

Franklin Area Chamber of Commerce Newsletter

January

...the business connection...

2008



1259 Liberty Street

Franklin, PA 16323

814-432-5823

814-437-2453 (Fax)

www.franklin-pa.org

Email: chamber@franklin-pa.org

Lynn Cochran - Executive Director

Leigh Protivnak - Exec. Assistant

Angela Kenyon - Office Assistant

Office Hours:

Monday-Friday

9:00 a.m. - 5:00 p.m.

Mission Statement:

Our mission is to provide leadership for the business community by providing economic, educational and legislative information and assistance which can be used by members to achieve profit, progress and prosperity.

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Membership Showcase



Terra Alta

Allegheny Woodland Properties introduces a planned community that will provide carefree living for empty nesters, independent retirees and singles seeking a comfortable lifestyle.

... Plus ...

Liberty Tax Service

Tax season is upon us, and Liberty Tax Service aims to make a stressful time more fun for everyone.





Spotlight on Members

Four new members have joined the Chamber in December. If you see any of our new members, please welcome them to the Franklin Area Chamber.

Welcome New Members

Black Hill Enterprises

Black Hill Enterprises is a freelance writing and illustration studio located on Black Hill Road in Franklin. Christopher Winkler has worked for the magazine industry and other publishing entities, and provides services for marketing, advertising and promotions.

Contact: Christopher Winkler
398 Black Hill Road
Franklin, PA 16323
814-657-0720
cwinkler@yahoo.com

HomeStyle Catering by Dana

Dana's HomeStyle Catering offers familiar home cooking, preparation, table arrangements and cleanup for any occasion. Dana loves to make others happy through her food, and is willing to make your favorite dish from scratch. Hosts can mingle & enjoy, knowing everything is taken care of.

Contact: Dana Barnett
1441 Pittsburgh Road Franklin, PA 16323
814-437-7881
danaandlarry@csonline.net

Gardinier Funeral Home - Jubal Kelly

As an employee of The Robert W. Gardinier Funeral Home, Jubal Kelly aids in all areas of funeral service including arranging and directing funerals, pre-arranging and pre-financing funerals, and monument and grave-marker selection. He has been a licensed funeral director for 10 years, starting out in Indiana County before relocating to the Franklin area.

Contact: Jubal Kelly
1315 Chestnut St. Franklin, PA 16323
814-437-3048
jubalkelly@gardinierfuneralhome.com

Working Communities

Working Communities specializes in public/private partnerships to accomplish what neither sector can do alone. Ann Rudegear has years of experience and will work with businesses and non-profits on needs assessment, planning, project development and financing for projects.

Contact: Ann Rudegear
828 Liberty St.
Franklin, PA 16323
814-657-0997
ann@workingcommunities.org

Member Need-To-Know



Business After Hours 2008

There are many dates available for Business After Hours for 2008. Hosting an After Hours mixer is a great way to showcase your business and a Chamber network advantage. Please call to reserve your date and month. 432-5823.

Membership Showcases

Want to get the word out about the unique features and services of your business? Contact the Chamber office to find out how your business can be highlighted in The Business Connection. Months fill quickly, so sign up today. 432-5823.

Thank You, Renewing Members

We would like to thank the following businesses and associates for their continued investment in the Franklin area.
Without our members, the community wouldn't be what it is today.

• The Conair Group, Inc. (48 Years)	• Franklin Area School District (22 Years)	• SenecaSalem-WS Packaging (13 Years)
• National Fuel Gas (48 Years)	• Wodzianski Engineering, Inc. (20Years)	• Highland Gas Co. (13 Years)
• Butler Wick (47 Years)	• Venango Video, Inc. (20 Years)	• All Seasons Temporaries, Inc. (13 Years)
• Joy Mining Machinery (46 Years)	• Judge H. William White (20 Years)	• Highland Gas Co. (13 Years)
• Franklin Elks (46 Years)	• Quality Inn & Conference Center (20 Years)	• Barr's-Staup Insurance (13 Years)
• Klapec Trucking Co. (42 Years)	• Pioneer Electric Supply (20 Years)	• Jim Ellis Photography (10 Years)
• Central Tax Bureau of PA, Inc. (39 Years)	• Franklin Industrial & Commercial Development Authority (20 Years)	• Atlantic Avenue United Brethren Church (9 Years)
• Advanced Imaging Associates (38 Years)	• Fezell's Shop N' Save (19 Years)	• Woods Computer Consulting (9 Years)
• Franklin Surgical Group, P.C. (37 Years)	• Scrubgrass Generating Plant (16 Years)	• Karns Produce (9 Years)
• Venango Technology Center (33 Years)	• Franklin Public Library (16 Years)	• U.S. Airways Express (5 years)
• Franklin Women's Health Associates (33 Years)	• Seivers Concessions (15 Years)	• Curves (4 Years)
• Dr. Stephen Cenedella (30 Years)	• Communications Center (15 Years)	• Herbert, Rowland & Grubic, Inc. (4 Years)
• Franklin YMCA (26 Years)	• Franklin Pathology Assoc., Inc. (14 Years)	• City of Franklin (4 Years)
• Cranberry Mall (24 Years)	• Reck Construction (14 Years)	• Youth Advocate Programs, Inc. (3 Years)
• Franklin Bronze & Alloy (24 Years)	• Matric Limited (14 Years)	• Jack Kemmerer (2 Years)
• Voyten Electric (24 years)	• Radio Station WKQW (14 Years)	• Svetz Consulting Services (2 Years)
• UPMC Northwest Foundation (24 Years)	• Wilkinson Awards (14 Years)	• Patterson Presentations (2 Years)
• Visiting Nurses Association of Venango County (24 Years)	• Williams Insurance & Travel (14 Years)	• UPMC Health Plan (7 Years)
• UPMC Northwest (24 Years)	• DeBence Antique Music World (13 Years)	• Central Blood Bank (2 Years)
• Martino's Restaurant (23 Years)		• Fifth Season Financial Services, LLC (1 Year)



Noteworthy Items

Ice Blocks Available

Any business or individual interested in sponsoring a block of ice to be carved during the Franklin on Ice festival can contact Ronnie Beith at 814-437-1619 at Franklin City Hall for information.

Free credit reports!

The three nationwide consumer reporting companies are now using one Web site for customers to request free annual credit reports.
www.annualcreditreport.com.

Name Change

Fox's Pizza Den on Liberty Street has a new owner, Rochelle Vroman, and is now called Rochelle's Family Restaurant & Fox's Pizza Den. Check them out on the Web at www.franklinfoxs.com.

2008 Board of Directors

Our Board of Directors for 2008 is comprised of talented and dedicated individuals representing a variety of local businesses.

- **Chairman:** Rob Woods - Woods Computer Consulting
- **Immediate Past Chairman/Chairman-Elect:** Mary Nicklin - The Lamberton House Bed & Breakfast
- **Secretary:** Tammera O'Polka - O'Polka & Company, Inc.
- **Treasurer:** Ray Swacha - Northwest Savings Bank
- **V.P. Member Services:** Tammera O'Polka
- **V.P. Legislative Affairs:** Bill Wilson - Wilson, Thompson & Cisek
- **V.P. Applefest:** James Williams - Butler Wick & Co.
- **V.P. Buildings & Grounds:** Robert Miller - Huff Chapel
- **V.P. Retail & Small Business:** Niki Cummings-Volmrich - Feldman Jewelers
- **V.P. Community Development:** Rick Beith - Beith Associates Real Estate
- **V.P. Personnel:** Libby Stover - The Conair Group

Vince Paskie - The Conair Group, Gus Kirwin - First National Bank of PA, Michelle Baker - The Caring Place, Joe Fink - Barr's-Staup Insurance, Chris Beichner - The Northwest Commission, Dr. Daniel Paulo - Franklin Animal Clinic, Joyce Woodard - Venango Real Estate, John McConnell - The Barrow-Civic Theatre, Dawn Caiarelli - Beith Associates, Steve Hanna - National City Bank, Ava Alcorn - Bella Cucina, Jeremy Phillips - Liberty Electronics, Cindie Linnon - Franklin Bronze & Alloy Co., Rick Hulsizer - First United National Bank

Newsletter Insert Deadlines, 2008

Inserts must be delivered to the Chamber office by the following dates in order to be included in the next month's edition.

- Monday, January 21
- Monday, February 18
- Monday, March 17
- Monday, April 21
- Monday, May 19
- Monday, June 23
- Monday, July 21
- Monday, August 18
- Monday, September 22
- Monday, October 20
- Monday, November 17
- Monday, December 22

Due to increased membership, we ask those submitting newsletter inserts to provide 575 copies.

What Happened At The Business After Hours

2007 was a great year for The Business After Hours program. Each month, hundreds of members turned out to support their fellow Chamber businesses and hosts had a chance to showcase their spaces and services. The After Hours was a perfect way to kick off the holiday season and



Something Clever

remind attendees of all of the gifts and services that can be purchased locally. The joint mixers with the

Venango Area, Titusville and Meadville Chambers also provided a way for our members to make important business contacts in neighboring communities. Thank you to all of our members who hosted Business After Hours mixers in 2007. We look forward to getting a closer look at some more member businesses in 2008.



Cross Creek Resort

Liberty Tax Service

The first day to e-file tax refunds is Friday, January 12, and Liberty Tax Service at 1215 A Liberty St., will open six days per week beginning January 8 for the tax season. Liberty is available to handle all tax preparations for individuals, families and businesses.

What sets Liberty apart from other tax preparers, says co-owner Minnette Clepper, is the customer service. Liberty is one of the newest tax offices in Franklin, but has been very busy. The office grabs a lot of attention with its unique guerilla marketing techniques. Liberty hires wavers to greet crowds walking down the street and passing cars - their most famous locally is the Statue of Liberty, a symbol that is featured on the company's logo. The Liberty tax van can also be seen in town with signs reading "Sign up for tuition-free tax school. Meet me for lunch at Oskie's" and other quick references to cross market with other local businesses. That playful attitude carries over into the office where the walls are painted in a soothing light blue and children can play with toys and watch TV while their parents have their tax returns done. For customers who don't have time to wait, Liberty offers a drop off service. In the off season, Liberty is open one day per week for estimates and tax consultations. All estimates done at Liberty Tax Service are free.

The office also periodically offers specials and free tax preparation for first-time customers. The giveaways pay off the next year when 90 percent of those customers come back again. "Getting your taxes done is already stressful enough ... There's just a better atmosphere here," Minnette said.

In addition to its normal tax preparation, Liberty offers 10-week tax preparation courses each fall for those interested in learning the tax laws and software to complete tax returns and a Rapid Course during the first week of January. Minnette teaches the courses and admits they don't just benefit those taking the classes. They also serve as a 10-week job interview for potential tax preparers. In nearly every class there is at least one person who

just loves doing tax returns, Minnette said. "We get a lot of employees that way," she said with a smile. The classes are not offered in college, because they are based on the tax laws that change annually - sometimes even in the middle of the classes. The classes are also a great way for Liberty to stay one step ahead top of the tax laws. A new law is making its way through Congress that would require anyone who prepares anyone else's taxes to be certified, Minnette said. All Liberty employees - most of which are part-time tax preparers with other fulltime jobs elsewhere - are certified. As the law currently stands, anyone can prepare taxes for anyone else, which means there is nothing fall back on if the taxes are prepared incorrectly, Minnette said.



Liberty Tax Service uses guerilla marketing to get the word out about their business.

Liberty Tax Service, the second-largest international tax franchise, was started in Virginia by John Hewitt of Jackson-Hewitt fame. There are 71 franchises in Pennsylvania alone. The Franklin branch is owned by Minnette Clepper and Stacy Richter. The office is managed by Tracy

Giles. Minnette, originally of the Meadville area, opened her first franchise in Meadville in 2003. Her second office was opened in Edinboro and third in downtown Franklin in December, 2006. When asked why she chose Franklin to open her business, Minnette said all it took was one look at this downtown to convince her that she wanted to do business here. The Liberty office is located just across the street from Fountain Park, so Liberty gets maximum exposure during Applefest® and the many other Franklin festivals and events.

Contact Liberty Tax Service's Franklin office today to learn more about what they can do for you. 814-437-4510.



Allegheny Woodland Properties - Terra Alta

Our region is known for its exquisite Victorian homes, constructed during the turn-of-the-century oil boom. Third-story ballrooms, stained-glass windows, turrets and intricately-carved woodwork are just some of the details that make the homes so appealing. But not everyone has the resources or energy to maintain such expansive structures. With the rising cost of energy and an aging population, the demand is growing for a newer, simpler, more cost-effective lifestyle.

Allegheny Woodland Properties, owned by Jack and Teresa Cochran of Franklin, in conjunction with two of their friends from Pittsburgh, Al Briggs and Roger Clark, has set out to fill that void with Terra Alta, the first ever maintained, planned residential community in Venango County. Terra Alta will be located on a 60-acre parcel off Pone Lane in Sandycreek Township, just minutes from downtown Franklin. Terra Alta



Artist's rendition of a single family (above) and a multiple family home (below) at Terra Alta.



will have both single family homes and multiple family units available for purchase. The community's Homeowners Association, made up of Terra Alta homeowners, will handle each resident's exterior maintenance needs, including lawn care, landscaping, window washing and snow removal.

The Cochrans decided to build Terra Alta after hearing from a number of retirees and couples whose children have left home who were looking to downsize and simplify their lives. In determining whether a development like Terra Alta could work in the Franklin area, the Cochrans conducted face-to-face meetings with more than two dozen interested couples and singles and asked what amenities they would like to see included in the development. The consensus was to implement a single-story design; attached garages; high energy efficiency; doorways and bathrooms designed wide enough for walkers or wheelchairs; decorative, low-intensity street lights; open access; patios large enough to entertain; landscaping; deed restrictions on nuisances and home businesses; wooded community areas; bark walking trails; and a community center with an entertainment room, kitchen and exercise facilities. All utilities will be buried and all homes will be served by both public water and public sewage. Another added convenience is that the homes will be turn-key ready. All buyers will have to do is chose their design style - countertops, cabinetry, flooring, etc. - and the homes will be built to their specifications.

Terra Alta has been designed to work with the natural features of the land and give each homeowner ample space. Months of planning have already gone into the development with primary design led by Gateway Engineering of Butler which has extensive experience on similar developments on the northern outskirts of Pittsburgh.

Construction is set to begin in April, starting with several single family homes and several multiple family units. The development will be constructed in phases so that the work does not disturb homeowners who have already moved in. All work will be completed in compliance with Sandycreek Township ordinances. The market demand for single family homes and multi-family units will dictate what type of homes are built and when. ►

Allegheny Woodland Properties - Terra Alta



Teresa Cochran stands near the sign for Stonewall Ridge (top) and Belmar Landing (right).

Though Terra Alta is the first maintained community Allegheny Woodland Properties has undertaken, it is not their first development. The Cochrans have already seen a great deal of success with Belmar Landing, an exclusive river-



front community, and Stonewall Ridge, a beautiful wooded single-family house development, both in Sandycreek Township. Both projects are in Phase I of development with some homes already completed, others under construction, and more planned for 2008 and beyond.

The Cochrans and their partners have done their homework to ensure Terra Alta will offer homeowners the perfect balance of peaceful, secluded settings, with care-free maintenance, comfort and safety.

There are lots available in all three developments. Contact Teresa Cochran today for more information by phone at 814-671-6564, fax 814-437-2448, or email tcochran@alleghenywoodland.com. Information is also available online at www.alleghenywoodland.com. ■

Foxtales Entertainment

Saturdays 9 p.m. - Midnight

January 5th - Joe & Justin

January 12th - Mark Beery Duo

January 19th - Doug Phillips

January 26th - Uncharted Course

Congratulations to **Scott McCray** of **Victorian City Art & Frame**, 1273 Liberty Street, winner of the 2008 Chamber Spirit Contest!

Scott's business card was drawn from the basket of cards that were submitted at Business After Hours mixers throughout the year, winning him a free year membership, two tickets to the annual dinner, and a free newsletter insert! Be sure to bring your business cards to the mixers this year to enter in the drawing for 2009.



City of Franklin - Downtown Education Series

Attention downtown businesses: Are you providing a unique experience?

Dan Brockett of the Penn State Extension Service, will present:

Marketing through the Entertainment Factor

Friday, January 18, 7:30 a.m. at the Barrow-Civic Little Theatre

- Sponsored by the City of Franklin - Cost is \$10 per person - Call Ronnie Beith at 814-437-1619 or email rbeith@cityoffranklin.org to register.
- Breakfast sponsored by the Franklin Area Chamber of Commerce

Franklin Area Chamber of Commerce
1250 Liberty Street
Franklin, Pennsylvania 16323

www.franklin-pa.org

Members supporting Members

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**26th Annual
Applefest® 2008
October 3rd-5th**

The enclosed inserts are provided as a service to our members for information purposes only and should not be considered an endorsement of the Franklin Area Chamber of Commerce or the Board of Directors.

**Make a commitment this year:
Buy from a Chamber Member!!!
Member to Member Business**



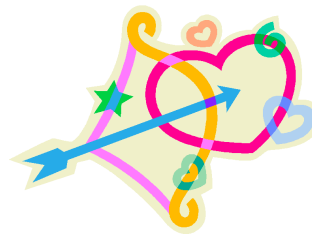
Calendar of Events

JANUARY

- January 1...Happy New Year!
- January 12...River City Brass Band will be at the Barrow-Civic Theatre at 8 p.m.
- January 19...CATRO will perform at the Barrow-Civic Little Theatre at 8 p.m.
- January 20...Martin Anderson will present Disc Music Boxes at 1:30 p.m. at DeBence Antique Music World.
- January 23...The Venango County Historical Society will celebrate National Pie Day with a pie sale. For more information call the Historic Society at 814-437-2275.
- January 25, 26 & 27...Franklin Civic Operetta Association 50th Anniversary Gala Concert at 8 p.m. all three nights at the Barrow-Civic Theatre.
- January 29...Little Women the Musical. 11:30 a.m. and 8 p.m. Barrow-Civic Theatre.
- January 31...The Dempseytown Ramblers will be performing at 7:30 p.m. in the Pitt-Titusville Henne Auditorium.

FEBRUARY

- February 9...Franklin On Ice festivities all day long in Downtown Franklin
- February 14...Happy Valentine's Day!



- February 14-16...Last of the Red Hot Lovers will be performed at 7:30 p.m. in the Henne Auditorium.
- February 17...Edith Richards will play the Hammond Organ Collection at DeBence Antique Music World at 1:30 p.m.
- February 29...United Way Casino Night! For more information call 814-676-6545.