, PA 15212

216-514-1777 ext. 211

*Restaurant to Open September 2006*

**Matrix Solutions**

901 Pennsylvania Avenue

Pittsburgh, PA 15233

412-697-3000

*CRM Software for Media Industry*

**Check Out the Newly Renovated YMCA**



Renovations are complete at the YMCA, 600 North Avenue. In addition to the improvements to the facility, the YMCA has added 22 new machines that include: ellipticals, recumbent bikes, stationary bikes, treadmills, rowers and two stretching machines. They also have group classes including; aerobics, yoga, pilates, turbo kick, Silver Sneakers in their exercise studio that has a floating floor.

The Y is open 6 a.m. to 9 p.m. Monday thru Thursday, 6 a.m. to 8 p.m. Friday and 8 a.m. to 6 p.m. on Saturday. Starting in the fall they will be open Sundays from 8 a.m. to 6 p.m. To find out about joining the YMCA North Side Call 412-321-8594.

**Reading Is FUNdamental**

The Reading Is FUNdamental Pittsburgh (RIF Pittsburgh) After School Tutoring Program will kick off Tuesday, October 10<sup>th</sup>. This program is geared to children who are reading at a basic or below basic level in 1<sup>st</sup> to 3<sup>rd</sup> grade in reading and are in need of some extra help. The tutoring program operates Tuesdays, Wednesdays, and Thursdays. We have a certified teacher and an educational assistant in each classroom with a maximum of ten students per classroom. Our lesson plans are focused on five components of reading: phonics, word building, vocabulary, comprehension, and writing skills. The tutoring program will be located at the Children's Museum of Pittsburgh and is at no cost. For more information or to receive an application, please contact Mandy Sable at 412-321-8022 or ASable@rifpittsburgh.org.