

**McCutcheon Enterprises, Inc.
Hosts National Association of Wastewater Technicians Wastewater Symposium**

By Chad A. McCutcheon

-Apollo, PA-On August 24, 2017, McCutcheon Enterprises, Inc. (MEI) and Kiski Valley Water Pollution Control Authority (KVVPCA) played host to the National Association of Wastewater Technicians (NAWT) Wastewater Symposium. The Symposium brought in guests from all over the country and the world to tour both facilities and showcase the Alle-Kiski Valley as a leader in wastewater treatment.



Attendees register at the MEI Welcome Desk

"It was an honor and privilege to host our fellow NAWT members for a symposium," said Chad McCutcheon, Communications Professional for MEI. "This symposium is part of our seventieth anniversary celebration," McCutcheon continued.

"We couldn't be prouder to partner with KVVPCA to co-host the symposium and bring knowledge and awareness about the newest technologies in wastewater treatment to the Alle-Kiski Valley," McCutcheon concluded.

After registering at the main tent, attendees were provided breakfast, two keynote speeches, and tours of both the MEI and KVVPCA facilities throughout the day. Vendors were set-up to demonstrate further treatment processes and products and attendees were also treated to lunch provided by Jack Doheny supplies.



Compliance
Address



1 hour tours KVVPCA



Group tours MEI
Solidification Area

"Thanks to our dedicated, professional team of employees, the symposium was a huge success," said Calvin McCutcheon, MEI president. "We hope the attendees saw some of the new technologies our industry has to offer," Calvin concluded.

MEI is proud to be a member of the Alle-Kiski Strong Chamber. We encourage all who are interested to visit our website at www.completewastemgmt.com and consider us for all of your waste management, equipment rental, and hydraulic solutions.

Visit our website at www.allekiskistrong.com



Save the Date
Polynesian Holiday
Quality Inn, New Kensington
Friday, December 1, 2017
6:00 pm
\$40.00 pp or table of 8 for \$300
Tiika's Polynesian Island
bringing the magic of Polynesia to you!
Hors d'oeuvres
Sit down dinner
Entertainment
Silent Auction



Alle Kiski Strong Chamber

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"The Strong Connection" newsletter is published by the Alle Kiski Strong Chamber. Advertising and news articles from members are accepted with all material subject to approval.

ADVERTISING RATES:

Business card: \$50 * Inserts: \$100
Sponsorship Ad: 1/2 page back cover: \$200

Alle Kiski Strong Chamber
308 Pittsburgh Mills Circle
Tarentum, PA 15084

Phone: 724-224-3400
Fax: 724-224-3442

CALENDAR OF EVENTS

Power of Good Customer Service

September 29, 2017

IUP Northpointe

8:30 am-10:30 am - \$25 pp Light Breakfast

Good customer service skills will allow your business to develop strong connections with your customers. Learn tips, tricks & techniques.

Coffee & Connections

Penn State New Kensington

October 10, 2017— 8:30 am –10:00 am

3550 Seventh Street Rd., New Kensington, PA

FREE for Chamber Members

Effective Teams

October 12, 2017

Penn State New Kensington

8:30 am – 10:30 am—\$25pp Light breakfast

Workshop discusses ways to improve the effectiveness of existing teams and design effectiveness into newly forming teams

Networking BINGO

October 18, 2017

Belmont Complex

11:30 am—1:00 pm—\$25 pp Lunch

Coffee & Connections Sleep Number

November 7, 2017—8:30 am—10:00 am

2029 Pittsburgh Mills Blvd., Tarentum, PA 15084

FREE for Chamber Members

Smart Interviewing: Effective Interview Techniques/Tips for Employers

November 9, 2017

PA CareerLink Alle Kiski

8:30 am – 10:00 am - \$25 Light Breakfast

How to shape the interview to find the right candidate! Key questions. Illegal questions.

Holiday Gala - Polynesian Holiday

December 1, 2017

Quality Inn New Kensington

6:00 pm

\$40 pp

PLEASE WELCOME



Please welcome Alle Kiski Strong Chamber intern **Joseph Feil**. Joe is a husband and father to 7 children as well as a student at West Moreland County Community College. Joe will graduate with an associate degree in General Business. While interning at the Alle Kiski Strong Chamber Joe will get the opportunity to use what he has learned in school and also to learn more about businesses, people and the community. With the help of chamber members, his final project is to create a **Young Professionals Group** within the chamber.

Joe enjoys helping people grow their business, "it is a trickle up effect from the ground". He believes that helping Young Professionals will help their communities while creating a better business environment for our youth and the youth to come.

If you have any thoughts, ideas or suggestions on what the Alle Kiski Strong Chamber Young Professionals Group should be or would like to help with this group please feel free to reach out to Joe.

Joe looks forward to meeting and speaking with you!



Young Professionals

NEW MEMBERS

Huntley & Huntley is a privately-owned oil and natural gas exploration and production company.



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They provide engineering consulting for the oil, natural gas, and marcellus shale industry.

In business since 1912, they spent over a century of aligning their business interests with those of landowners, local interest holders, and community leaders by committing to them best-in-class operations that adhere to best-in-class practices, for which the first commitment is the safety and protection of our shared environment. They bring decades of the latest state-of-the-art experience to successfully drill, complete, and produce wells in challenging environments. Huntley holds interests in roughly 600 conventional oil or gas wells across the country, including around 400 that it operates in southwestern Pennsylvania. Huntley & Huntley is located in Monroeville on Monroeville Boulevard.



TJ's Auto & Truck Service

Located on Butler Street in the Lawrenceville section of Pittsburgh,

TJ's Auto & Truck Service is one of the area's most trusted auto care centers, providing timely and affordable service for more than 32 years. Their goal is to provide the finest diagnostic and repair services possible. With a number of auto mechanics and repair shops to choose from, TJ's Auto & Truck Service will back up their work with a professional guarantee, to provide their customers with added assurance. Their value is what sets TJ's Auto & Truck Service apart from the rest.

TJ's Auto & Truck Service provides Diagnostics & Inspections, Engine Repairs & Maintenance, Brakes, Tires & Alignments, Oil Changes, and much more. All repairs come with a full 120-day labor warranty, as well as a parts warranty. TJ's Auto & Truck Service understands the importance of giving you security on the road.



Bring CEC to Your Meeting or Event!

Central Electric Cooperative (CEC) is dedicated to the communities it serves. This commitment to communities is why CEC launched a Speakers' Bureau.

CEC's Speakers' Bureau is an experienced group of employees who are specially trained to conduct free, educational and informational presentations within their seven-county service area. CEC speakers provide audiences with valuable information on a variety of topics, or they can customize a presentation to suit your needs. The presentation's length is determined by your situation. CEC also welcomes the opportunity to speak to groups during their lunch hour.

There is no charge for these speakers; the presentations are simply a great way for CEC to reach out and engage individuals in matters that affect all of us. Regardless of which topic you select, you can expect valuable, energy-related information.

CEC's speakers provide audiences with valuable information on a variety of topics such as customer service, finance and accounting, administration, marketing and public relations, engineering, safety, information technology, human resources and electrical operations. A list of available topics is on CEC's website at www.central.coop. But remember, they can customize a presentation to meet your needs. So if you have a topic in mind and it isn't listed, just let them know!

To schedule a speaker for your organization call Renee Tritten at 800-521-0570 x2151.

CEC also has programs available for the younger generation. To learn more about these programs please visit their website or give them a call.

Central Electric Cooperative is a Touchstone Energy Cooperative serving approximately 25,000 members with over 3,000 miles of distribution line in portions of Allegheny, Armstrong, Butler, Clarion, Forest, Mercer and Venango counties. Visit CEC's website at www.central.coop to find out how to save money on energy bills.

CHAMBER NEWS

Coffee & Connections IUP Northpointe



Coffee & Connections Elevate Sport & Spine Center



Walmart Training Academy Grand Opening

Allegheny Valley Hospital Orthopedic Unit Ribbon Cutting



Tri Star Riverbration



AN INVITATION

To Alle Kiski Strong Chamber Members to a Book Blast Like No Other.

It's the speed-dating of book and author events—A Gathering of Authors! Once again, twelve recently-published authors will have five minutes to pitch their books to an audience in what has become the most unique literary celebration of the year. "is year's Gathering of Authors, presented by Word Association Publishers, a division of Costello Printing and Design, Tarentum, will be held on Thursday, September 28th at the Riverside Landing, Oakmont. Doors open at 5:00 p.m. and admission and parking is free. There will be music, a cash bar and complimentary appetizers, snacks, cookies and coffee along with a pop up, full-service bookstore with authors available to sign their books.

The 2017 Gathering is featuring a diverse group of authors with books ranging from fiction, history and memoir to children's literature and how-to. Among the twelve are Pittsburgh's poet laureate and essayist, Sam Hazo, Therese Rocco—Pittsburgh's first female to reach the position of Assistant Police Chief and the wildly popular Table Ladies—eight retirees who pooled their talents to write a mystery novel.



PHOENIX Rehabilitation and Health Services, Inc.

At PHOENIX Rehabilitation and Health Services, Inc.

we strive to rise to our patients' needs. In doing so, we have added a new staff member to our Natrona Heights team. Kim Maguire is an Occupational Therapist and a Certified Hand Therapist with over twenty years of experience. She obtained her Masters level degree in Occupational Therapy from Boston University and became certified in hand therapy in 2001. Her experience includes being the lead hand therapist for the Pittsburgh hand transplant program, guest speaking at the University of Pittsburgh Occupational Therapy masters level program and presenting at various conferences nationwide. She is currently accepting new patients at our Natrona Heights clinic. Please call [724-224-5090](tel:724-224-5090) for more information or to schedule with Kim.

PHOENIX Welcomes



Kim Maguire, OTR/L, MS
Occupational Therapist & Certified Hand Therapist - Natrona Heights, PA

LOOKING FOR SOMETHING FUN TO DO?

LOOKING FOR SOMETHING DIFFERENT?

LOOK NO FURTHER!



WEDNESDAY, OCTOBER 25

PITTSBURGH MILLS MALL

6:00 PM — \$20.00 PP
(6 TO 8 PER TEAM-DINNER INCLUDED)

CASH PRIZES

CHAMBER MEMBER NEWS



"The American Cancer Society Determination program is back in Pittsburgh! Did you know that you can run for free in the 2018 Pittsburgh Marathon if you run with

a charity? Choose the American Cancer Society to run for and you will receive free registration with a fundraising minimum, group social runs, volunteer opportunities, recognition, and support. All the money raised goes back to the American Cancer Society to fund cancer research, patients programs, and free services for Survivors and Caregivers. For more information about the 2018 Pittsburgh Marathon ACS Determination program, contact Emma at marathonPGH@cancer.org. To sign up, visit: www.crowdrise.com/acspitt2018.

Did you know that we are currently funding over \$25 million in grants in the state of Pennsylvania alone? It's true. We currently have 14 researchers in Pittsburgh who are benefitting from our donor dollars in 2017. Thanks to YOU, we are saving lives. For more information about what we are funding nationwide, visit www.cancer.org/research."




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"If we aint got it, we'll get it"

On September 1, 1978 John and Mary Pomfret took out a loan to purchase the Kiski News Co. at 149 Farragut Ave. Six years later they took on Benjamin Moore Co. paints. Our son Brian came on board with us in 2001 and the business has grown with the acquisition of Pa State Lottery and Check Free Pay.



J. KRUKAR CONSTRUCTION CO., INC.

At J.KRUKAR CONSTRUCTION CO., INC., we specialize in New Home Construction as well as Commercial Construction. And we apply the same integrity to all of our projects – good quality materials with expert workmanship that together provides years of satisfaction & a valued investment. Joe Krukar has been in the Building Industry locally for over 35 years & he values the trust that customers place in him to build a Home or Commercial Project that everyone can be proud of!

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Omega Home Improvements
Renewal by Anderson
Ryan and Woodside
Rollin Up ice Cream
Smith's Diggity Dogs & BBQ
The Girls Lunch Box



BACK TO BUSINESS!



Were you one of the thousands of Americans who enjoyed some time off this summer? Did you find it difficult to schedule meetings with decision makers due to vacations or covering for staff while on vacation? **With fall upon us, it's time to get back to business.**

Did you notice that your phone didn't ring as much, or that your foot traffic slowed? You may have found yourself in the “*dog days*” of summer. “*Dog days*” refer to the time in late July and into August when the heat has set in, and so has the slow pace and lethargy. People are on vacation and decision makers may be less available.

Making the most out of your “*slow*” days can be the difference between a successful bounce back from those dog days and a fall flop. Having the right sales strategy checklist can help to keep you and your business on the track for growth as we get back to business this fall.

Now may be time to re-evaluate your sales process. When you evaluate your sales process, you want to find which areas represent your strength and provide a largest return. Additionally, there may be areas that are weak and need improvement. While your foot traffic is slow, take some time to re-examine the steps of your sales process.

Business owners often get caught up in the hustle and bustle of dealing with the daily needs of customers and business. The key is when you hit a slow down to utilize your time wisely. **If you could snap your fingers and make a change in your marketing effort, what would it be?** Is there a new lead generation tactic that you would like to try? Can you possibly go back to a former client for repeat business or upsell opportunities? Should you be updating your current website? Are you asking for client testimonials? There are so many times in business that an opportunity is in plain sight and you simply fail to see it because you're working in your business and not on it.

Examine how you regularly keep in contact with current customers and potential clients. Is it through email or an electronic newsletter? Do you have an editorial plan in place? Are you capturing email addresses through social media and your website? These regular touches with pertinent information keep you and your company top of mind. If this program seems like an insurmountable task, perhaps it's time to outsource it. The Edmiston Group writes custom blogs and executes digital newsletters for our clients every month. **We can help you get there!**

We've asked a lot of questions within this blog. The reason is to have a business owner begin thinking about the strategy behind the sale of a product or service and uncover gaps that may exist. While the ‘dog days’ of summer are often slow for business, it doesn't mean that you have to slow down as well. **Use the slow time to work on your sales strategy and lead your company down a path to growth for when it's back to business moving into the fall season.**

You may have found networking events and educational events during the summer are less attended, but now it's time to plug back in and set up for a strong fourth quarter. There are some things that you can do to help drive growth to your business this fall and holiday season.

Start attending social events again. It is all too easy to fall away from those business after hours during the summer, especially when those warm summer nights are calling you to relax and enjoy the outdoors. Make networking events an important part of your business growth plan, but be sure to have a purpose when you go. Follow-up with those you meet and utilize these events to grow your newsletter list.

Set up a holiday plan. Are you ready for the holidays? Some business to business clients host a holiday client appreciation event, deliver a thank you gift, or identify those special clients to take to lunch. For retail clients, prepare for major shopping days such as Black Friday, Cyber Monday and Small Business Saturday. Many monthly publications will require advertising for these three shopping days be set by the first part of October.

Begin to prepare your marketing plan for 2018. The first of the year will be upon us before you know it. Identify areas of business growth, prepare a budget and a marketing plan on how you will achieve that growth.

Don't let the hustle of the fall and holiday seasons distract you from planning ahead. **Plan, execute and get back into the groove of doing what you do best....your business!**

About the author: Autumn Edmiston is the CEO and owner of the Edmiston Group. The Edmiston Group is a multifaceted Pittsburgh based marketing consulting firm providing senior level marketing management services to businesses and non-profit organizations on a short or long term basis. Core areas of service are business development, marketing, strategic planning and public relations. The Edmiston Group has consistently delivered and implemented real-world, proven business marketing ideas and strategies for business growth.

