



## United Way Day of Caring a Big Success!

Friday, September 28<sup>th</sup> was the United Way of Allegheny County's Day of Caring. Volunteers throughout the Pittsburgh region were dispatched to local non-profits to help in a variety of community impact projects. Thank you, to all 22 of the Oakland businesses that pledged their support!

The OBID received seven volunteers from the University of Pittsburgh's Office of Institutional Advancement. These seasoned fundraisers were sent to the businesses in Oakland's Fifth and Forbes corridor to seek participation for the United Way's Impact Fund. This was one of the first steps in a new, national initiative by the United Way to fundraise in a community business district.

The volunteers from the University of Pittsburgh were highly successful in their task. Some businesses pledged their support in monetary donations; others pledged donations of food; and one business even offered the use of its facilities for a reception for Impact Fund beneficiaries.

The contributions provided by businesses in the BID will help the United Way better serve Allegheny County through strategies aimed at preventing community problems. The United Way of Allegheny County's Impact Fund helps support a network of non-profits in the Pittsburgh region, including the Thomas E. Starzl Transplantation Institute, located in the BID.

The Impact Fund "supports services and initiatives that:

- Enhance employee readiness skills for youth
  - Advocate violence prevention and drug free activities
  - Reduce isolation and improve health and independence for seniors
  - Offer relief for families with frail elderly relatives
  - Address mental health, addiction and substance abuse needs
  - Heighten self-sufficiency through job-training and skill-building
  - Provide access to safe, affordable housing and utility cost reduction
- Support all citizens during times of disaster

OBID thanks the following University of Pittsburgh volunteers: Liz Hixson, Mara Kudrick, Tara Major, Gary Pollock, Lisa Sciuolo, and Jana Sestilli. Also, thank you to Steve Zupcic for coordinating this event!



Day of Caring Volunteer speaks with Herman Hartman of Forbes Avenue Suites

- **Western Pennsylvania Conservancy needs your help with Project Pull-out!** The conservancy is coming full circle with the gardens—they have flourished after a long season of growth and now it's time to put them to bed for the winter. Please help them clean up the Western Pennsylvania Conservancy community gardens in Oakland! If you have questions or want more information about volunteer opportunities, contact Lynn McGuire-Olzak, Volunteer Coordinator, at 412-586-2324 or at [lmcguireolzak@paconserve.org](mailto:lmcguireolzak@paconserve.org).
- Councilwoman Tonya Payne is hosting a South Oakland Community Public Safety Meeting on Wednesday, October 17 from 6:00 p.m. to 7:30 p.m. at People's Oakland, 3433 Bates Street.

## Congratulations Oakland's Pittsburgh Magazine Best of 2007!

**\*Mad Mex**  
Best Entertaining Menu

**\*Phipps Conservatory**  
Best Escape from a Pittsburgh Winter

**\*Crepes Parisiennes**  
Best Light Lunch

**\*Rodef Shalom:**  
Best Theme Garden

**Carnegie Museum Café:**  
Best Museum Café

### Readers Choice:

**\*Primanti Brothers:**  
Best Lunch Spot

**\*Pamela's Restaurant:**  
Best Breakfast Spot

**\*Dave and Andy's:**  
Best Ice Cream Runner-Up

**\*Five Guys Famous Burgers and Fries:**  
Best Hamburger Runner-Up



## Retailers Could Face Fines Over Credit Card Data Protections



Five leading credit card companies have recently created a set of standards for which merchants should follow to protect the personal information of customers paying with credit cards. American Express, Discover

Financial Services, JCB, MasterCard Worldwide and Visa International have created the Payment Card Industry (PCI) Data Security Standard (DSS). This standard was created so that an industry wide method of protecting customer's information existed, and so that the credit card companies can ensure that businesses are complying with the new standard.

While Visa International and MasterCard Worldwide are getting ready to implement fines on transactions that do not meet the standard, these fines will initially only be applied to businesses with over 1 million transactions annually. The fines will be imposed upon the merchant bank which can then pass the fines onto the businesses. Eventually, however, all businesses are expected to comply with the standard. The Data Security Council's DSS can be accessed through: [https://www.pcisecuritystandards.org/tech/download\\_the\\_pci\\_dss.htm](https://www.pcisecuritystandards.org/tech/download_the_pci_dss.htm)

A variety of software and IT firms currently provide solutions for which to adhere to the PCI-DSS. Oakland businesses should contact the company through which you conduct credit card transactions to find out specific solutions to complying with PCI DSS.

## 2008 Transplant Games Coming to Pittsburgh and to Oakland!

The National Kidney Foundation's U.S. Transplant Games will be held in Pittsburgh from July 11-16 2008. It is the only national athletic competition for recipients of all life-saving organ transplants, as well as the largest gathering of transplant recipients and donor families in the world.

The event is an Olympic-style event held every two years with participants hailing from every state or region of the U.S. Athletes compete for medals in 41 events in 12 sports categories. It is both a competition and a celebration presented by the National Kidney Foundation and sponsored by Novartis Pharmaceuticals Corporation since 1990 in order to showcase the success of life-saving organ transplantation, keep the urgency of life-saving organ donation in the forefront of public awareness, honor the extraordinary generosity of donors and donor families who make transplantation possible and to promote health and fitness.

They anticipate over 7,000 athletes, friends, and families, living donors, donors families, health care professionals, and spectators. Athletes have ranged in age from 18 months to 80 years old— all of them recipients of life-saving transplants of heart, kidney, liver, lung, and pancreas.

The games attract national and local media attention totaling over 80 million media impressions, including TV and print features on CBS Sunday Morning, CNN, USA Today, Parents Magazine, Prevention, National Public Radio, The Associated Press, and scores of other magazines!

If your business is interested in sponsorship, there are many opportunities:

- Event Signage/ Announcements
- Publications/Collateral Materials
- Tickets/Hospitality
- Web Site
- Volunteerism
- Promotional Rights

For more information, please contact Michelle Leive by calling 412-647-1434



### BID-Bits

- **OBID's Passport to Oakland is underway!** Thank you to PNC Bank for sponsoring the project and thank you to all of our participating businesses and our institutional partners who helped with the distribution of over 20,000 Passports. Participants will visit a minimum 20 businesses listed in the passports for a stamp. When all passports have been collected, they will go in for a drawing! There are a ton of great prizes including the grand prize of a round trip flight ticket to anywhere in the United States! Passports are to be completed by Wednesday, October 10th. The prize drawing will take place on Friday, October 12th at the Oakland Farmers' Market! For more information, please visit [www.onlyinoakland.org](http://www.onlyinoakland.org). If you need a passport, please call the OBID offices at 412-683-6243. Good luck to all of the participants!

