

MARCH 2012

# Monthly Newsletter



NORWIN CHAMBER OF COMMERCE

*Norwin Point*

## SAVE THE DATE!

NORWIN CHAMBER OF COMMERCE



**“Get Your Groove On”**

**Annual Dinner & Business Expo**

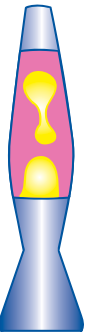
THURSDAY, MARCH 29, 2012

5:00 PM AT STRATIGOS BANQUET CENTRE

**Theme: The 60's!**

**Dress In Your Favorite  
60's Themed Attire!**

SEE ENCLOSED FLYER FOR MORE DETAILS.

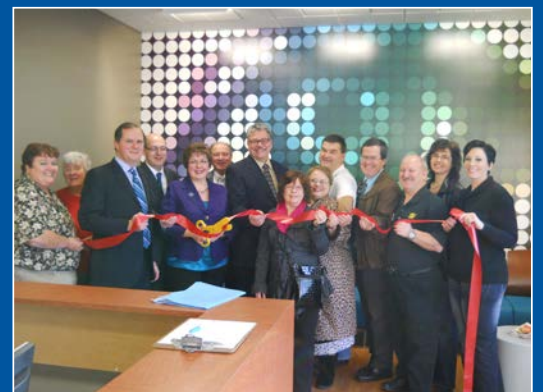


## Recent Chamber Events

**Ribbon Cuttings & Grand Openings!**



**Walmart Ribbon Cutting & Grand Opening Celebration**



**Your Family Eye Doctor  
Ribbon Cutting**

## MEMBER: Big Frog Custom T-Shirts & More - Mike Rothermund

**KUDOS:** At the Big Frog Annual Franchise Conference in Florida, Mike's store was awarded "Innovator Of The Year" for developing a hat printing solution for the company. Congratulations Mike!

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## MEMBER: Central Westmoreland Habitat For Humanity - Jim Miller & Excela Health

**KUDOS:** The Employee Respect & Recognition team from Excela Health Latrobe Hospital represented by Amy Dempsey, Christine Mikesic, Leslie Baird and Tara Elkin presented a \$4,000 check to Jim Miller of Central Westmoreland Habitat for Humanity. The funds were raised from a sale of more than 500 cookbooks featuring favorite recipes of hospital employees. Habitat was chosen by the employees to receive the funding based on the important work done to help provide housing for people who qualify. Congratulations Jim!

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## MEMBER: Coldwell Banker Real Estate Services - Eric Bridge

**KUDOS:** Congratulations to agents Linda and Victor Dillon for being recognized as the Top Producing Team for the North Huntingdon office of Coldwell Banker at the recent Coldwell Banker Awards ceremony. Congratulations Linda and Victor!

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## MEMBER: CSDI - Dina Denning

**KUDOS:** CSDI has added a new product, laser etching on garments, to help you be creative with your customers by setting you apart from your competition. This is an awesome way to embellish those hard-to-embellish dri-weave high tech performance garments. Laser etching on a dri-weave garments keeps the integrity of the water wicking properties and allows you to have that very classy tone on tone look. Polar fleece jackets and blankets have the unique look of being debossed when you laser etch your logo on them. With a laser etched field of 14 x 14, your logo can truly come to life. Or if you prefer that small area on the placket of a polo shirt or maybe the collar of a shirt, or the brim of a hat, their laser machine can do all of that and more. CSDI is one of only a handful of companies in the United States to own this particular laser. Congratulations Dina on your new equipment!

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## MEMBER: Metal Photo Service, Inc.

**KUDOS:** Each month, Metal Photo Service picks a local charity and donates 5¢ of every color copy to that charity. Over the past year, MPS has donated over \$2100 of their color copy proceeds to local charities across the area. For more information, please contact Jason Saunders at 412-829-2992.

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## MEMBER: RE/MAX Realty Access – Jim & Eva Gallagher

**KUDOS:** RE/MAX Realty Access is proud to welcome two more experienced full-time real estate professionals to their team! Janna Sandleitner has over 20 years of real estate sales experience and is a resident of North Huntingdon. Janna says she feels very fortunate to have a career that is also her passion! Mary Lou Rothwell has 25 years in the real estate business, lives in North Huntingdon and was formerly with Howard Hanna. Mary Lou truly enjoys helping both buyers and sellers achieve their real estate goals. RE/MAX Realty Access closed 261 sales for nearly 30 million in volume in 2011, an increase of 13% over 2010 sales figures.



*Janna Sandleitner*



*Mary Lou Rothwell*

## **MEMBER: NPV Productions, LLC - Donna & Nick Padezan**

**KUDOS:** Congratulations to Nick & Donna who recently won 2 AVA awards. They won a Gold AVA Award for an Excela Health TV spot featuring State Trooper Steven Limani and another Gold AVA Award for the "Clean Hands = Healthy Lungs" Handwashing video produced for Healthy Lungs Pennsylvania. This video is being distributed as an educational tool to school nurses. The AVA Awards is an international competition that recognizes outstanding work by creative professionals involved in the concept, direction, design and production of media that is part of the evolution of digital communication. AVA Awards is administered and judged by the Association of Marketing and Communication Professionals.

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## **MEMBER: Your Family Eye Doctors, Inc.**

**KUDOS:** Your Family Eye Doctors, Inc. celebrated 30 years of eye care in the Norwin community and announced their move to a new office at Norwin Hills. Drs. Thomas Bartolac, Justine Cakanac, Chris Cakanac and Randy Cakanac welcome patients to their new state-of-the-art facility. Congratulations on your new location!

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## New Member Corner

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### **NORWIN PLAY IT FORWARD FUND**

Mike & Paula Ziemski • 531 Cedar Glenn Drive • N. Huntingdon, PA 15642 • 724-515-4858

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## The Five Causes of Basement Water Leakage

**E**ver wonder why your basement is getting wet or has mold or mildew on the walls and if there is a quick fix? Here are some reasons and problems that you may want to look at. The Five Causes of Basement Water Leakage:

1. As the ground becomes saturated with rain, it puts pressure against the basement walls and floor. The rising water table then seeks cracks caused by the normal expansion and contraction of cement

2. Your home's builder installed exterior footer drains and applied a tar-like substance, parging, to meet local building codes and minimized water leakage. But exterior footer drains malfunction forcing water under the footer. This water seeks cracks in the floor.

3. The basement walls and footer are poured separately. Water seeks the crack between your footer and your walls—the most common source of water problems.

4. Cement walls, poured or block, expand and contract causing the parging to dry and crack. Water can then flow through these cracks into mortar joints, filling the bottom course of blocks and causing them to lose their insulation value.

5. The deterioration of the parging and the porosity of the concrete, causes moisture to be drawn inside the basement, permitting the walls to sweat and bleed.

Get the problem looked at quickly; it will save you in the long run and the savings will be significant.

*Article submitted by Brenda Kacvinsky of "A Better Choice, Inc."*



**Brenda Kacvinsky**

## What Is Sales?

I want you to describe salespeople. Write down the first 5 words that pop into your mind.

Are those words positive or negative? Did you write pushy, or dishonest, or maybe even annoying? If you are reluctant to call a customer or a potential customer, it is because you do not want to be seen that way. No matter what your business, you are in the sales business. You are selling a product, your expertise, your service.

The next time you want to call a customer, think about 5 words that really describe sales:

**S** - Service. You are actually doing something for someone. You are filling a need.

**T** - Teaching. If you are an investment banker, you are teaching your customer which investments are right for him.

**I** - Integrity. The best sales people operate with integrity.

**N** - Natural. We are all natural sales people. As a baby, we cry until we get what we want. As a 3 year old, we ask & ask until we get what we want. If you are married, you sold yourself!

**K** - Kind. Sales is not something you do to someone. It's something you do for someone.

Do you give up, if your customer does not purchase on the first call?

Only 2% of customers purchase on the 1st call. 81% purchase on or after the 5th call.

Yet 48% of sales people give up after the 1st call. 90% give up before the 5th call.

Sometimes, when you sit down to make those calls, you start to tell yourself stories. These stories prevent you from making the call. For example, "I don't want to call her on a Friday night, she's probably exhausted from a busy week". Or, "I don't want to call him on a Sunday afternoon, he's probably out golfing". Or, "She hasn't returned my three prior calls, she's just not interested in my service". That is just your subconscious at work. Make the call!

*Article submitted by Sharon Bone of Mary Kay and Send Out Cards.*



**Sharon Bone**

## Safe Driving Practices

Let's face it: we're all familiar with the obvious safe driving practices, whether it's Oprah telling us not to text and drive or those friendly morning traffic announcers reminding us "If your wipers are on so should your headlights". Listed below are just a few of the equally important but lesser known safety tips that will help keep you safe on America's highways.



**-EMERGENCY STOPPING - DO NOT** pump your brakes if your vehicle is equipped with Antilock Brakes (ABS). This type of braking system is designed to keep your wheels from locking up while braking on slippery surfaces, thus allowing you to steer clear of an object instead of sliding helplessly into it. Pumping your brakes defeats the computer's efforts to sense a wheel skid and therefore hinders your ability to avoid a collision.

**-SEAT BELTS & AIRBAGS** - Air bags are intended to work **WITH** your seat belt. Your seat belt is designed to keep you in place during an accident so your airbag can do its job (filling the void between your head and the windshield). The air bag cannot do this if you've been thrown out of position in the event of an accident. For this reason, you should always wear your seatbelt.

**-WINTER TIRES** - A common misconception regarding winter tires and front wheel drive vehicles is that they should be placed on the front or drive wheels only. While this is true for rear wheel drive vehicles the same does not apply for FWD cars. Though snow tires placed solely on the front of a FWD vehicle will allow you to pull out from that stop sign they **WILL NOT** aid in your ability to navigate western PA's winding roads. The Rubber manufactures association along with tire manufactures recommend purchasing 4 winter tires, or if your budget won't allow it, placing the winter tires on the rear of a FWD vehicle lessening the chance of the vehicle losing control while turning.

Ok, now you have 3 tips to keep yourself safer! What should you do with them? Share you newfound knowledge! Tell grandpa to quit pumping his brakes on the new Caddie, explain the importance of wearing a seat belt to your young drivers and tell dad his new Camry is **NOT** his old Buick and should have 4 not 2 snow tires. Happy Motoring!

*Article submitted by Nick Lenhart of Lenhart's Service Center.*

## Small Business Owners Staying Local

Small business owners "want to work with local people", says Jason Comstock, an independent consultant in Marysville, Ohio, who says he visits his clients on site at least once a month even though he can assist them remotely with many IT issues. "They want to know who you are, where you go to church, are you a member of the local Chamber of Commerce, all those things. They're really about the relationship."



**Dr. Daniel Marston**

*Paragraph submitted by Dr. Daniel Marston, PhD who found this in the Wall Street Journal.*

# Recent Events

## Your Beading Heart Mixer



# Calendar of Events

## MARCH CALENDAR OF EVENTS:

DATE:	MEETING:	TIME:	LOCATION:
7	Networking Luncheon	11:30 am	Café Supreme
8	C.A.R.E	7:30 am	Chamber Office
13	Executive Board Meeting	8:00 am	Colonial Grille
14	Business Mixer	4:30 pm	State Farm - Brian Winfield Agency
14	Irwin Borough Council Meeting	6:00 pm	Council Chambers
20	Board of Directors Meeting	7:30 am	Chamber Office
20	Networking Luncheon	11:30 am	DeNunzio's Restaurant
21	N. Huntingdon Township Commissioners	7:00 pm	North Huntingdon Townhouse
22	C.A.R.E.	7:30 am	Chamber Office
29	Annual Dinner and Business Expo	5:00 pm	Stratigos Banquet Centre

## APRIL CALENDAR OF EVENTS:

DATE:	MEETING:	TIME:	LOCATION:
4	Networking Luncheon	11:30 am	Pluma
5	C.A.R.E	7:30 am	Chamber Office
10	Executive Board Meeting	8:00 am	Colonial Grille
11	Business Mixer	4:30 pm	State Rep. George Dunbar
11	Irwin Borough Council Meeting	6:00 pm	Council Chambers
17	Board of Directors Meeting	7:30 am	Chamber Office
17	Networking Luncheon	11:30 am	Bone Works Grill Restaurant
18	N. Huntingdon Township Commissioners	7:00 pm	North Huntingdon Townhouse
19	C.A.R.E.	7:30 am	Chamber Office
24	Constant Contact Seminar	TBA	TBA

## Member: Big Frog Custom T-Shirts & More – Mike Rothermund

**M**ike was a firmware design engineer and got laid off in October of 2010, but had to work until March of 2011. During that time, he attended a few entrepreneur classes including a franchising class. Mike was matched up with 4 franchises, but it was Big Frog that made the cut for him. After a trip to the company headquarters in Dunedin, Florida for a discovery day, Mike made up his mind which was one of the happiest days of his life.



Big Frog Custom T-Shirts & More in Greensburg has been opened for 6 months. They staff two professional graphic designers, Kate Foor and Debbie Bobich. Both girls have bachelor's degrees in graphic design. The store specializes as a custom garment decorator. They have no minimums, a 24 hour turnaround, free artwork designed by professional graphic designers, quantity discounts, 16 millions colors and no setup fees. And they have hundreds of products to choose from.

What sets Big Frog Custom T-Shirts & More apart is that they specialize in small quantity orders, they have friendly service, talented employees, and a fun environment. Mike became a member of the Norwin Chamber of Commerce to meet new people and network. "Since becoming a member, I've made some great friends and I'm starting to get involved in the community as well. I look forward to any event the Norwin Chamber hosts because I know it will be fun!", states Mike. For more information on Big Frog Custom T-Shirts & More visit [www.bigfrog.com/greensburg](http://www.bigfrog.com/greensburg) or call 724-853-FROG (3764).



## Member: Fejes Signs – Rob Fejes

**R**ob was always interested in art and had worked for a screen printing company for a number of years. So in 1985 he started into the Fejes Signs business. Rob employs two full-time and one part-time staff members along with the help of family members. All of his employees have graphic art degrees.

Fejes Signs is a full service sign company and services include custom lettering, banners, decals, magnetics, vehicle and fleet lettering, yard signs, illuminated and digital signs and more. They also do custom designed etched glass and mirrors (residential and commercial) for entrances, baths and showers, gamerooms and bars, corporate logos, boardrooms and office windows.


"I have been a member of the Norwin Chamber for quite awhile and think membership affords you business you otherwise wouldn't get", states Rob. For more information on Fejes Signs, call Rob at 724-527-7446.

## Chamber Marketplace



**RE/MAX**  
Realty Access  
Jim and Eva Gallagher  
OWNERS

9173 Route 30  
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Fax: (724) 864-4400  
Cell: (724) 787-0859  
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