

Vocal Point



A MESSAGE FROM THE PRESIDENT

Reflection: Past, Present and Future

As the year quickly comes to an end, I wanted to reflect on the past year, what our Chamber has accomplished and what our focus is for the future.

We focused this past year on making staffing changes so that the Chamber could accomplish goals set forth in our strategic plan. I enthusiastically accepted the position of President because I truly believe in our community and how the Norwin Chamber of Commerce exists to support all aspects of it including its residents, businesses and organizations. We brought Chris Miller on board as Vice President also because of her commitment to the same focus. We have sought Board members who will take a hands-on and active approach in leading the Chamber to meet its goals. And we appreciate our wonderful volunteers. Without these dedicated and hard-working ladies, we could not accomplish daily what we do.

Throughout the past year, we focused on our traditional programs and events which included the Annual Dinner, Golf Outing, Thunderbucket Classic, Community Day Picnic, our monthly membership luncheons and after-hours business mixers. As the year progressed, we saw increased attendance, participation and more businesses volunteering to host events. We have extended our services to the business community in the Penn

Trafford area. We continue to receive daily phone calls from community residents and businesses seeking services from businesses that are members of our Chamber. We became more involved with our community's growth and development including the Irwin Business and Professional Association, Irwin Main Street Project, The Norwin Rotary clothing drive, blood bank drives and more.

Our intentions, as your staff for the upcoming year are to develop new, innovative and creative programs that will meet the needs of our business members while continuing to support our community. Our community is only as strong as the businesses that provide products and services to it. We will continue to encourage our community to shop locally and support the businesses that sustain our residents, schools, sports teams, organizations and other businesses.

I hope that you, as members of the Norwin Chamber of Commerce, will reinforce our efforts, continue to participate in the services, programs and events that we provide and share in our enthusiasm and excitement for the upcoming year! May we all enjoy a healthy and prosperous New Year together!

Rosanne Barry Novotnak

December Calendar of Events

<i>Date:</i>	<i>Meeting:</i>	<i>Time:</i>	<i>Location:</i>
5	Membership Luncheon	11:30 a.m.	Pluma Restaurant
10	North Irwin Borough Council Meeting	7:00 p.m.	Council Chambers
11	Executive Board Meeting	8:00 a.m.	Norwin Chamber Office
12	Holiday Mixer	5:00 p.m.	Norwin Chamber Office
12	Irwin Borough Council Meeting	6:00 p.m.	Council Chambers
18	Board of Directors Meeting	7:30 a.m.	Colonial Grille
18	Membership Luncheon	11:30 a.m.	The Great Escape Clubhouse, Jeannette PA
19	North Huntingdon Township Commissioners	7:00 p.m.	North Huntingdon Townhouse

The Real Value of Joining The Norwin Chamber of Commerce

A recent national study revealed that membership in a local chamber of commerce can significantly boost a business's image among customers and other businesses. A survey conducted by The Schapiro Group of U.S. adults revealed that:

- Consumers are 63% more likely to buy from Chamber members.
- Consumers who are told that a business is a chamber member are 51% more likely to be highly aware of the business and 57% more likely to think positively of its local reputation.
- When consumers know that a business is a member of a local chamber, they are 44% more likely to think favorably about it.
- Business decision-makers are 58% more likely to think positively of Chamber members.

Our office receives daily phone calls from local residents and businesses looking for Chamber members from all different business categories. This is only one of the fantastic benefits of Chamber membership!

Chamber Happenings

Norwin Monthly Membership Luncheon

Norwin Chamber members enjoyed an hour of networking, great food and an interesting community educational session. Mr. Gene Komondor educated our members on the Emergency Management Department including its purpose, structure and impact on our local community. Mr. Komondor also educated members on how emergency management affects local business and stressed that businesses should develop their own internal policies and procedures. Norwin Chamber member, Eat N' Park provided a delicious lunch. Participants also received goodie bags filled with promotional items from fellow Chamber members.

Penn Trafford Monthly Membership Luncheon



Guest Speaker:
Dr. Daniel Marston

The Norwin Chamber of Commerce continues to grow in the Penn Trafford area. We held our November membership luncheon at The Great Escape Clubhouse (new Chamber member)

located in the Penn Crossing Plaza. Chamber members, both from the Norwin and Penn Trafford areas, networked with each other to develop new business leads. Dr. Daniel Marston spoke to the group concerning consumer psychology. Since we are nearing the biggest shopping season of the year, Dr. Marston educated members on why people purchase like they do. We also learned how to psychologically deal, as business professionals, with economic downtimes. Dr. Marston provides a wide range of counseling services and can be reached at 724-433-5467.

Business Mixer –

Sherm Edwards CANDIES

Many Norwin Chamber members gathered at one of the most popular Business Mixer locations, Sherm Edwards Candies located in Trafford. Members were able to tour the chocolate factory, sample tasty chocolate treats made by the candy company and network with fellow Chamber members and guests. If you are looking for a creative way to thank your customers for their business, Sherm Edwards has yummy gift ideas. For more information, contact Richard Filler at 412-372-4331 or www.shermedwardscandies.com.

Norwin Chamber of Commerce 2007 Board of Directors

James M. Duffy
Chairman of the Board
Attorney at Law

James P. Gallagher
Immediate Past Chairman
Remax Realty Access

John Duncan,
Vice Chair of Governance & Finance
Duncan Financial Group

Karen Botti,
Vice Chair of Membership & Marketing
Commercial Bank & Trust of PA

David Litzinger,
Vice Chair of Community Partnership &
Economic Development
Elliott Company

Frank Bonincontro, *Irwin Bank*

Keith C. Davis,
The Davis Financial Group

Stephen Eichelberger
*Eichelberger & Sons Heating
& Air Conditioning*

Diana Falk, *Norwin Public Library*

Brenda Kacvinsky,
Minuteman Press, North Versailles

Ed Michalek
North Huntingdon Giant Eagle

Pamala Mielnicki
Your Blessed Events

John Ott
Joseph F. Ott Funeral Home, Inc.

Gus Slack, *AccountingTechs, Inc.*

Dr. William Roscoe,
All-Kare Chiropractic Clinic

Nancy A. Smith, *Irwin Bank*

Jill Taylor
First National Bank of Pennsylvania

Patricia Altman, *Borough of Irwin*

Dr. John Boylan,
Superintendent, Norwin School District

Thomas Kerber, Sr.
Commissioner, North Huntingdon Township

Staff Members

Rosanne Barry Novotnak, *President*
RNovotnak@NorwinChamber.com

Chris Miller, *Vice President*
CMiller@NorwinChamber.com

Gayleen Fisher, *Volunteer*

Cathy Schehr, *Volunteer*

Barbara Gulich, *Volunteer*

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Member Spotlight



Michelle's Bella Boutique and Day Spa

219 Main Street, Irwin

Owner: Michelle DiClaudio

Who doesn't need a little pampering every now and then? Michelle's Bella Boutique and Day Spa provides quality family hair care, complete manicure and pedicure services, body waxing, tanning, cosmetic services and massage therapy. Owner, Michelle DiClaudio, began her business as a sole proprietor on 4th Street in Irwin in 1996. Eleven years later, Michelle has grown her business to include an accessory boutique, six hair stylists, two nail technicians, two massage therapists, an esthetician and five receptionists. Michelle prides her business on team work, continued education and customer service. Michelle is also very supportive of local charities and school functions. When asked why she is a member of the Norwin Chamber, she replied "The Chamber has been very supportive of my business and its success. I have met many interesting and knowledgeable people in my two years of involvement. They provide opportunities to grow my business along with helping others succeed as well. The Chamber made me realize the importance of community involvement". If you are looking for a great hair style, spa party or a gift for that someone special, visit Michelle's Bella Boutique. Michelle can be reached at 724-861-8919 or www.michelleshairboutique.com

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Banks Electric, Inc. *Owner: Joe Banks*

Let there be light! When we look for someone to service our electrical needs, we want someone we can trust. Banks Electric Inc. is just that company. Banks Electric Inc. began in Braddock in 1952 as John Banks Electric Service, a residential and commercial operation with two employees. Mr. Banks moved to North Huntingdon in 1955, where his business continued to grow. By 1976, the business had grown and expanded into the industrial field. In 1983, Mr. Banks built a shop specifically designed to handle the equipment needed for the ever expanding electrical requirements of the community. In 1995, John Banks Electric Service became incorporated and John's two sons, John O. and Joe became partners. By 2006, John O. had moved on to pursue other endeavors and John W. officially retired, leaving Joe to currently own and operate Banks Electric, Inc.. Joe keeps abreast of his profession by attending seminars, schooling and serving on the Board of Advisers at Triangle Tech. His employees have either completed or are working on their electrical apprenticeships through a federally sponsored program. Once completed, they are certified Journeyman Electricians. Joe's company specializes in 24-hour service with five trucks. Banks Electric, Inc. is a proud member of the Better Business Bureau, the Norwin

Chamber of Commerce, Township Association of Business and Network To Success. Contact Banks Electric, Inc. for all of your electrical needs at 724-863-3034.

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Chamber Happenings Continued.....

Norwin Art League Ribbon Cutting and Open House



The Norwin Chamber was honored to share in the recent festivities of the Norwin Art League. The Art League recently moved into their new location at 306 Main Street

in downtown Irwin. This new facility offers more class space and work areas for the members and staff. The Norwin Art League offers classes for all ages as well as all skill levels. Workshops include children's classes, oil painting, water colors, pastels, fabric art, cake art and more! If you are looking for a creative avenue of relaxation or self-expression, try one of the many classes that they have to offer. For more information, contact Patty Vaughn at 724-863-2435 or www.norwinartleague.com.



Business Mixer – Mary Ann Petrillo, Attorney At Law

We couldn't think of a more perfect location to not only network, but partake in Light-up Night in downtown Irwin! Norwin Chamber member, Mary Ann Petrillo opened her doors, and porch, to let fellow Chamber members network and celebrate the start of the holiday season at her beautiful office at 412 Main Street in Irwin. What better way to kick off the holiday season by making new business contacts and participating in a local community event. As you prepare for the holidays and New Year, don't forget to prepare for your future. Mary Ann and her staff are experts in the areas of wills, estate planning and adoption. Contact Mary Ann Petrillo at 724-861-8333 or www.maryannpetrillo.com for your legal needs.

Member Social

The Norwin Chamber is always looking for new, fun and productive ways to provide member value. At our first annual Member Social, members enjoyed great food, great networking and great entertainment in a fun, relaxed atmosphere. Route



66 Grille, located in Delmont, provided a fantastic dinner. Members not only shared business, they were able to get to know one another on a more personal level. As we all know, business relationships are built by getting to know, like and trust someone. The night was concluded with a very entertaining

play, Crimes of the Heart, at Apple Hill Playhouse, also located in Delmont. Look for more fun-filled member socials in the future!

Member Achievements

Member: Patty Vaughn of the Norwin Art League

Achievement: We are pleased to announce that Patty has been named the 2007 Gateway Newspapers' Citizen of the Year in North Huntingdon! Congratulations Patty on this very notable award!

Upcoming Events

Don't forget to mark your calendars and attend these upcoming events:

December 5 11:30 a.m. – 1:00 p.m.

Monthly Membership Luncheon at Pluma Restaurant. Progressive Networking is the theme.

December 12 5:00 p.m. – 7:00 p.m.

Monthly Business Mixer held at the Norwin Chamber of Commerce Office. This holiday extravaganza is hosted by the Norwin Chamber's Board of Directors.

December 18 11:30 a.m. – 1:00 p.m.

Monthly Penn Trafford Membership Luncheon at The Great Escape Clubhouse. Theme to be announced.

For Your Information

Monthly Business Mixers

Due to popular demand, we have added additional business mixer dates for 2008. If you or your company are interested in showcasing your business and networking with other members, please contact the Norwin Chamber to schedule your Business Mixer. Mixers are held from 5:00 p.m. to 7:00 p.m.

Enjoy/Entertainment Books

2008 Enjoy and Entertainment Books are now on sale at the Chamber. Enjoy books are priced at \$25.00 while Entertainment books are \$20.00. Enjoy and Entertainment Books make excellent holiday gifts. Get yours today!

Member Achievements

Have you or your business recently.....

Been awarded a grant?..... Received an award?.....Honored at an event?

Been promoted?.....Added a new service?

Had a business anniversary (10 year, 20 year, 50 year, etc.)?

We want to toot your horn! Please email us any recent achievements that you or your business have experienced. It may just get highlighted in our next Vocal Point Newsletter!

Speakers Wanted

The Norwin Chamber of Commerce is seeking speakers on a variety of business topics for upcoming Chamber events, meetings, and new programs. Speakers must be knowledgeable on the topic they are representing and should be willing to donate their time as a speaker. Please contact the Chamber at 724-863-0888 if you are interested in learning more about available topics and speaking engagements.

Newsletter Inserts

How can you reach 350 potential customers in a cost effective way? Insert your business flier in our Monthly Vocal Point Newsletter. Pay only \$75 and supply us with 350 copies.

Member-2-Member Discount Program

Would you like to offer a discount to your fellow Chamber members? See the enclosed flier to learn more about how you can advertise your business to the masses!