



The Chamber Chatter Box



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President's Corner



Mother Nature teased us with a beautiful spring day in the middle of February! It felt more like April or May, but we have a few months to go until we truly reach spring. Whether you are a sports fan or not, this month the news will be overflowing with "March Madness" stories. Born out of the college basketball competition, the bracket competition model has spread to other areas, locally even involving Lenten fish fries! So how could March Madness possibly apply to your business? Think for a moment about what your marketing strategy would be if there was a bracket for your business. What things would you do to prepare for your competitive match?

Invariably there will be stories of the top-notch schools that are expected to win it all, versus the underdog teams that no one thought would even win their first game. Our culture is often drawn to the underdog story (think of Super Bowl LII which turned avid Steelers fans into Eagles fans for three hours), and many reflect that their win was due to "luck". Did the Eagles really win because they were just "lucky"? Have you ever competed against a top-notch business and won that contract, even though you were considered the underdog? Was it luck that you won, or something else?

A common definition of luck is "success or failure brought by chance rather than through one's actions". I believe there are times when luck plays in your favor, but whether it is March Madness and someone sinks a "lucky shot", or a smaller business has a "lucky break" and wins a big contract, I believe there is more to that than just chance. Roman philosopher Seneca the Younger said "Luck is what happens when preparation meets opportunity". Did the player have a "lucky shot" or did he or she simply have better preparation and more practice? Did the small business catch a "lucky break" to win the contract or have better preparation to seize the opportunity?

The top-notch basketball programs and big businesses got to the top through preparation and practice, but all of them were an underdog too at some point. Where do you think you would place on a bracket for your business? What are your goals for your business this year? Maybe the cold, wet spring weather will give you some extra time to prepare for your next opportunity.

And of course, I wish you luck as well.

Virginia Weida

President

Luncheon & General Membership Meeting

March 1, 2018

South Hills Country Club
4305 Brownsville Road

Noon

Guest Speakers

Chief Adam Zeppuhar
Brentwood Borough Police

Dr. Tom Brophy
Emergency & Addiction Physician
Trinity Wellness Services

"The Opioid Epidemic"

Chief Zeppuhar will address the opioid epidemic from the Law Enforcement side and what the business should be aware of. **Dr. Brophy** is an opioid addiction specialist who will speak on the "why" and will address the pharmacological and overall medical side.

Chief Adam Zeppuhar a graduate of Shaler High School, he obtained a Bachelor of Arts degree in Administration of Justice from the University of Pittsburgh at Greensburg the enrolled in the Allegheny County Police Academy. He was then hired as a part-time Patrol Officer for the Ohio Township Police and the Brentwood Borough Police. In 2003, Chief Zeppuhar was promoted full-time for the Brentwood Borough Police and assumed the duties of Police Chief in March 2015 after serving the department as a Sergeant.

Dr Tom Brophy is a physician with many ties to our local community. He is a graduate of Shaler High School and studied neuroscience at the University of Pittsburgh. He is now trained and certified in both Emergency Medicine and Addiction Medicine, and lives locally in Hampton Township.

Having grown up with a brother who struggled with heroin addiction, he witnessed first-hand what addiction does to a family, and has always had a passion for fighting the stigma and helping struggling addicts.

The devastation he sees in the ER is counterbalanced by the hope he helps provide families at his local treatment facility.

Advance reservations requested:

\$20 with reservation \$25 for non-members and those without a reservation

Contact Mary Dilla - secretary@bbwwchamber.com

**Next luncheon April 5th at South Hills Country Club
Education Grant Presentation and
High School Musical Selections**

WOMEN'S NETWORKING LUNCHEON

Friday, March 9, 2018
Noon
South Hills Country Club
4305 Brownsville Road

Guest Speaker

Kim Adley

Owner, Passport to Pittsburgh, LLC
Characters by Kim

Kim Adley will be speaking about her life as an entrepreneur and about Pittsburgh as a hot tourism destination, its hidden gems and creative adventures.

The Allegheny, Monongahela and Ohio Rivers seamlessly converge at Point State Park, just like the three career paths of Pittsburgh entrepreneur, Kim Adley. Kim, a lifelong teacher, engages others with her *Golden Rule*: "Teach others the way you want to be taught". After retiring from teaching to raise two sons, Kim created her 23- year old professional storytelling business, **Characters by Kim**. She worked for WQED Multimedia's Education Department as a creative consultant and facilitator of a literacy outreach program in Pittsburgh schools.

Kim also engages audiences in her new business, **Passport to Pittsburgh, LLC**, a custom tour company for Pittsburgh and beyond. www.passporttopittsburgh.com The company's "*Tourism Trifecta*": *Knowledge, Experience and Fun!* guarantees guests will enjoy the hidden gems, cultural treasures and iconic attractions of Pittsburgh in a new way. The company's "Pittsburgh 101" Tour was nominated for "Best City Tour 2017" by the Pittsburgh City Paper.

Most recently, Kim is writing a children's book series: "**Passport to Pittsburgh for Kids: Books for Little Yinzers**". She is also a staff columnist for "**Inspiring Lives Magazine**" writing a travel column called "Passport to Inspiration". And... In 2018 will be hosting the BPTV cable television show "Passport to Pittsburgh Adventures!" Her favorite quote, "Carpe Diem!so much to do, so little time!"

Plan to attend and bring a friend. We welcome members and non-members. Everyone is invited to distribute business cards and brochures and present a one-minute "commercial." about your business.

If you are looking for new marketing opportunities to showcase your products and services, please reserve a table and share this information. **Display tables (\$15 for chamber members, \$20 for non-members) are limited and will be reserved on a first come first served basis.**

Lunch for Chamber Members - \$20 - Bring a friend!

Lunch for Non-Members - \$25

**Please make a reservation by contacting our secretary:
Mary Dilla - secretary@bbwchamber.com**

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BUSINESS SPOTLIGHT!

CENTURY 21 Rise Realty
Celebrating 61 Years of Service

Very proud to be located in Brentwood and serving the South Hills of Pittsburgh since 1957, we are your complete real estate resource for residential, commercial sales, property management, insurance and notary services. Maria Sauro Moore and her associates will welcome the opportunity to professionally serve any real estate needs you may have, with the same devotion and expertise they have shown in the past. We sell one property at a time with absolute loyalty. The focus and commitment we provide is the foundation of our business. We are happy to continue to be an active member of the Brentwood Baldwin Whitehall Chamber of Commerce.

Maria Sauro Moore, Broker/Owner
CENTURY 21 Rise Realty
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The 2018 Chamber Directory is available to download on the chamber website. <http://www.bbwwchamber.com/news.asp>

Members who requested a hard copy of the directory will receive them in the mail shortly.

Mark your Calendar Save the Dates!

BBW Chamber Community Golf Day
Monday, June 18th
South Hills Country Club

Networking Breakfast
Wednesday, July 18, 8AM
Gianna Via's Restaurant

Chamber Food Truck Event
August TBA
Baldwin High School, Central Lot

Corridor Community Golf Outing
Monday, September 17th
South Hills Country Club

Annual Chili Cook Off
Saturday, October 27th
Brentwood Park Civic Center

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