

# Vocal Point

## A MESSAGE FROM THE PRESIDENT



As with any organization or networking group, there are always yearly dues. And with any organization or networking group, members are always curious where their dues money is going or what it is being used for. I get asked this question quite frequently. So I wanted to take this opportunity to hopefully answer this question.

The Norwin Chamber of Commerce is a non-profit agency which assists its members in the networking and marketing of their businesses as well as providing support to the community. We treat the Norwin Chamber just like any business. And like any business, the Norwin Chamber has income and expenses. A business needs income in order to pay its expenses. The Norwin Chamber's income is the yearly dues that we collect from each of our members. This income goes towards expenses that are incurred to maintain the type of organization (business) that we have and to ensure that we are providing quality services to our membership.

Some examples of our expenses are:

- Basic utilities such as water, electric, gas, phone, internet, etc.
- Public relations and advertising
- Postage, envelopes, copies, stationary, brochures and other office supplies
- Newsletter development, typesetting and printing
- Directory development, typesetting and printing
- Deposits for organizational events
- Staff wages
- Rent, insurance and real estate taxes
- Accounting fees
- Awards used at various member events

The average cost for most Chamber members is \$170.00 per year. That breaks down to \$14.17 per month. If members utilize Norwin Chamber services, advertising avenues and networking opportunities, members should be receiving at least \$14.17 worth of knowledge and/or business per month.

I hope I have dispelled the mystery question, "Where does my dues money go?". We are currently working on many exciting new membership benefits for the New Year, so keep reading our emails and newsletters for updated information!

Have a safe and prosperous New Year!

*Rosanne Barry Novotnak*

### January Calendar of Events

<b>Date:</b>	<b>Meeting:</b>	<b>Time:</b>	<b>Location:</b>
7	Ribbon Cutting	4:00 p.m.	Quick Fit 20 Minute Workout
8	Executive Board Meeting	8:00 a.m.	Norwin Chamber
9	Membership Luncheon	11:30 a.m.	Norwin Chamber
9	Irwin Borough Council Meeting	6:00 p.m.	Council Chambers
9	Business Mixer #1	5:00 – 7:00 p.m.	Westmoreland Pools
14	North Irwin Borough Council Meeting	7:00 p.m.	Council Chambers
12	Ribbon Cutting/Open House	11:00 a.m. – 3:00 p.m.	Liberty Tax Service
15	Board of Directors Meeting	7:30 a.m.	Norwin Chamber
15	Penn Trafford Membership Luncheon	11:30 a.m.	The Great Escape Clubhouse, Jeannette PA
16	Business Mixer #2	5:00 – 7:00 p.m.	Jackson Hewitt
16	North Huntingdon Township Commissioners	7:00 p.m.	North Huntingdon Townhouse
22	Business Mixer #3	5:00 – 7:00 p.m.	All-Kare Chiropractic

# Chamber Happenings

## C.A.R.E.

**7:30 a.m. on a Monday Morning? Are You Crazy?! It's NEVER too early to network your business with a group of individuals who are committed to seeing your business succeed.**

Our newest program C.A.R.E. (Chamber Associates Referral Exchange) is growing strong and we continue to welcome more participants. C.A.R.E. is a FREE networking group exclusively for Norwin Chamber Members. Each weekly meeting has been filled with great networking and extremely valuable business information. Upcoming topics of discussion include:

- Making Your Business A Household Name
- Advertising Outside The Box
- The Art of the Referral
- How to Prepare Before Calling Referrals
- Creating a Sound Return Policy
- How To Attract Senior Customers
- Follow-up Etiquette

Looking for an elevated way to network your business for FREE and get the information needed to help your business succeed? Join C.A.R.E. Our group meets every Monday morning at 7:30 a.m. right at the Chamber. Start your work week off with referrals!

## November Business Mixer



### CSDI

**(Creative Stitches by Dina, Inc.)**

Who wouldn't love a unique embroidered gift or a new promotional product for their business? You can find such items at CSDI. Over 45 Norwin Chamber members and Rotarians attended the November Business Mixer at Dina Denning's location. Participants networked, feasted on tasty treats, toured the facility and equipment and received free T-shirts! Thank you Dina and CSDI for hosting this great networking event. For more information on the products CSDI offers, call 724-863-4104 or visit [www.dinadenn.com](http://www.dinadenn.com).

## December Norwin Membership Luncheon

Progressive networking was the theme for this month's membership Luncheon. In attendance were current chamber members, new members, guests and some faces from the past! Participants exchanged a great deal of business and feedback on this theme was tremendous. During progressive networking, members moved from table to table during their meal courses. This enabled members to network with a variety of other individuals on a more personal level and it gave people a chance to meet many other new individuals and businesses. If you do not currently attend these luncheons, you are missing out on a great business-building opportunity.

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

**Gus Slack**  
Treasurer  
Accounting Techs

**Frank Bonincontro**  
Vice Chair of Governance & Finance  
Irwin Bank

**Diana Falk**  
Vice Chair of Membership & Marketing  
Norwin Public Library

**Sharon Bone**  
Mary Kay Cosmetics

**Karen Botti**  
Commercial Bank

**Stephen Eichelberger**  
Eichelberger And Sons Heating & Air  
Conditioning

**Jon Emrock**  
Edward Jones

**John Duncan**  
Duncan Financial Group

**Brenda Kacvinsky**  
Minuteman Press – North Versailles

**Ed Michalek**  
Giant Eagle

**Pamala Mielnicki**  
Your Blessed Events

**John Ott**  
Joseph F. Ott Funeral Home, 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

### Staff Members

**Rosanne Barry Novotnak**, *President*  
[RNovotnak@NorwinChamber.com](mailto:RNovotnak@NorwinChamber.com)

**Chris Miller**, *Vice President*  
[CMiller@NorwinChamber.com](mailto:CMiller@NorwinChamber.com)

**Gayleen Fisher**, *Volunteer*

**Cathy Schehr**, *Volunteer*

**Barbara Gulich**, *Volunteer*

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# Member Spotlight

## Carl's Sign Service

*Jim Singer, Owner*



Thirty years ago, Jim's father owned a small chain of car washes and had a constant need for signs. Disgusted with the unreliability and way he was

treated by other sign companies, he started his own. He went to endless tradeshow and classes and learned the sign trade from other veterans across the country. Thirty years later, Jim is continuing his father's legacy and works to improve his products and services. Carl's Sign Service currently has four employees. "We just added 2,000 square feet so we now have 4,000 square feet of manufacturing

space", said Jim. Carl's Sign Service makes anything from adhesive labels, small and large plaques, magnetic signs, vehicle graphics, LED read boards and more. If your company needs quality advertisement at a fair price, invest in signage from Carl's Sign Service. "We say what we are going to do and then we do it!", Jim proudly states. Contact Jim today for more information at 724-864-9066 or [www.carlssignspgh.com](http://www.carlssignspgh.com).



## Mary Kay Cosmetics

*Sharon Bone*



Mary Kay was created from one woman's desire to enrich women's lives. After more than 40 years, it remains one of

the most popular business opportunities for women around the world. Sharon Bone began selling Mary Kay nine years ago after her husband got laid off and she needed additional income. Sharon was already working full-time, so she needed something flexible. Something flexible has now grown into a full-time business for Sharon. She has built her business to over 300 customers and nine team members. Sharon offers her customers a complete collection of skin care, fragrances, body care and glamour products.

Prospective customers have an opportunity to try products before they buy because Sharon offers a complimentary facial and color makeover. "I can devote myself totally to serving my customers", said Sharon. Her inventory is extensive so customers get their products immediately. Sharon can also offer more generous hostess programs than some of her competitors who only do this business part-time. Sharon originally joined the Norwin Chamber in order to network and find new customers. Over the years, her mission has changed. Her goal through the Norwin Chamber is to help the business climate in the North Huntingdon, Irwin and North Irwin areas continue to thrive. "I continue to remain a Norwin Chamber member because I have a passion for this area and the people here", she

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shared. To order Mary Kay, contact Sharon at 724-861-4747, [sbone@comcast.net](mailto:sbone@comcast.net) or [www.marykay.com/sbone](http://www.marykay.com/sbone).



## Chamber Happenings Continued.....

### **Norwin Chamber Holiday Mixer**

The Norwin Chamber of Commerce held its popular yearly Holiday Mixer on December 12<sup>th</sup>. Over 75 members and guests were in attendance. The chamber's Board of Directors hosted this mixer and gave our members a night to remember. The evening was filled with friendship, fabulous food, prizes and of course an abundance of networking. Our membership looks forward to this event every year. We extend our thanks to the Norwin Chamber of Commerce Board of Directors for their continued support.

### **December Penn Trafford Membership Luncheon**

Matchmaker networking was the theme for this month's Penn Trafford membership Luncheon. It was great to see new members, seasoned members and future members. Participants exchanged a great deal of business ideas. During matchmaker networking, individuals were paired with a person from a totally different business category. They networked with their "partner" and learned about each other's businesses and what makes a good referral for them. At the end of the session, participants gave their "partner's" 30-Second Commercial for them. Everyone loved this event because it ends up being so much fun. We hope to see you at the next luncheon so that we can watch your business grow!

## **Member Achievements**

### **Member: Andrea Lawson, Charleroi Federal Savings Bank**

**Achievement:** Andrea and her husband welcomed two new babies into the world on October 17, 2007. Congratulations Andrea on your baby daughter Kaitlyn and son Evan!

### **Member: Dian Colletti, Coldwell Banker Real Estate**

**Achievement:** Dian has been recognized as a Top Ten Production agent for closed sale volume from January thru October at the North Huntingdon location. She was also recognized as the top agent for listing units during the month of March.

### **Member: Rita Violette, Business Partner of Irwin**

**Achievement:** Business Partner has merged with Entrepreneur's Source and FSBI in Southbury, Ct. Combining the strengths of Business Partner and FSBI's recognized brands will allow them to bring more value-added services to both the aspiring entrepreneur and the established business owner.

## **Upcoming Events**

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

### **January 7, 2008 4:00 p.m.**

**Ribbon Cutting Ceremony** at Quick Fit 20 Minute Workout at its new location in Downtown Irwin.

### **January 9, 2008 11:30 a.m. – 1:00 p.m.**

**Monthly Norwin Membership Luncheon** at the Norwin Chamber Office. Our speaker will be Ken Sevick from Action Coach Business Coaching. Lunch will be catered by Giant Eagle.

### **January 9, 2008 5:00 p.m. – 7:00 p.m.**

**Monthly Business Mixer** hosted by and held at Westmoreland Pools & Spas, Inc. (bring your swimsuit and enjoy some relaxation time in the hot tub!)

### **January 12, 2008 4:00 11:00 a.m. – 3:00 p.m.**

**Ribbon Cutting/Open House** at Liberty Tax Service's new location on Route 30 in North Huntingdon (the old Norwin Diner location).

### **January 15, 2008 11:30 a.m. – 1:00 p.m.**

**Monthly Penn Trafford Membership Luncheon** at The Great Escape Clubhouse in the Penn Crossing Plaza. Progressive Lunch is the theme.

### **January 16, 2008 5:00 p.m. – 7:00 p.m.**

**Monthly Business Mixer** hosted by and held at Jackson Hewitt.

### **January 22, 2008 5:00 p.m. – 7:00 p.m.**

**Monthly Business Mixer** hosted by and held at All-Kare Chiropractic in North Huntingdon.

### **January 23, 2008 4:00 p.m. – 7:00 p.m.**

Briarcliff Pavilion, North Huntingdon

You are cordially invited to come and celebrate the opening of their new addition, a Hospice/Respite Wing.

Please RSVP by Friday, January 18, 2008 to 724-863-4374

## **For Your Information . . . . .**

### **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 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.