



Kathy DePra	President	First Commonwealth Bank	814-262-1053
Rodney Hatfield	Vice President	AmeriServ Financial	814-329-1034
Chris Fisher	Treasurer	First Commonwealth Bank	814-532-7273
Dorene Miller	Secretary	Highland Community Library	814-266-5610
Veronica Hordubay	Membership Chair	Arbutus Park Retirement Community	814-262-2151

**East Hills Business Association
Monthly Meeting Minutes
September 16, 2010**

Attendees

Forty-three (43) East Hills Business Association members and guests were present.

Opening Remarks

The regular monthly meeting of the East Hills Business Association was called to order at 12:36 by President Kathy DePra.

Kathy thanked Dave Horten of Nyko's Restaurant for hosting this month's meeting.

The introduction of members and guests took place, with the opportunity for brief announcements.

Kathy requested approval of the August minutes, which were made available on the EHBA website, and also distributed to members present at the meeting. Motion to approve made by Jim Cook; seconded by Matt DiFrancisco.

Treasurer's Report

In the absence of the Treasurer, Kathy reported that the checking account balance was \$5,740.51 as of August 31, 2010. The organization brought in \$304.00 from the August luncheon. The organization paid \$322.24 for the August luncheon; \$300.00 for the Small Business Expo booth; and \$330.04 for giveaway tote bags. A donation of \$100.00 was made to the Alleghenies United Cerebral Palsy Golf Outing.

The balance in the certificate of deposit is \$1,557.00. Kathy requested approval of the August treasurer's report; motion to approve made by Barry Critchfield; seconded by Michelle Kush.

Secretary's Report

Dorene Miller reported that the organization's membership remains at 78 businesses and organizations. She also announced that two Boscov's shopping passes were included with a thank-you letter from Joan Bost of Saturday's Kitchen. The shopping passes will be raffled at the end of today's

meeting. An invitation to the Discovery Dome VIP reception at the Heritage Discovery Center was received from The Learning Lamp.

Membership Chair's Report

Veronica Hordubay reported that several attendees at the Small Business Expo were interested in EHBA membership and took applications.

She announced that the Fall Mixer will be held on November 24th from 5:00 to 7:00 at Nyko's Restaurant. There will be no December meeting. A holiday party will be held, with the date and location to be announced; the price will be \$5.00 each for members and guests.

Veronica has created and will maintain a Facebook page for EHBA; photographs have been posted.

New Business

Kathy announced that the 50/50 drawing would be discontinued to avoid raising the price of the luncheons.

Members were informed that officer nominations will take place at the November meeting, and encouraged members to consider an officer position. Voting will be conducted at the January 2011 meeting.

An illustration and explanation of the voting procedure for donations was presented to the members. It was agreed by a show of hands that the majority rules when voting on donation amounts.

Vice-President's Report

Rodney Hatfield informed the members that the roundtable usually held in November has been postponed due to his new position at AmeriServ Financial and the baby due to arrive in October.

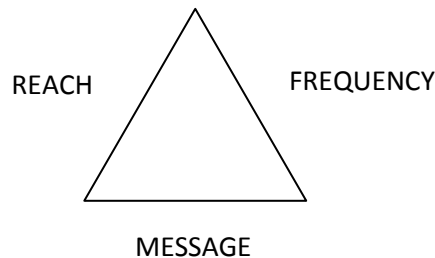
Rodney introduced our speaker, Terry Deitz, General Manager, Forever Broadcasting.

Mr. Deitz presented a dynamic and informative program on the concept of the "Success Formula":

$$\text{Dream} \times \text{Goals} \times \text{Plan} \times \text{Action} = \text{Success Score}$$

Point 1: Place a value from 1 to 10 for each area.

Point 2: 50% of all advertising fails – it is not an exact science, but there is a formula.



Point 3: Target the audience you're trying to reach.

Point 4: Understand the social network! Utilize the Web, Facebook, texting, etc.

Point 5: Support your community. But...don't limit your support to just one community – reach out to surrounding areas. Do good business – handing out free hot dogs is *HOT* advertising!

Action: *BE* amazing, *DO* amazing things, *HAVE* amazing results!

Upcoming Events

Rodney announced that the next EHBA meeting will be held on Thursday, October 21st at Nyko's Restaurant. Our speaker will be Cindy O'Connor, Director, Goodwill Youth Mentorship Program.

The November 18th meeting will also be held at Nyko's Restaurant. There will be a year-end recap of EHBA events and activities, followed by officer nominations.

Give-Aways

- Winner of the free lunch was Jason Kaplitz, American Eagle Printing & Embroidery.
- Winners of the Boscov's shopping passes were Bob Bassett and Veronica Hordubay.
- Five tote bags were also raffled off.

Adjournment

A motion to adjourn was made by Veronica Hordubay; seconded by Dorene Miller.

Minutes submitted by:

Dorene Miller Secretary

Date: October 20, 2010