

Chamber

Change

Latrobe Area Chamber of Commerce • www.latrobearea.com • e-mail: info@latrobearea.com

CHAMBERFEST RETURNS IN 2010!

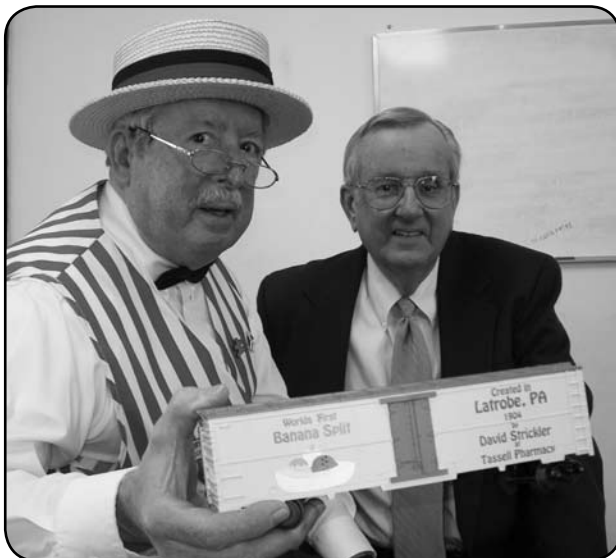
The Chamber's *Public Relations committee* is making plans to follow up last year's successful **ChamberFest** member-to-member event with a one-night event again this year. It is set for **Wednesday evening, May 5 at Saint Vincent College's Fred Rogers Center**. The Conference Center at Saint Vincent College will host the event and provide delicious hors d'oeuvres and food selection for event attendees. We are still seeking a sponsor for the (wine and beer) bar. Call the Chamber at 724-537-2671 for information.

Exhibit tables for members will be available at \$50 each for Chamber members to exhibit their products and services to other members attending the event. Complete and return the enclosed registration form to reserve your table (space is limited!), and to make reservations for this great spring member-to-member event!

"BANANA SPLIT" TRAIN CAR NOW AVAILABLE!

The sixth Latrobe-themed, O-gauge collectible train car is now available at the Chamber office. This whimsical, bright yellow-and-red 'reefer' commemorates the creation of the **World's First Banana Split** in Latrobe in 1904 by David Strickler for some Saint Vincent College students at what was then the Tassell Pharmacy.

The car retails for \$55, but is available (while supplies last) to employees of Latrobe Area Chamber-member firms at a 10% discount (just \$49.50 plus tax). We also still have available the **Pittsburgh Steeler Training Camp at Saint Vincent College** car, and in more limited quantities, the **First All-Professional Football Team, Arnold Palmer, and Mister Rogers Neighborhood** boxcars.



Two men who know their banana split lore, Joe Greubel (Valley Dairy Restaurants) and Tom Lazarchik (the last owner of Strickler's Drug Store) admire the new 'Banana Split' reefer now available at the Chamber office, while quantities last. Cash, VISA and MasterCard accepted.



MARCH 2010

Inserts Inside This Edition...

- Unity Printing Company
- Westmoreland County 'March For Parks'
- ChamberFest registration form
- Latrobe Night at Altoona Curve



Listen to
"Good Morning,
Latrobe Area!" on
March 5 at
8:05 am on
1480 WCNS.



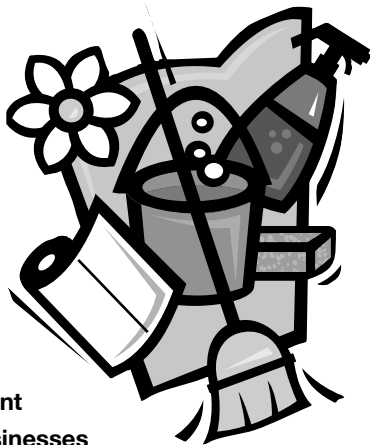
MARCH CALENDAR

- 3 Day of Economic Understanding 10th grade – 8:30 am,
Saint Vincent College
- 5 “Good Morning Latrobe Area!” – 8:05 am, 1480 WCNS
- 9 Public Relations committee – 12 noon, Chamber office
- 12 Chamber Executive committee – 8:00 am, Chamber office
- 19 Government Affairs committee – 9:00 am, Chamber office
- 19 Economic Education committee – 11:30 am, Dino’s Sports Lounge
- 23 Golf Outing committee – 4:00 pm, Chamber office
- 26 Manufacturers Cruise – Aggressive Grinding Service
- 30 Economic Exchange Day – 8:00 am, Derry Area High School

BOLD FACE listings indicate events open to all Chamber members. Listings in regular type are by invitation to committee volunteers – call for information.

TIME FOR “SPRING CLEANING” ALONG ROUTE 30

The 4th annual “Latrobe Corridor Cleanup” is scheduled to take place on Saturday morning, April 10. Sponsored and coordinated by the Loyalhanna Watershed Association and co-sponsored by the Latrobe Area Chamber and Latrobe/Unity Parks & Recreation, the event involves volunteers from area businesses coming together for a morning of roadside litter collection and a “spring cleaning” of the Route 30 (and nearby) corridor. Volunteer manpower permitting, the target area includes Route 30 from Saint Vincent Drive to Kingston, and the adjacent sections of routes 981, 982, and Theater Street.



GREAT NEWS IN DERRY — REDEVELOPMENT AUTHORITY ACQUIRES FORMER ICI SITE

A long-standing eyesore in downtown Derry Borough will soon be gone. The Redevelopment Authority of the County of Westmoreland today announced its intentions to acquire Porcelain Park from Marlborough US Realty Holdings, LP, and rehabilitate the 20-acre brownfield site into community open space.

“For far too long the people of Derry have had this eyesore right in the heart of their community,” said April Kopas, Executive Director of the Redevelopment Authority. “We are looking forward to continuing our work with Derry Borough officials to not only clear the site, but also explore potential long-term uses for revitalization. Our immediate unified goal is to make good on our promise to the residents of Derry that they will be able to step outside their front door and see green space.”

The area is a former Westinghouse facility that was most recently operated by Industrial Ceramics, Incorporated – a company that produced ceramic insulators until it ceased operations in 1993. The site is one of the last remaining large brownfield sites in Westmoreland County.

“We have an opportunity here to remove the blighted structures and present Derry with a clean slate. If all we do is clean up the site, we have made an enormous improvement,” said Larry Larese, Executive Director of the Westmoreland County Industrial Development Corporation, one of the partners in the project.

The Redevelopment Authority is acquiring the property at no cost, and has submitted a request to the Pennsylvania Department of Community and Economic Development for funds to cover the environmental assessment of the site. The total cost of the revitalization project, which include the assessment, demolition and potential remediation, have not been finalized.

IS YOUR INFORMATION ACCURATE?

A recent 'snafu' with our Chamber website (www.latrobearea.com) required us to update a bunch of information on our MEMBERSHIP LIST page. The Chamber website has been an increasingly popular way for visitors to find their way to your firms.

We kindly ask all of our members to check your listing on our website, and if you have a website for your business, please make sure that the link from our membership list goes to your website.

If you need us to update your website listing, to give us an updated web address for your firm, or to provide us with your updated email address (to receive our monthly e-newsletters), send us a note at info@latrobearea.com.

MEMBERNEWS

Maria Peluso, co-owner of **Bedding Warehouse** in the Latrobe 30 Shopping Plaza, recently was named "Volunteer of the Year" for the Westmoreland Unit of the **American Cancer Society**. A cancer survivor, Maria has served for the past three years as President of the Unit's Volunteer Leadership Council and serves as a Task Force member for PA Division Relay Advisory Team. She was also named a 2010 Voice of Hope for the state of Pennsylvania. Maria continues to be actively involved in developing the *Relay For Life* event here in Latrobe

Send your news for this column to the Chamber: email to info@latrobearea.com, or fax to 724-537-2690.

CHAMBERNEWS

State Senator **Kim Ward** was the guest of the *Government Affairs committee* in February for an informal but candid discussion of issues that impact area businesses. This month, State Representative **Mike Reese** will be the guest of the committee.

The *Economic Education committee* will host the 'Day of Economic Understanding' for about 100 Derry Area and Greater Latrobe 10th grade students on Wednesday, March 3 at Saint Vincent College. Students will get a mini 'Marketing 101' lesson from a SVC professor, and a presentation from a representative of Kennywood Park, then work with other students to design a ride and marketing strategy for its promotion. And on Tuesday, March 30, the annual "Economic Exchange Day" program for senior economics students from both high schools will be held at Derry Area High School. Representatives from the Smart Growth Partnership of Westmoreland and other community leaders will help students resolve a 'real world' challenge in their community.

The *Golf Outing committee* will start preparing for the Chamber's 21st annual golf & dinner outing (at Latrobe Country Club on July 15) at a March 23 organizational meeting. New volunteers are welcome to join the committee – call Andy at the Chamber for more information.

Representatives from the *Catalyst Connection*, western Pennsylvania's industrial resource center, met with members of the Chamber's *Industrial Consortium* to demonstrate *TWI*, a new job training program, at the group's February meeting.

The Chamber has been invited to sponsor a "Latrobe Night" at the **Altoona Curve** (minor league affiliate of the Pittsburgh Pirates) on Sunday evening, May 30 at the Blair County Ballpark in Altoona. The game will start at 6:00 pm and feature a Fireworks Night event following the game. More details will follow in the near future.

We'd like to express our thanks to Latrobe **Wal-Mart** and store manager **Roger Gates** for providing a grant to the Chamber for the purpose of upgrading our office technology. This will enable us to better serve our members and the community – THANKS for your generosity!

SAVE THE DATES: This year's "**Excellence in Education Recognition Banquet**" to honor the area's top high school seniors will be held on Thursday evening, May 13 at DeNunzio's Italian Chophouse (Airport Community Room); and the third annual **Fall Sporting Clays Event** is scheduled for Saturday, September 18 at Seven Springs Mountain Resort.

Look for the Chamber page in the Latrobe Bulletin on the last Fridays of every month.

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