

# Cranberrytoday

SUMMER 2012

## CTCC Community Days Celebration: The Biggest Yet

Community Days, the traditional highlight of summer programming in Cranberry Township, will be bigger and better than ever this year. In fact, several key events are scheduled to take place even before the popular communitywide celebration officially kicks off at 1:00 PM on Thursday, July 12. As in prior years, Community Days will conclude with a fireworks spectacular three days later, starting 9:30 Saturday night, July 14.

Community Days' primary mission is to promote, raise funds and in other ways strengthen Cranberry's many volunteer and nonprofit organizations. The celebration's organizer, Cranberry Township Community Chest, or CTCC, has now released the lineup of concerts, contests, events and attractions scheduled to take place during this year's festival. There is no admission fee and many of its key attractions are free of charge. Highlights this year will include:

**Ice Skating in July**, sponsored by the Pittsburgh Penguins and UltraSkate using an all-weather artificial rink. Admission is \$6, but a discount coupon will appear in the 20-page Three Day Planner to be distributed in the July 4 issue of Cranberry Eagle. Skate rentals will be available.

**Art Center and Exhibit:** Working with the Associated Artists of Butler County, CTCC is holding a four-week Art Exhibit in the Cranberry Municipal Building, starting July 11, with more than 50 pieces of original art available for purchase. During Community Days, a temporary Art Center, located near Playtime Palace, will recruit children to help create a unique 16 by 20-foot mural.

**Martinis with Monet:** A cocktail reception starting at 6:30 on

Wednesday July 11 at the Cranberry Highlands Clubhouse Pavilion will kick off the Art Center and Exhibit. \$15 tickets include a martini glass and two drinks. A ticket is also good for \$15 off any AABC original artwork featured at the Art Exhibit or Art Center during Community Days.

**Volunteer Fire Company Golf Classic:** A \$125 per person golf outing starting at 9:00 on July 11 at Cranberry Highlands will help fund the Fire Company's 9/11 Memorial, which includes a steel beam salvaged from the World Trade Center. A variety of prizes and specialty foods are included.

**Inflatable Zone:** Three huge inflatable attractions will be available, free of charge, on the tennis court, July 12 through 14. Three additional



inflatables will be located in the upper area of the park on Saturday, July 14.

**Eight Concerts:** One concert Thursday, five on Friday and two on Saturday will make this the biggest year ever for concerts during Community Days. All eight concerts,

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A Publication of

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# CTCC Community Days Celebration: The Biggest Yet *Continued from cover*

including Joe Grushecky and the House Rockers, are free.

**Larger Carnival:** The carnival area will offer more rides than ever. \$20 all-you-can-ride tickets will be available on site for Thursday and Friday.

**Earlier start:** Booths, rides and attractions will open Saturday July 14 at 1:00 PM instead of at 3:00 as in previous years. Dozens of food vendors will be open for business throughout the day.

**Rotary Paintball Alley:** On Saturday July 14, visitors will have a chance to shoot paint balls at various targets – including human targets – from 1:00 until 9:00 PM.

Community Day contests will continue this year with a Triple Treasure Hunt featuring a grand prize valued at more



than \$4,000, a Scavenger Hunt described in the Three-Day Planner, a Recycled Art Contest for the coveted Garby Award, the American Heart Association's Bean Bag Toss Contest, a Run for Your Library 5k and One Mile Fun Run, and a Miniature Golf Tournament.

Other traditional Community Days attractions will also be featured including a \$7 Lions Pancake Breakfast on Saturday morning, a Nonprofit Midway arcade of games, a Kids Zone on

**Roll out the barrel.** *The Battle of the Barrel, a friendly competition between local fire companies and a perennial favorite of Community Day visitors, will be held Saturday afternoon, July 14, in Community Park.*



the park's upper level, and more than 100 booth vendors of all kinds.

More details are posted on the Community Chest web site: [www.CTCChest.org](http://www.CTCChest.org). ~



**Community Days, Rotary Amphitheatre, Community Park. Start times vary.**

## JULY 12

**8 PM: Tres Lads.** This Pittsburgh rock trio uses acoustic instruments to accompany vocals.

## JULY 13

**5 PM: Jamie Bruno.** This country singer/songwriter is a college freshman in Tennessee.

**6 PM: Michael Christopher.** This Country musician/composer was raised in Indiana, PA.

**7 PM: Sydney Hutchko.** This local vocal powerhouse now calls Nashville home.

**8 PM: The Stickers.** A high-energy country band of three brothers and a childhood friend.

**9 PM: Due West.** This country vocal trio met in Nashville 10 years ago and are still at it.

## Cranberry's 2012 concert schedule: more music than you can handle

Between July 12 and August 16, Cranberry Township and CTCC will present a variety of musical artists for 17 free concerts – four in the Municipal Center's front lawn gazebo, thirteen in the Rotary Amphitheatre in Community Park. Admission is free, parking is free – just bring your own lawn chair or blanket, something to snack on, and a little time to relax. Here's the lineup:

### JULY 14

**5 PM: El Reys.** An a cappella vocal quintet which regrouped after 45 years to sing oldies.

**8 PM:** Springsteen collaborator **Joe Grushecky and the Houserockers** take the stage.

**Thursdays in the Park, Rotary Amphitheatre, Community Park. All start at 7:00 PM**

**JULY 19. Street level.** This eclectic, eight member ensemble plays music of the '60s, '70s, '80s.

**JULY 26. Pittsburgh Philharmonic.** Classical music is this 60-member symphony orchestra's forte.

**AUGUST 2. Donna Bailey & Kenny Blake Quartet.** Local favorite jazz singer Donna Bailey meets city jazz saxophonist Kenny Blake and his quartet.

**AUGUST 9. Jill West and Blues Attack.** City-based hard-edged blues quintet.

**AUGUST 16. Softwinds.** This versatile doo-wop group specializes in music of the '60s.

**Friday Lunchtime Concert Series, Municipal Center lawn Gazebo. All start at noon.**

**JULY 20. Craig Zinger.** Pianist/singer Craig Zinger currently has four recordings under his belt.

**JULY 27. Pittsburgh Banjo Club.** Mostly banjos with trumpets, tuba and bass thrown in.

**AUGUST 3. Jay Hitt.** This songwriter, arranger and folk-style performer uses an acoustic guitar.

**AUGUST 10. Nancy Deckant.** This singer/songwriter/guitarist is also an accomplished graphic artist.



## *The Fine Art of Community Building...*

# A Martini With Monet? Or Would You Prefer A Merlot?

Community Days is clearly becoming more refined. A cocktail reception featuring samples of original art by members of the Associated Artists of Butler County, AABC, will be held beginning at 6:30 on Wednesday evening, July 11 in the Cranberry Highlands Clubhouse and Pavilion, on the eve of the official kickoff of the three-day annual celebration organized by Cranberry Township Community Chest, CTCC.

For the exhibiting artists – who can live or work anywhere, provided they became AABC members prior to the jury's review of entries – the show, called "Martinis with Monet," offers a particularly attractive venue for showcasing their work. That's because

*"Martinis with Monet," offers artists a particularly attractive venue for showcasing their work. The judges have promised \$1,000 in cash prizes, and at least two of the works are guaranteed to be purchased.*

the judges have promised \$1,000 in cash prizes, and at least two of the works are guaranteed to be purchased. There will be no entry fee for artists to show their best work and AABC's normal sales commission will be sharply reduced. Artists interested in entering their work should contact AABC directly.

The full juried exhibition, featuring between 50 and 60 selected works by artist members of AABC, will be on display at the Cranberry Township Municipal Center July 2 through July 31 and available for sale throughout that time. The reception's

\$15 admission fee includes vouchers for two specialty martinis as well as a \$15 credit toward any original artwork purchased from the show's exhibitors during Community Days, July 11 through 14.

Only a limited number of tickets are available for this event. Tickets may be purchased in person from the Customer Service desk in the Municipal Center or through the mail by sending a check to "CTCC-Martinis with Monet," 2525 Rochester Road, Suite 450, Cranberry Township, PA 16066. Either enclose a stamped and addressed return envelope or add 50 cents to the total price.

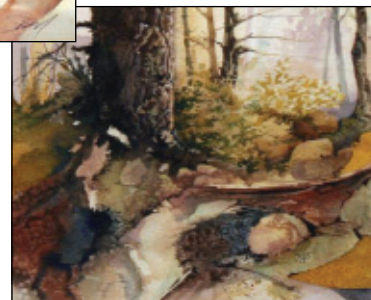
CTCC organizers are hoping to make the display of AABC artwork an annual event and to have it become the organization's premier showcase for local artists. Samples of work by AABC member artists can be seen online at [www.ctccchest.org](http://www.ctccchest.org) under the "Martinis with Monet" tab.

"Many local artists whose paintings and sculptures originally sold in the hundreds of dollars now command prices many times that amount," Bruce Mazzoni, a CTCC board officer and one of the event's main organizers, pointed out. "It can be a great investment. Years from now, residents will wish they had bought paintings from our art exhibit in 2012 because, as our show matures into the largest such event in the region, so will the values of the artworks being displayed. We are hoping businesses, professional offices and residents will consider buying original pieces of art from our show during Community Days every year."

Other art displays and events are also

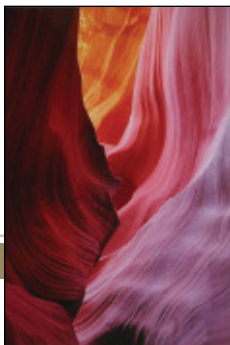


**Not-so-still lives.** Painters, photographers and water colorists will be among the artists whose work will be featured in the "Martinis with Monet" exhibit, July 2-31 at the Municipal Center.



slated to take place as part of CTCC Community Days. One is a competition for artwork created from materials eligible for recycling in Cranberry residential Collection Connection program. Works from that competition – the third annual Recycled Art Competition leading to the prestigious Garby Award and cash prizes – will be on display from mid-June to Monday, July 16, with judging on Friday, July 13.

Separately, several individual artists and crafters will erect their own display and sales booths in Community Park during the July 12-14 outdoor portion of the three-day celebration. And a mural-size artwork painted by children will be created as part of the Community Days festivity. ~





## Excuse Me, But Whose Parks Are These, Anyway? They're Yours.

by **Mike Manipole, Vice Chairman, Cranberry Township Board of Supervisors**

The Cranberry Plan – the long-range plan our Board of Supervisors

adopted in 2009 – included a section on parks and recreation. It acknowledged their value to Cranberry's quality of life, but it was skimpy on the details. Its primary recommendation was to develop a separate master plan for the parks which would project the Township's recreational needs out to 2030.

So for the last 18 months, I've been wearing several official Township hats: one as the Board's liaison on parks and recreation matters, and the other as a member of the Parks & Recreation Comprehensive Planning Committee, a 20-member citizens group charged with formulating the parks master plan that the Township's long-range plan had recommended.

Although we're not quite there yet, we've made significant progress. We held a public hearing on a draft edition of the plan at the end of June, and we're still digesting what we heard. In the meantime, you can find the draft plan for yourself on our website.

You may recall that earlier this year, we conducted a survey which included every household in the Township, asking in detail about their impressions, needs, and aspirations concerning Cranberry's parks and recreational programming. The response was terrific – which reinforced my impression that Cranberry residents are a very fitness-oriented group – so we learned a lot.

One of the most important things we learned was that the notion of parks

being primarily for kids, and specifically for kids playing team sports, is increasingly obsolete. They're only part of the reason for creating and maintaining public parks. Here in Cranberry, we have been blessed with sports associations that do a fabulous job of organizing programs for youth baseball, soccer, football, and lacrosse. And our community has benefitted tremendously from their work.

But parks are for more than just active sports participants; they're an asset for all ages and interests. So, through our survey and our committee members' conversations with their neighbors, we learned that there are leisure interests and population segments here which require additional attention. Lifelong fitness and health are just as important to some people as preparing kids to become star athletes of the future are to others. Different people have different perspectives on recreation.

trails remain in high demand. Dogs in the parks continue to be an issue. We reaffirmed the need for playgrounds next to the fields being used by their older siblings. And there are other concerns, as well.

So our committee's task has been to identify and prioritize the physical and programming options we'd like to offer, and to coordinate them wherever possible with other Township projects that would make them easier, faster, or less expensive to implement. Also, as with just about everything we do, we're always looking for partners with whom we share a common interest in creating specific community assets. For instance, with so many schools now cutting back on their fitness offerings, there may be opportunities to accomplish things that neither of us could do alone.

But not everyone is on board; some people can't stand the idea of public parks, instead insisting they be sold

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For example, one of the segments we largely missed were senior citizens who had recently moved into condos or townhomes with little or no yard space, but who retained an interest in gardening. Cross-generational activities, like fishing, hadn't been part of the earlier vision either, but the interest is very much there. Hiking

off for commercial development. Terrible idea. Without its community parks, Cranberry would become just another in the long series of worn-out, passed-over communities so prevalent in western PA. So I'm relieved to know that most of our residents really understand their true value. ~

You can reach **Mike Manipole** by email at [mike.manipole@cranberrytownship.org](mailto:mike.manipole@cranberrytownship.org)





## We're On The Trail

Foot and bicycle traffic along the NexTier Trail – the 1.1 mile loop through North Boundary Park which was paved last year – grew quite a bit following its upgrade from a crushed stone trail into a smooth, 10-foot wide ribbon of asphalt. Although the trail is open to everyone, all year long, it has become a magnet for fundraisers and special events throughout the warm weather months. So to better manage the flow of runners, hikers, skaters and cyclists, Cranberry's Public Works Department has stenciled graphics and directional arrows along the trail to help minimize conflicts among trail users. No citations will be issued for straying outside the painted lines, but visitors to the park are encouraged to observe the guidance, and motorized vehicles are prohibited on the trail at all times.

## Highlights Of Cranberry's Draft Parks Plan

Comments about a draft version of Cranberry's comprehensive Recreation and Open Space Plan, which has been under development for the past 18 months, were heard by the Board of Supervisors at a public hearing on June 28. It includes recommendations concerning parks, leisure programs, greenways, pedestrian traffic and bicycle circulation, as well as proposals about open spaces and recreational areas in the Township through 2030, when Cranberry's population is expected to reach 50,000. Developed with input from staff, consultants, opinion surveys and a steering committee of residents, the final version of the plan will be reviewed annually and updated every five years to make sure its goals and recommendations continue to reflect the needs of its community.



### Among the draft plan's key objectives:

- Improve and enhance existing community parks
- Expand recreation programs to provide greater variety
- Build a comprehensive bike and pedestrian network
- Consider the needs of all areas within the Township
- Provide new facilities in or near existing parks
- Consider the recreational needs for people of all ages and abilities
- Keep park and recreation opportunities in synch with demand
- Help residents better navigate Cranberry's parks and recreation areas
- Find creative ways to fund proposed park and recreation improvements
- Explore relationships between these and other Township initiatives
- Maintain partnerships with sports associations for programming and facility maintenance
- Provide additional comforts such as shade trees, open space, walkways, and gathering areas

### Specific recommends include:

- Providing additional buffer areas around parks
- Focus design improvements on Community Park and Graham Park
- Encourage the private sector to provide pedestrian gathering areas, plazas, and similar urban open spaces in the southern portion of Cranberry Township
- Locate new facilities, such as tennis courts, in Graham Park
- Locate a new indoor recreational facility in Graham Park or in North Boundary Park
- Locate new indoor recreational space in the Municipal Center
- Sustain the ongoing park maintenance and renewal program to serve a growing population
- Expand program variety to appeal to an increasingly diverse population
- Designate minimum percentages of compact property developments for natural resource conservation and public spaces
- Implement the Township's Bicycle and Pedestrian Connections Plan, linking key destinations

## State, feds wary of polluted stormwater Please Don't Drink The Dog Poop

Leading scientists agree that drinking polluted stormwater can be bad for your health. It can also cause other problems, like poisoning the water in creeks, making it impossible for fish or plants to grow there.

So the federal Environmental Protection Agency, EPA, and its state counterpart, Pennsylvania's Department of Environmental Protection, DEP, have put programs and regulations in place designed to reduce the manmade causes of stormwater pollution. And most local governments, including Cranberry Township, are required to participate in these programs.

Here's the problem: when it rains, stormwater picks up whatever's sitting on the ground or on paved surfaces,

*When it rains, stormwater picks up whatever's sitting on the ground or on paved surfaces, and carries it into local streams*

and carries it into local streams. But unlike dirty water that goes down the drain in household sinks, showers and toilets, stormwater doesn't get treated; it just runs right into the creek.

As a result, fluids from motor vehicles which have leaked onto road surfaces become major contaminants in the

stormwater collected by roadside catch basins. So do many of the pesticides, fungicides, and fertilizers which have been applied to lawns, gardens, and farm fields.

Droppings from pets and farm livestock are a major source of harmful bacteria which ends up in the streams and rivers – the same ones that communities depend on for drinking water. And the residue from washing cars in driveways – which drains into the environment as stormwater – creates issues that water used in a commercial car wash – which drains into the sanitary sewer system and gets treated at the plant – does not.

However there's also some good news; the most important programs designed to minimize stormwater pollution and manage its flow – code-named MS4 and 167 – are working well in Cranberry, at least so far. And it's a record the Township is eager to maintain.

But as new housing and commercial development continue in the Township, its landscape changes. New stormwater outfalls come under review and get added to the Township's watch list. So new informational and awareness-raising programs are being evaluated for use in Cranberry. And coordination with neighboring



communities, both upstream and downstream, remains a high priority. ~

### **What can you do to minimize stormwater pollution?**

- Clean up after pets and dispose of it in the trash
- Don't overwater your lawn
- Use pesticides and fertilizers sparingly
- If you use a septic system, have it inspected every 3 years
- Sweep up litter and debris that collects in paved areas
- Report any chemical spills to 9-1-1
- Divert stormwater away from exposed areas of construction sites
- Use an environmentally-friendly commercial car wash instead of doing it at home
- Dispose of auto fluids at designated drop-off or recycling locations

**Bulletin! Bulletin!** A large new community bulletin board in the Municipal Center, donated by Cranberry Township Community Chest, CTCC, was an instant hit. Within hours of the time it went up, a handful of announcements were already in place. Within days, it was full. Use of the bulletin board is free, but there are some guidelines governing its use. First, its purpose is to help nonprofit, civic and community groups spread the word about educational, cultural, and charitable activities of interest to the community. No commercial signs, oversize postings, or inflammatory messages are allowed, and messages can only remain up for limited periods of time. CTCC reserves the right to approve or remove any message. Detailed guidelines are on posted on the board itself.



## Nix to Nixle

# Cranberry Consolidates Notification Services

Whaddya wanna know? Until lately, if it was something about Cranberry Township, you probably had to request it from one of several different sources which the Township relied on to get urgent information out into the community. That made it harder than necessary to keep on top of breaking developments and other time-sensitive announcements.

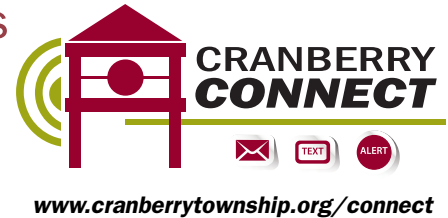
But now, with improvements in web-based technology and changes in the operation of earlier notification systems, Cranberry is pulling its information tools together under a single technology tent and offering anyone interested the opportunity to manage what they hear, and how they hear it – free of charge.

For example, over the past few years, whenever the Township needed to get the word out about road closures, fire detours, police activities, weather emergencies or other urgent and timely information, the recipients would first have had to sign up for Nixle – an independent company that pushed out public safety email and text announcements to subscribers. However, the features of Cranberry's own website have since expanded to provide similar capabilities. So the Township is ending its use of Nixle and encouraging its subscribers to enroll in the Township's own notification service.

The Township service, called Cranberry Connect, offers benefits to both senders and receivers of information. For example, the senders – typically Cranberry's Public Safety and Public Works directors – have a wider menu of choices from which they can select a medium to carry their message, depending on its urgency. These can include text messages, email, web pages, Facebook, Twitter, or the community information sign at the corner of Routes 19 and 228. And a Township official can send it via cell phone, right from the site of the incident.

At the same time, private individuals can go to the Township's website and select the most useful ways for themselves to receive those messages. They can choose what they receive from a fairly long list of specialized information streams, in addition to any urgent general announcements. Among them: Bid notifications, Waste collection, Business news, Golf updates, Recreational events, program schedule changes, cancellations, Transportation developments, Traffic alerts, Public Safety alerts, Community development announcements, Library news, and information about meeting schedules for Cranberry's Boards and Commissions.

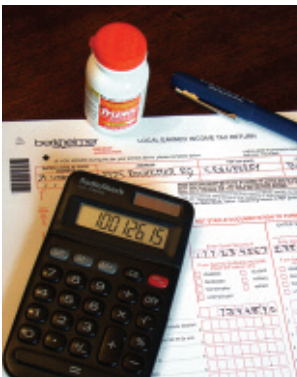
Signing up for a notification service requires only a working email address; no passwords or security questions



*The Township is ending its use of Nixle and encouraging its subscribers to enroll in the Township's own notification service.*

are involved. Unlike most secure websites, neither your first pet's name, your favorite teacher, nor your city of birth will be asked. No personal information is either requested or retained. Unsubscribing or changing your selection of messages or modes can be done at any time. If your email address changes, you can easily make the change yourself. And the system automatically deletes an email address after four bounces.

"We won't pepper your email box with daily updates from Cranberry," Cranberry Strategic Planning Officer John Trant, Jr. promised. "We want to be proactive in keeping you informed, but we don't want to annoy you. If, for example, you thought it would be more interesting to see bid notifications than they actually turned out to be, you can just log on, and say you don't want to get them anymore." ~



**You just missed it.** Your 2012 Butler County/Cranberry Township real estate taxes were due at face value by June 30. If you missed that deadline, you'll have to pay the penalty amount, which started July 1 and runs through December 31. But there's good news, too; your 2012/2013 Seneca Valley School District real estate tax statement, which will be mailed August 1, can be paid at a two percent discount through the end of September. If you have made any changes in your home financing, or are no longer using an escrow account to pay your property taxes, contact P.J. Lynd, Cranberry's property tax collector, at [pj.lynd@cranberrytownship.org](mailto:pj.lynd@cranberrytownship.org) or by phone at 724-776-1103.



## Pick A Card, Any Card. Chances Are Good It Was Made In Cranberry

Look in any supermarket and you'll find racks of gift cards for restaurant chains, retailers, amusement parks, gas stations, and hundreds of other businesses, artfully arranged and waiting for busy shoppers to snap up along with their household groceries. And just about anywhere you see them on display, chances are that around a third of those cards were manufactured by Allegheny Plastics on Freedom Road in Cranberry Township.

Printing cards is a ferociously competitive business, with razor-thin profit margins, according to Don Ranalli, who has served as president

*Printing cards is a ferociously competitive business, with razor-thin profit margins. Even so, it's a very attractive business.*

of the company's Printed Plastics division for the past eight years. Its production requirements are exacting, using a variety of materials and automation techniques to produce the precise visual and tactile impressions their issuers want to create.

That can be tough. Even so, it's a very attractive business. The retailer whose name is on the card generates new foot traffic. The gift recipient typically spends a few dollars beyond the card's value. The banks and specialty companies that process the transactions get their share. So do the supermarkets where they were sold. If there's just a dollar or two left on a card, many customers simply pitch them, letting the issuer keep the change. And in New Jersey, the state government is also trying to muscle

in on the action by impounding the unspent money left on old cards.

But even though the names on the cards are familiar ones, Allegheny Plastics' paying customers are almost totally unknown to retail customers. That's because most of the gift cards, referred to as 'stored value cards' by those in the business, are purchased through intermediaries – customers with names like Ceridian, SVS, First Data, InComm, Blackhawk and Global Payments – companies whose business involves processing and reconciling the financial transactions that take place from the moment the card is encoded until it eventually expires.

To get inside their building at Allegheny Plastics, you first have to call, sign in, and be admitted by an authorized employee through a locked lobby door. That's to minimize the threat of mischief with cards that can be used as cash in many places. Yet the company doesn't make conventional credit cards in Cranberry, even though their production methods are essentially identical. That's because producers of MasterCard, Visa and American Express cards are obliged to put even more costly high security provisions in place – requiring background checks of visitors as well as related anti-fraud measures.

But there's still plenty of business to go around. Cards used as backstage passes, membership cards, loyalty cards, discount cards, bag tags, health insurance cards, hotel door hangers, and lots of other special purpose printed plastics represent roughly half of the company's business. And it's a growing business, turning out three times as many cards last year as it did in 2005.



**Card shuffle.** Every year, Allegheny Printed Plastics on Freedom Road in Thorn Hill Industrial Park produces millions of gift, membership, loyalty, promotional, hotel key and other special purpose cards for customers all over North America and beyond. President Don Ranalli shows visitors a sampling of the wares his company makes to supply its highly competitive market niche

Of course, there are emerging technologies which could someday impact the current surge in gift card use. For example, smartphone applications are likely to replace many current gift card transactions. But Ranalli is confident enough about the company's future to have spent \$3 million on a 15,000 square foot expansion of the plant earlier this year.

Started more than 70 years ago near Leetsdale, privately-held Allegheny Plastics moved its printing division to Cranberry in 1994. It was close enough to allow the company's employees to commute comfortably to their new Thorn Hill Industrial Park site, and it provided even better access to the Interstate highway system. As a result, task-focused teams inside the company's workforce – which ranges from 60 to 100 depending on seasonal demand – are now able to produce, code, and move their high-value cards to markets from New York to Chicago in as little as a single day. ~

*Although widely known for its retail businesses, Cranberry is also becoming an important high technology center. Each issue of CranberryToday features the profile of a different local technology company and offers a glimpse into the Township's emerging knowledge-based economy.*



# Cranberry Corporate Center, At The Corner Of Main And Main

At first glance, it can be hard to tell which of the six single-story buildings along Executive Drive belong to Cranberry Corporate Center. After all, they were built over a 15-year period, with different architectural features, they sit side-by-side with independently-owned buildings, and one of them – the Cranberry Post Office – has a paint scheme unlike any of the others.

But they share something else which transcends the details of their appearance: it's that almost all of their space is now under lease to business tenants. In fact, of the 217,000 square feet enclosed in the complex, less than 6,000 square feet is currently available. And instead of being concentrated into one or two industries, its 19 tenants represent a healthy mix of business types.

In the world of commercial real estate, that's essentially a home run. It's also the fulfillment of a business objective which has long been the focus of its owners, Leonard Silk and Andrew Stewart, whose partnership, The Silk and Stewart Development Group, owns and manages nearly a million square feet of commercial real estate in western Pennsylvania, Arizona, and central Tennessee.

Cranberry Corporate Center, which Silk and Stewart acquired in 2008, was not the partnership's first venture in Cranberry. The retail buildings along Rt. 19 which today house FedEx Office, Bravo's, and Mattress Discounters, were parts of a real estate project that the partners undertook back in 1995. And it was apparently a good experience.

"We like the Cranberry market very much, and we're not the only ones," Andrew Stewart reflected recently.

"We've had a great relationship with Cranberry, going back to the construction of the Kinko's and what was then an Italian Oven. The county line runs right through the front door of Bravo's, so we had to get permits from both Cranberry and Marshall. It was quite the soap opera. But we got through it. And now we're looking at opportunities for new development in Cranberry."

That's partly because Cranberry Corporate Center is already maxed out to the limits of its building permits, while the market for commercial space – driven in part by the booming energy industry along the I-79 corridor – has continued to grow.

"Research the Cranberry market and you'll find there's very little vacancy here and, frankly, across the entire western Pennsylvania market," Stewart said. "We didn't have the great construction party here that they

were having in Phoenix and California and Florida and Georgia, so we don't have the great hangover that they're having. Western Pennsylvania is truly a slow-and-steady-wins-the-race market, and we've been blessed by that."

Not everyone realizes it, however. "Over the last couple of years, I've repeatedly had the same conversation with the real estate reps for some of my national tenants," Stewart recalls. "They call us and say 'we have this space in Cranberry Corporate Center, our lease is up next year. We'd like to renew early and we'd like you to cut our rent by 30 percent; our landlords in San Diego, Atlanta, Illinois, and Seattle were thrilled to cut our rent by such and such.'" To which I respond: I can appreciate that's what you want – but we're not going to touch your option rent."

Four years ago, when Silk and Stewart acquired the Cranberry complex from another partnership, that sort of argument might have been more persuasive. "Back then it was 20 percent vacant and 20 percent of the leases were rolling over within 12 months. That's why they decided to sell," he said. "Since then, we've made significant investments in addressing deferred maintenance. We put together the capital to reposition the asset. That was our plan. And Executive Drive? We call this Main and Main. I mean how much better a location can you find in Cranberry than this? It's ideally situated between the exit from I-79 and Starbucks. It's what everyone's looking for. And Cranberry's a place that people want to live." ~

*"We didn't have the great construction party here that they were having in Phoenix and California and Florida and Georgia, so we don't have the great hangover that they're having."*



**The heart of town.** Since acquiring the six-building Cranberry Corporate Center in 2008, real estate developer Andrew Stewart and business partner Leonard Silk, repaired, renovated and repositioned the complex into a bustling business hub with nearly 100 percent occupancy.

# COMMUNITY CALENDAR

# JULY

Registration may be required for some programs. For more information, call:

\* Cranberry Library 724-776-9100

\* Cranberry EMS 724-776-4480

\* Cranberry Customer Service 724-776-4806

\* ECS&R 1-866-815-0016

† Parks and Recreation 724-776-4806 ext. 1129

† Butler Housing Authority 1-800-433-6327

|  |  |   |  |  |  |  |  |  |  |  |  |
|--|--|---|--|--|--|--|--|--|--|--|--|
| <b>SUN 1</b> Children's Library Summer Reading Program<br>through July 27, <i>Dream Big – Read</i>   |  | <b>MON 2</b> Planning Commission Mtg<br>Municipal Ctr, Council Chambers, 6pm<br><b>First Editions Book Club</b> ♣<br><i>Pearl</i> by Mary Gordon, Library, 7pm                              |  | <b>TUES 3</b> Firecracker Family Night Swim<br>Community Waterpark, 9–11pm   |  | <b>WED 4</b> INDEPENDENCE DAY<br>Twp Offices and Library closed  |  | <b>THURS 5</b> Library Discussion Group ♣<br>Library, 10am<br><b>Board of Supervisors Mtg</b><br>Municipal Ctr, Council Chambers, 6:30pm   |  |  |  |
| <b>FRI 6</b> Farmers' Market<br>Municipal Ctr, 3:30–6pm  |  | <b>SAT 7</b> Farmers' Market<br>Rt. 19 Fire Station parking lot, 10am–1pm<br><b>S. Butler Co. Summer Garden Tour</b><br>Ltd \$15 pre-sale tickets, 724-772-7834, 10am–3pm                   |  | <b>SUN 8</b>   |  | <b>MON 9</b> Library Knitting Club<br>7pm  |  | <b>TUES 10</b> Totally Tubular Tuesdays Night Swim<br>Waterpark, 9pm   |  | <b>WED 11</b> Free Housing Counseling †<br>Library by Appt, 2:30–4:30pm<br><b>Teen Hangout</b> Library, 1–3pm<br><b>New CTCC Community Days Events</b> at Cranberry Highlands:<br>CTVFC Golf Classic, 9am<br>Martinis with Monet, 6:30–9pm |  |
| <b>THURS 12</b> CTCC Community Days Cruisin' Cranberry, Carnival, Rides, Booths, Rt. 19 Community Park, 3–11pm; Concert – Tres Lads, 8pm<br><b>InfChi 8</b> ♣ yoga, meditation, Library, 6:30pm    |  |   |  | <b>FRI 13</b> Teen Read-A-Thon benefits VOICE of Butler Co., Library, Noon–4pm<br><b>CTCC Community Days</b> Carnival, Rides, Booths, Rt. 19 Community Park, 3–11pm; Concert – Michael Christopher & Sydney Hutchko, 8pm<br><b>Farmers' Market</b> Municipal Ctr, 3:30–6pm |  |  |  | <b>SAT 14</b> Farmers' Market Rt. 19 Fire Station parking lot, 10am–1pm<br><b>Learn CPR</b> ♣ Cranberry EMS, Noon–4pm<br><b>CTCC Community Days</b> Run for your Library 5K, Lions Pancake Brkfst, Carnival, Rides, Booths, Ice Skating, Fireworks, Rt. 19 Community Park, 3–11pm; Concerts – El-Reys, 5pm; Joe Grushecky & The House Rockers, 8pm |  |  |  |
| <b>SUN 15</b>  |  | <b>MON 16</b> Teen Summer Reading Book Club<br>Library, 2–3pm<br><b>Zoning Hearing Board Mtg</b> (as needed) Municipal Ctr, Council Chambers, 7:30pm  |  | <b>TUES 17</b> Totally Tubular Tuesdays Night Swim<br>Waterpark, 9pm   |  | <b>WED 18</b> Free Housing Counseling †<br>Library by Appt, 2:30–4:30pm<br><b>Teen Hangout</b> Library, 1–3pm<br><b>UPMC Wellness Series:</b> <i>Surgical Knee Replacement</i> , Municipal Ctr, Sr/Teen Ctr, 12:30pm<br><b>Books &amp; Bagels</b> ♣ <i>Art of Racing in the Rain</i> by Garth Stein, Library, 10am |  |  |  |  |  |
| <b>THURS 19</b> Concerts in the Park<br>Street Level, Community Park, 7pm  |  | <b>FRI 20</b> Farmers' Market<br>Municipal Ctr, 3:30–6pm<br><b>Teen Reading/Relaxing</b><br>Library, 12–4pm<br><b>Lunchtime Concert Series:</b><br>Craig Zinger, Municipal Ctr Gazebo, 12pm |  | <b>SAT 21</b> Farmers' Market Rt. 19 Fire Station parking lot, 10am–1pm<br><b>Household Hazardous Waste Collection</b><br>Call for appt, 1-866-815-0016<br><b>American Cancer Society Relay for Life</b><br>N. Boundary Park   |  |  |  | <b>SUN 22</b> American Cancer Society Relay for Life<br>N. Boundary Park   |  |  |  |
| <b>MON 23</b>  |  | <b>TUES 24</b> Children's "Bat" Program Library, 1pm<br><b>Teens &amp; Adults Paper Flower Making</b> ♣<br>Library, 7–8pm<br><b>Totally Tubular Tuesdays Night Swim</b><br>Waterpark, 9pm   |  | <b>WED 25</b> Free Housing Counseling †<br>Library by Appt, 2:30–4:30pm<br><b>Teen Hangout</b><br>Library, 1–3pm   |  |  |  | <b>THURS 26</b> InfChi 8 ♣ yoga, meditation, Library, 6:30pm<br><b>Concerts in the Park</b><br>Pittsburgh Philharmonic, Community Park, 7pm<br><b>Board of Supervisors Mtg</b><br>Municipal Ctr, Council Chambers, 6:30pm  |  |  |  |
| <b>FRI 27</b> Farmers' Market Municipal Ctr, 3:30–6pm<br><b>Teen End of Summer Reading Party</b> Library, 8–10pm<br><b>Lunchtime Concert Series:</b><br>Pgh Banjo Club, Municipal Ctr Gazebo, 12pm |  | <b>SAT 28</b> Farmers' Market<br>Rt. 19 Fire Station parking lot, 10am–1pm  |  | <b>SUN 29</b>  |  | <b>MON 30</b> 20 & 30s Book Club ♣<br><i>Dress Your Family in Corduroy &amp; Denim</i> by David Sedaris, Library, 7pm<br><b>Planning Commission Work Session</b><br>Municipal Ctr, Council Chambers, 5:30pm  |  |  |  | <b>TUES 31</b> Totally Tubular Tuesdays Night Swim<br>Waterpark, 9pm   |  |



**AUG**

Registration may be required for some programs. For more information, call:

☎ Cranberry Library 724-776-9100

\* Cranberry Customer Service 724-776-4806

† Parks and Recreation 724-776-4806 ext. 1129

☎ Cranberry EMS 724-776-4480

☎ ECS&amp;R 1-866-815-0016

† Butler Housing Authority 1-800-433-6327

|  |   |  |  |   |  |   |  |
|--|---|--|--|---|--|---|--|
| WED 1<br>Free Housing Counseling †<br>Library by Appt, 2:30–4:30pm   |   | THURS 2<br>Library Discussion Group ♣<br>Library, 10am<br>Concerts in the Park<br>Donna Bailey & Kenny Blake Quartet, Community Park, 7pm<br>Board of Supervisors Mtg<br>Municipal Ctr, Council Chambers, 6:30pm |  | FRI 3<br>Farmers' Market<br>Municipal Ctr, 3:30–6pm<br>Firecracker Family Night Swim<br>Community Waterpark, 9–11pm<br>Cranberry CUP www.cranberrycup.org<br>Lunchtime Concert Series: Jay Hitt, Municipal Ctr Gazebo, 12pm |  |   |  |
| SAT 4<br>Farmers' Market Rt. 19 Fire Station parking lot, 10am–1pm<br>Cranberry CUP<br>www.cranberrycup.org<br>Household Hazardous Waste Collection<br>Call for appt, 1-866-815-0016   |   | SUN 5<br>Cranberry CUP<br>www.cranberrycup.org   |  | MON 6<br>Planning Commission Mtg<br>Municipal Ctr, Council Chambers, 6pm<br>First Editions Book Club ♣<br>Henry Clay Frick by Samuel Schreiner, Library, 7pm  |  | TUES 7<br>Totally Tubular Tuesdays Night Swim<br>Waterpark, 9pm   |  |
| WED 8<br>Free Housing Counseling †<br>Library by Appt, 2:30–4:30pm   |   | THURS 9<br>Concerts in the Park<br>Jill West & Blues Attack, Community Park, 7pm   |  | FRI 10<br>Farmers' Market<br>Municipal Ctr, 3:30–6pm<br>Lunchtime Concert Series: Nancy Deckant, Municipal Ctr Gazebo, 12pm   |  | SAT 11<br>Farmers' Market<br>Rt. 19 Fire Station parking lot, 10am–1pm  | SUN 12   |
| MON 13<br>Parks & Recreation Fall Program Registration Begins<br>Library Knitting Club 7pm   |   | TUES 14  | WED 15<br>Books & Bagels Book Club ♣<br>In the Garden of Beasts by Erik Larsen, Library, 10am<br>Free Housing Counseling †<br>Library by Appt, 2:30–4:30pm |   | THURS 16<br>Concerts in the Park<br>Softwinds, Community Park, 7pm |   | FRI 17<br>Farmers' Market<br>Municipal Ctr, 3:30–6pm |
| SAT 18<br>Farmers' Market Rt. 19 Fire Station parking lot, 10am–1pm<br>5K & Aquathon † N. Boundary Park & Waterpark, 8:30am<br>Household Hazardous Waste Collection Call for appt, 1-866-815-0016<br>Learn CPR ☼ Cranberry EMS, 8:30am–12:30pm<br>Butler County Sheriff's Office Gun Licensing<br>Municipal Ctr, Council Chambers, 8am–4pm, 724-284-5245 |   | SUN 19   |  | MON 20<br>Zoning Hearing Board Mtg (as needed)<br>Municipal Ctr, Council Chambers, 7:30pm   |  | TUES 21<br>Infant Family Time ♣<br>Library, 11am or 1pm   |  |
| WED 22<br>Free Housing Counseling †<br>Library by Appt, 2:30–4:30pm<br>2 & 3 Year Old Storytime ♣<br>Library, 7pm  |   | THURS 23   | FRI 24<br>Farmers' Market<br>Municipal Ctr, 3:30–6pm   | SAT 25<br>Farmers' Market<br>Rt. 19 Fire Station parking lot, 10am–1pm  | SUN 26   | MON 27<br>Teen TAB Mtg Library, 4–5pm<br>20 & 30s Book Club ♣<br>Immortal Life of Henrietta Lacks by Rebecca Skloot, Library, 7pm<br>Planning Commission Work Session Municipal Ctr, Council Chambers, 5:30pm |  |
| TUES 28<br>Infant Family Time ♣<br>Library, 11am or 1pm  | WED 29<br>Free Housing Counseling †<br>Library by Appt, 2:30–4:30pm<br>2 & 3 Year Old Storytime ♣<br>Library, 7pm |  | THURS 30<br>Board of Supervisors Mtg<br>Municipal Ctr, Council Chambers, 6:30pm  |   | FRI 31<br>Farmers' Market<br>Municipal Ctr, 3:30–6pm               |   |  |

# COMMUNITY CALENDAR

# SEPT

Registration may be required for some programs. For more information, call:

\* Cranberry Library 724-776-9100

\* Cranberry Highlands 724-776-7372

\* Cranberry Customer Service 724-776-4806

☎ ECS&R 1-866-815-0016

† Parks and Recreation 724-776-4806 ext. 1129

† Butler Housing Authority 1-800-433-6327

|   |   |   |   |  |
|---|---|---|---|--|
| SAT<br>1Farmers' Market Rt. 19<br>Fire Station parking lot,<br>10am–1pm<br>Household Hazardous<br>Waste Collection Call for<br>appt, 1-866-815-0016   | SUN<br>2  | MON<br>3LABOR DAY<br>Twp Offices<br>and Library<br>closed   | TUES<br>4Infant Family Time ♣<br>Library, 11am or 1pm<br>Planning Commission Mtg<br>Municipal Ctr, Council<br>Chambers, 6pm | WED<br>5Free Housing<br>Counseling †<br>Library by Appt,<br>2:30–4:30pm<br>2 & 3 Year Old<br>Storytime ♣<br>Library, 7pm                     |
| THURS<br>6Library Discussion Group ♣<br>Library, 10am<br>Teen Art Club Library, 4–5pm<br>Board of Supervisors Mtg<br>Municipal Ctr, Council<br>Chambers, 6:30pm   | FRI<br>7Farmers' Market<br>Municipal Ctr,<br>3:30–6pm   | SAT<br>8Farmers' Market Rt. 19<br>Fire Station parking lot,<br>10am–1pm<br>Puppy Plunge †<br>Community Waterpark,<br>9–11pm | SUN<br>9  | MON<br>10Teen TAB Mtg<br>Library, 4–5pm<br>First Editions<br>Book Club ♣<br>Library, 7pm<br>Library Knitting<br>Club 7pm                     |
| TUES<br>11Infant Family Time ♣<br>Library, 11am or 1pm<br>River Cruising with Tracy<br>Gyr from Cruiseplanners ♣<br>Library, 6:30pm   | WED<br>12Free Housing Counseling †<br>Library by Appt, 2:30–4:30pm<br>2 & 3 Year Old Storytime ♣ Library, 7pm<br>Book Signing, Gene Ritz ♣<br>author of Marshmallow Tombstones:<br>Terrorism at 32 Degrees, Library, 6:30pm |   | THURS<br>13   | FRI<br>14Farmers' Market<br>Municipal Ctr,<br>3:30–6pm   |
| SAT<br>15Farmers' Market Rt. 19 Fire Station<br>parking lot, 10am–1pm<br>Household Hazardous Waste Collection<br>Call for appt, 1-866-815-0016<br>Free Electronics Collection<br>Public Works, 10am–2pm |   | SUN<br>16   | MON<br>17Zoning Hearing Board Mtg<br>(if needed) Municipal Ctr,<br>Council Chambers, 7:30pm                                 |  |
| WED<br>19Free Housing Counseling †<br>Library by Appt, 2:30–4:30pm<br>Books & Bagels Discussion<br>Honolulu by Alan Brennert,<br>Library, 10am  | THURS<br>20   | FRI<br>21Farmers' Market<br>Municipal Ctr,<br>3:30–6pm  | SAT<br>22Farmers' Market<br>Rt. 19 Fire Station<br>parking lot,<br>10am–1pm   | SUN<br>23  |
| MON<br>24Teen TAB Mtg Library, 4–5pm<br>20 & 30s Book Club ♣<br>Kite Runner by Khaled Hosseini,<br>Library, 7pm<br>Planning Commission Work Session<br>Municipal Ctr, Council Chambers, 5:30pm          |   | TUES<br>25Teen Video Gaming<br>Library, 6–7pm<br>Alaska with Tracy Gyr<br>from Cruiseplanners ♣<br>Library, 6:30pm          |   | WED<br>26Free Housing Counseling †<br>Library by Appt, 2:30–4:30pm<br>Board of Supervisors Mtg<br>Municipal Ctr, Council<br>Chambers, 6:30pm |
| THURS<br>27   | FRI<br>28Farmers' Market<br>Municipal Ctr,<br>3:30–6pm  | SAT<br>29Farmers' Market<br>Rt. 19 Fire<br>Station<br>parking lot,<br>10am–1pm  | SUN<br>30   | 2012 Puppy Plunge<br>Sat., Sept. 8                      |

Photo by Kim Swendsen



## Cranberry Public Library Checks Out eBooks And e-Readers

It seemed only a matter of time before the revolution in consumer electronics and digital technology would hit local libraries with electronic books and virtual bookshelves, transforming the role of public libraries forever. On June 4, that time arrived in Cranberry.

As a result, if you own one of several popular e-Reading devices, your library card is now the key to borrowing electronic copies of popular books, delivered online via your home computer or downloaded directly onto your Nook, Kindle, iPad or other tablet outfitted with the appropriate app, and doing it free of charge.

eBooks have been around for some time now. Even so, it took quite a while for the New Castle Library District – to which the Butler County system and its Cranberry Public Library belong – to work out the details of how to handle the introduction of eBooks into its member libraries. But by this spring, and with the benefit of library experience in other communities which had previously initiated e-programs, the 21-library local district finally reached consensus.

Here's how it works: Overdrive, a company which has created a near-monopoly on library lending programs involving electronic files, has been licensed to manage the District's program. In addition to contracting Overdrive to administer the technology, the libraries have pooled to purchase over 1,000 titles – mostly best-sellers, teen's and children's books – which are made available to library patrons online, first-come, first-served. Unless the District, or an individual library buys multiple copies of an eBook, people will have to wait until that title is 'returned' before they can check it out for themselves. And no one can 'borrow' more than two eBooks at a time.

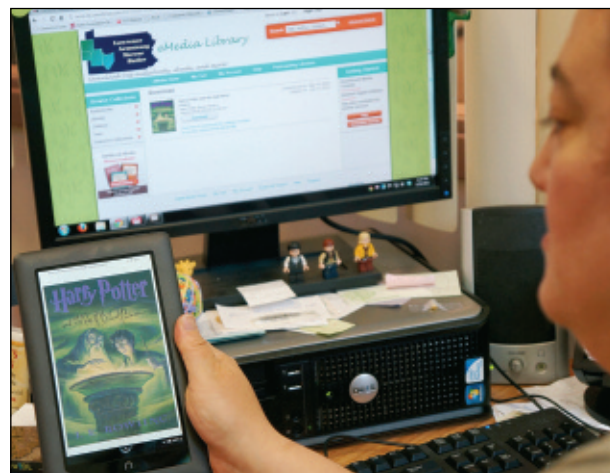
Returning an eBook can happen in either of two ways: the borrower can go to the system's website and click the 'return' button, which deletes it from their tablet and notifies anyone else who may have placed a reserve on the title that it's now their turn. Or, if they wait for two weeks, the book file will self-destruct, automatically returning it to the virtual library shelves for others to borrow. Alternatively, if you want to hold onto the book, you will be directed to the Amazon.com site where you can buy your own permanent copy.

But what if you don't own an e-reading device and you aren't even sure you want one? Not to worry.

The Cranberry library will lend you one, free of charge, for you to upload books and use to see whether you like it. If you do, you can continue borrowing library-owned units – provided they're available – or go out and invest in your own device.

Borrowing an e-reading device can be done in a simple transaction at the library's reference desk. No deposit or credit card is required – only a library card clear of unpaid fines. And you're required to sign an agreement that says if you lose it or break it, you're financially responsible.

Unlike the staid world of printed books, however, eBook publishers are still struggling to find the best business model. "Right now it's the Wild West; everybody's doing their own thing," Library Director, Leslie Pallotta acknowledged. "One publisher is charging \$80 and \$90 to get the



*If they wait for two weeks, the book file will self-destruct, automatically returning it to the virtual library shelves for others to borrow. Right now it's the Wild West; everybody's doing their own thing. There's no standard for it yet.*

license for a single eBook with unlimited checkouts. Another is saying: we'll sell you the eBook for \$26, but you can only circulate it X number of times before you have to re-buy the license. A third is saying: we'll sell you eBooks, but not until six months after the print version is out. Other publishers are choosing not to release eBooks to libraries at all. There's no standard for it yet.

"People ask me all the time how I feel about eBooks, or if they're going to take away my job, but I don't think so," she said. "We're going to be the people helping to navigate this new world of books. It's a different way of looking at a library's collection, and it allows us to do more with the physical space we have. This is definitely an interesting time to work in a library." ~

# Seneca Valley Foundation: The Gift of Hope, the Promise of Excellence

By Dr. Tracy Vitale, Superintendent of Schools



Hope and excellence - two words that represent the best that education can be. They also represent the mission of the new Seneca Valley Foundation. Built on the vision that superior education should be accessible to all, the SV Foundation accomplishes several goals for the Seneca Valley Community.

School districts across the Pennsylvania Commonwealth – and even the nation – are dealing with budget woes that have pushed many of us to become more creative in developing new revenue streams. The SV Foundation is designed to help alleviate some of those concerns by partnering with the community. It's a noble cause that will benefit many in need.

This effort was extremely personal for me as someone who believes entirely on the premise that education is everyone's business. In my travels and conversations as Superintendent of Schools, I have been reminded again and again that our community is firmly rooted in providing educational success to the students who walk the halls of Seneca Valley schools. I know that, together, all of us can work to ensure that education, the great equalizer, provides the best possible opportunities for all.

Since the beginning of time, progress in the world wasn't possible without the benefit of education. And while I know we are doing exactly that at Seneca Valley, I wanted to introduce a foundation to our community that would demonstrate our commitment for the long haul.

The Seneca Valley Foundation is a private, 501(c)(3) non-profit corporation dedicated to encouraging excellence and innovation in Seneca Valley. The Foundation will achieve this by seeking donations and patrons to facilitate the development of new capital projects,

classroom programs and student scholarships. Its board is comprised of stakeholders from local business, community and school leaders.

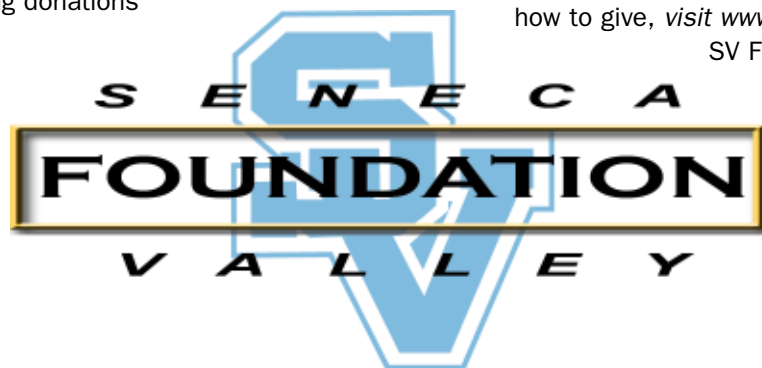
As a non-profit organization, the Foundation will also be used as a vehicle by which memorial and other charitable donations may be made to the District

The Foundation Board of Trustees is working to evaluate and prioritize major initiatives including capital improvement projects and program expansion. Major projects will be financed through private donors, corporate partnerships, and select fundraising activities on a case-by-case basis. Future plans call for grants to be awarded for educational activities and academic support programs.

The Foundation anticipates utilizing a variety of fundraising techniques including direct solicitation in the communities comprising the Seneca Valley School District and appeals to alumni, employees and retirees. Opportunities for synergistic corporate partnerships will be pursued in the areas of the performing arts, science and technology. Additionally, the Foundation intends to apply for approval through the Educational Improvement Tax Credit Program in order to maximize the benefit of giving to our corporate partners. The Foundation will hold at least one annual event to serve the dual purpose of generating funds and recognizing donors.

I invite you to become a part of our Foundation; whether through deed, donation or word, we value your commitment to gifting students with hope and promising educational excellence.

For more information on the Foundation and/or how to give, visit [www.svsd.net](http://www.svsd.net) and click on the SV Foundation name found under "Site Shortcuts."



THE GIFT OF HOPE, THE PROMISE OF EXCELLENCE





**In the rough.** Plans for the extension of Heights Drive to Rt. 19, long referred to as the Northwest Connector, have started to become reality. Ground clearing along the 2,300 foot roadway began in June. When the finished road opens for traffic late this year, it will make Cranberry Highlands and the Cranberry Heights neighborhood much more easily accessible to residents. It will also offer an alternative to Rt. 19 for local north-south traffic. The \$1.4 million project, which requires a significant volume of soil shifting to level its irregular terrain, was delayed for several years so that a required search for the elusive Massasauga Rattlesnake could be undertaken. No evidence of the vipers was ever found.

## Drive 25, Part Deux

How do we get drivers to slow down? More than a dozen Cranberry neighborhoods are trying to find out.

Last year, in response to the urging of several local homeowner association officers who had grown irritated with drivers speeding through their neighborhoods, Cranberry Township conducted a week-long pilot program encouraging motorists in ten different housing plans to observe the posted 25 mile per hour speed limit – a traffic restriction which applies to every PRD in Cranberry. The campaign's impact on driving speeds was nominal. But there were plenty of comments reflecting heightened speed awareness among neighbors in the affected subdivisions.

Using pneumatic tubes in several neighborhoods to measure traffic speeds before and during the 2011

campaign – essentially an appeal for safety which relied on entryway signs, lawn signs, a mobile speed trailer and increased police patrols to encourage compliance – one neighborhood registered an average of one mile per hour reduction in speed; the other remained unchanged. At the same time, however, resident support for the campaign was remarkably strong, with many homeowner associations expressing their interest in a repeat performance.

So this year, between June 18 and 25, an updated campaign was put into motion. Thirteen Township neighborhoods participated, including seven which had taken part in the 2011 pilot program. Three sponsors – CTCC-Cranberry Township Community Chest, R.J. Development, and ReMax Select agent Ed Ray – provided the funds to print and purchase signs. They included a combination of permanent post-mounted signs from the nonprofit Nebraska-based *Keep Kids Alive Drive 25* organization, and movable yard signs created locally. Speed trailers and stepped-up police



patrols were also featured elements of this year's effort.

Did it work? Three different tools for recording traffic speeds were deployed to measure the campaign's effect on drivers, although the results were not available at press time. However the high level of engagement by residents and neighborhood associations in talking up the program as well as in siting, installing, rotating, and returning yard signs to the Township, suggest that the campaign's beneficial effects may extend beyond influencing drivers' behavior. As a result, the sentiment expressed at a recent meeting of homeowner association leaders was to extend the campaign to twice each year – once when school lets out in June, another when it resumes in August. ~

*Resident support for the campaign was remarkably strong, with many homeowner associations expressing their interest in a repeat performance.*



## Firefighter Profile: Experience Matters; The Education Of Jack Carney

Last summer, after 41 years teaching in the Montour School District and 40 years as an active firefighter with his local volunteer fire company in Robinson Township, including 23 as its chief, Jack Carney and his wife decided to retire, travel the world, and relocate their home to Cranberry, where their daughter and her family now live.

Over the years, Jack's service with the Robinson fire company had involved every sort of incident response and job function a fire service can offer. But his greatest love was working with children the age of his elementary school pupils, teaching the fundamentals of fire safety.

Well before moving to Cranberry, Carney had already established a tentative connection with the Township's Volunteer Fire Company. It happened when the lawn tractor his son-in-law was using caught on fire. At the time, Carney was actually on the Penn State campus, tailgating before a football game, when the panicked call from his daughter came through. Of course, he was in no position to respond, but he urged her to call 9-1-1, and Cranberry's fire company arrived soon thereafter.

"So my daughter went over to the men and asked them: 'Do you take old guys up here?' They laughed and said 'Yeah. There's an old guy, and there's an old guy,' they said pointing to some of their more senior colleagues. 'We'll,' she said, 'my dad's moving up here next year.'"

Not long after, while browsing for fixtures to finish their new Park Place

home, Carney spotted another veteran firefighter, Chris DeCree, wearing his Cranberry Fire Company jacket. Conversation came easily to the two strangers, who shared a long history of devotion to the fire service and to fire prevention education. By the time he left the store, Carney had been recruited to join Cranberry's Fire Safety Education Committee.

"In Robinson, I taught the program in the public schools, but we also went into the parochial schools, the preschools, and kindergartens. We didn't have a Safety House," he said, with a nod to Cranberry's mobile home mockup, used in teaching fire safety to children. "We were pretty much doing the same things, but Cranberry's was on a bigger scale; they go out much more than we did.

*"I'm still on the Board of Directors in Robinson, but it's nothing like what they do here... I'm impressed."*

"I'm still on the Board of Directors down there in Robinson, and at our last meeting, I was asked to spend up to \$1,500 on fire prevention materials," Carney said. "But it's nothing like what they do here. The program here... I'm impressed. Even though we did a lot of the same things, the volume and the scope that they do here, going out to businesses



**Fire house.** Retired teacher and recent Fire Company recruit Jack Carney demonstrates a portable model house he built that encourages young children to knock down its flames with water streaming from a garden hose as part of Cranberry's fire prevention education program.

and doing the fire extinguisher program and the evacuations and the drills and everything. It's a great program here.

"If you see the schedule Chris put together, they go out 85 to 90 times a year. They go to Moraine State park when they do the boat show, they went to the Extravaganza at Victory Family Church. They do all that and more. Again, it's what we did in Robinson, but this is on a much bigger scale," he said. "Chris has done this for a number of years, so he makes stepping in really easy. I was envious when I first walked in and saw all the stuff he has. But he needs help, and I'm willing.

"I was especially happy to help because, in a lot of places, when you reach a certain age and get gray hair, people say, well, you know... But they put a value on experience here, which some departments don't. In some departments, you wouldn't be welcomed at all. Whatever they're doing here, I hope to fill in and help." ~





## Do something real.



If you find staring at a computer screen all day unfulfilling, you may be on to something. Saving people's lives and protecting property from disaster is real work. It's fundamental to community success. And it can be more satisfying than anything you've ever done.

But it's also something you can work around your day job. Today's Cranberry Volunteer Fire Company includes local residents of all sorts. What they share is the desire for an authentic and valuable community experience.

They come from all kinds of backgrounds and with all types of skills. If they want to learn new ones, we see to it they get the training. They can then get to put those skills to work where it really counts.

To find out how to step away from your desk and do something real, drop by either station, any time. Stop in for a meeting. Kick our tires. Cranberry Township's Volunteer Fire Company would love to meet you.



The Cranberry Township  
Volunteer Fire Company

1629 Haine School Road and 20727 Route 19

Cranberry Township, PA 16066

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## They're Raising The Flag, But Will Anyone Salute?

The results of a recent grant to Cranberry's Volunteer Fire Company are about provide huge relief to firefighters and dog walkers alike, especially in wintertime, when the risk of home fires is greatest and the location of hydrants is most difficult to ascertain.

The \$12,300 grant, from Pennsylvania's Office of the State Fire Commissioner, has been used to buy 450 hydrant markers – 6-foot tall, spring-mounted fiberglass poles which are being attached to improve the visibility of those fire hydrants most likely to become buried in snow.

Major state roads – including Rts. 19, 228, Freedom Road, and Rochester Road, along with neighborhood cul-de-sacs – will receive priority because their plowing patterns are most likely to result in covering

streetside hydrants. Other low-visibility hydrant locations will also get flagged. Cranberry has more than 1,100 municipal fire hydrants altogether.

Each hydrant marker carries a postcard-size flag at the top of its fiberglass pole. Both the flag and pole are marked in bands of either blue, green, orange or red – whichever color indicates the flow rating of that particular hydrant according to a national code being advanced by the National Fire Protection Association.

Cranberry's Public Works Sewer and Water field operation technicians, as an adjunct to their normal hydrant maintenance, will be attaching the hydrant flags this summer. Other routine hydrant maintenance steps include flushing, checking each unit's oil and grease reserves, lubricating their caps, and painting them.



**It's over here!** Public Works Sewer and Water crew leader Rick Cook installs a hydrant marker along Rt. 19, making locating it easier under heavy snow.

Shrubbery covering hydrants may also be cut away. ~

## Treatment Plant Safety Program Honored

Innovative hands-on safety training, simulating various emergency scenarios, recently drew national honors for Cranberry's Brush Creek wastewater treatment plant. The recognition was well-deserved.

With the possible exception of police work, there is no Township job as dangerous as working at the Brush Creek plant.

Its operating features present multiple hazards – toxic chemicals, high voltage equipment, deep pits, confined spaces, steep ladders, powerful conveyors and polluted water, just to name a few. As a result, several years ago, the lost-time injuries suffered by plant workers there reached alarming levels.

No one is more acutely aware of the risks than the 12 people who actually work there. And no one is more certain that those risks can be mitigated than the plant's manager, Mike Sedon. The problem is keeping the safety instruction so fresh and memorable that it becomes second nature should the need ever arise.

Of course, the plant had always provided safety-related instruction. "We do tailgate talks and morning briefings and monthly presentations on safety," Sedon noted, "but when it's a classroom, when it's guys sitting and listening to someone speak, it gets old after a while and everybody gets complacent. So the goal is to try to keep safety on the front burner."

It's similar to the problem airlines face, providing passengers with safety instructions that everyone has already heard and no one pays attention to.

"When it comes to proper work procedures, we've done that type of training for years and years," Sedon said. "So we stepped back and said

okay, everybody has had that training forever. Let's do something different. Instead of typical lecture material, we'll just see what you've got – throw them into the fire. We could

have a chemical emergency tomorrow, but the guys aren't going to remember that lecture we gave on the topic two months ago.

"When it comes to training, you always think to yourself: I'm going to remember how to do that. But if you don't practice it, you're not going to rise to the occasion; you're going to fail miserably. People remember what they do, not what they've been told. That's why the military trains and trains and trains. Because you need to perform, and you're not going to learn to perform by sitting in a classroom."

So Sedon, together with Public Works Director Jason Dailey, put some novel training practices in place utilizing first-hand experience, game show-type competitions, and friendly rivalry to drive home the message and cultivate the skills required to protect their own personal safety and to help others who may have gotten hurt. And it's worked.

From an earlier record of multiple lost-time incidents in a year, the plant has now gone for more than 18 months without a single injury. That, along with its complement of on-site safety equipment and

instruction in their use, caught the attention of the Pennsylvania Water Environment Association and the national Water Environment Federation – both of which honored the plant with their highest safety awards at an annual conference in June.

It was the first time the plant had received either of the awards, although it had submitted applications for the state association's safety award at various times in the past. Each time, though, it was up against such giant systems as ALCOSAN and Delaware County, each of which employs more than 100 people, including dedicated safety professionals. But this year, the Brush Creek plant's combination of comprehensive, creative, and effective training trumped the size advantages of its big city counterparts. ~

**No dummies here.** Drills like this one, where workers at the Brush Creek wastewater treatment plant practice



using a hoist to simulate rescuing someone from inside a confined space, earned the plant several awards from the industry's major trade association.





## Move it

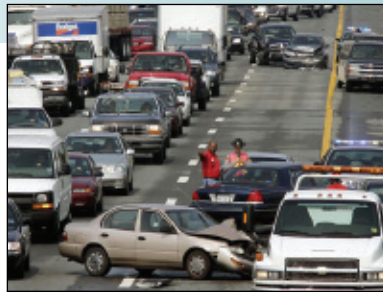
No one is more acutely aware of just how fragile the movement of traffic along America's key highway corridors really is than members of AASHTO – the national association of state highway and transportation officials. They are reminded of that vulnerability every day as breakdowns, crashes, and vehicle fires create massive backups and gridlock along heavily travelled Interstate highways all around the country. In fact, as the organization points out, for every minute a road is closed, it takes four more minutes to restore its normal traffic flow.

But responding to wrecks along Interstate highways typically involves a number of different agencies, each with its own sets of tools, procedures, and chain of command. In many cases those agencies – which can include

*Responding to wrecks typically involves a number of different agencies, which have had little history of working together.*

fire companies, local police, state troopers, state highway officials, ambulances, airlift helicopters, and more – have had little history of working together. And their strategies can collide.

So last year, AASHTO formed a group – the National Traffic Incident Management Coalition – to focus on ways of minimizing the delays and danger caused by different sorts of Interstate highway incidents and accidents. A regional steering committee of the Coalition was convened in Western Pennsylvania, and its members agreed that in order to respond effectively, local governments and safety services would need to form their own Traffic



**Big-time delay.** Quickly clearing disabled cars from Interstate highways following accidents is a top priority for safety agencies, all of whom need to coordinate their responses. It takes four minutes to restore normal traffic flow for every minute a highway is closed.

### Incident Management groups, or T.I.M.s.

Cranberry, which sits at the junction of I-79 and the Turnpike and has the region's most advanced traffic operations system, was a natural place to start. Its kickoff meeting, chaired by SPC, the metropolitan planning agency for the ten-county Southwestern Pennsylvania region, took place in January, with a follow-up session in April, at the Township's Traffic Operations Center. But while those attending included local fire companies, state and Township police, U.S. Homeland Security, PennDOT and EMS, representatives from a number of other affected public safety agencies were conspicuously absent. So there's still some distance to go before everyone is on the same page.

Three overriding goals were identified at the April meeting: protecting first responders from injury; quickly and safely clearing vehicles from the travelling lanes; and communicating effectively among the various responding units. But achieving those goals requires responders to share priorities, and that doesn't automatically happen. So one of the first orders of business for those attending was to clear the air by venting any concerns which kept its participants from being fully effective. There were plenty of candidates.



**Real-time response.** Traffic Operations Coordinator Marty McKinney explains how the Township's sophisticated road-way monitoring and signal control system detects incidents and expedites the flow of traffic in and around Cranberry.

For example, state police are eager for first responders to submit photos of operators, license plates, vehicle positions, and witnesses in highway crashes. At the same time, though, Turnpike officials prohibit photos along their roadway. Several years ago, the Pennsylvania state police changed its radio frequencies, making communication with local police departments needlessly difficult. State troopers are obliged to complete nine-page reports at the site of every major incident which takes them away from more urgent tasks. Federal guidelines for flares, warning signs and cones are so detailed that firefighters become preoccupied with potential lawsuits over their exact placement. Highway administrators' zeal to close official vehicle traffic crossovers has effectively delayed the arrival of local first responders to the crash scene. And on and on it goes.

Responding to highway wrecks is difficult, even under the best of circumstances. Crash scenes are inherently unsafe, attendees were reminded, and every incident is different. But resolving potential interagency conflicts requires upfront planning and communications. And forming the Cranberry area T.I.M. represents a valuable start. ~





724-776-4806

[www.cranberrytownship.org](http://www.cranberrytownship.org)

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## It's Summertime. Do You Know Where Your Taxes Are?

A lot of people aren't sure about who collects their local earned income tax or how to pay it. That's understandable; state law regarding local EIT changed January 1. In Cranberry, local earned income tax is still collected by Berkheimer Tax Administrators. But the law now requires all employers, large and small, to withhold that tax from their employees' pay and send it directly to Berkheimer, along with the code for each employee's home municipality. Berkheimer's office moved earlier this year from Zelienople to Butler; their phone number is now 724-282-0377. More information is available on Cranberry's website under "Township Services."

