

The Starzl's Team up with OBID for 2007 United Way Campaign



"We are proud supporters of the Oakland neighborhood and of the Oakland Business Improvement District, home of the Thomas E. Starzl Transplantation Institute. Working with the OBID, we urge Oakland businesses to join us in addressing the critical human service needs of our region. There is no better way to do this than through the 2007 United Way Campaign, supporting such organizations as the Institute and Lemington Community Services."
Joy and Tom Starzl.

OBID is proud to join in the United Way of Allegheny County 2007 campaign. This is a unique opportunity for Oakland business owners and their employees to join together in support of the many great agencies that are working to improve the lives of our friends and neighbors. United Way impacts

what matters in the community to create lasting change in people's lives; the Thomas E. Starzl Transplantation Institute, located in the BID, is one of many great organizations who benefit from the United Way.

When you invest in United Way, you create a win-win partnership that benefits your business and the Pittsburgh region. You help improve communities like Oakland where your employees and customers live and work. Studies show that a company's commitment to community service is a key differentiator in the mind of customers. Just consider these facts:

- Employees whose companies support social issues are 40% more likely to say they are proud of their company's values and nearly 25% more likely to be loyal to their employers
- More than 7 out of 10 Americans (75%) say a company's commitment to causes is important when they decide which products and services to recommend to others.

For more information contact Juli Lawrence at 412-456-6856 or jlawrence@uwac.org.

Please join us in this effort and remember: Lasting change begins with you!



BIZ-Bits

- **OBID Businesses: Recycling is mandatory for all commercial and institutional establishments in the City of Pittsburgh.** All establishments must provide a program for the separation and recycling of high grade office paper, corrugated cardboard, plastic containers (1-5), aluminum cans and leaf or yard waste, where applicable (City of Pittsburgh Code 619). To encourage participation, the City has opened its Strip District Recycling Drop-Off Center to all small businesses. You can self-haul all recyclables except yard debris to this location. For more information or to ensure compliance, please call the Recycling Office at 412-255-2631.



- **OBID Entrepreneur Seminar Coming up:** "Retail Theft, Prevention, and Surveillance" Wednesday, September 12th at 2:00 p.m. at the Wyndham Garden Hotel.

OBID and Oakland Focus in Upcoming Regional Event

If you want to see one of Pittsburgh's most exciting growth corridors, all it takes is a drive through Oakland. From university to medical projects to student housing, Oakland is bustling with activity.

Join us on September 12 for another exciting installment of Corridors of Opportunity.

This program, now in its fourth year, features networking, lunch, a panel that will discuss the exciting opportunities in the corridor and a Q&A session.

Pittsburgh Business Times Presents: Corridors of Opportunity Oakland

September 12, 2007
11:30 a.m. until 1:30 p.m.
The Holiday Inn Select
University Center
100 Lytton Avenue

Reservations:
\$55 per person
\$50 for OBID members

Contact Michele Broda at
412-481-6397 for more
information!



Panel Includes:
-Georgia S Petropoulos, OBID
-Ralph R Horgan, Carnegie Mellon University
-Eli Shorak, University of Pittsburgh
-Bill Hunt, Elmhurst
-Moderator: Alan Robertson, Pittsburgh Business Times

Oakland: Get Ready to Celebrate Local Athletics!

Football Friday: September 21: The Oakland business community will display that school spirit on Friday, September 21st as they celebrate Football Friday, the fifth of OBID's seven event campaigns in celebration of Oakland Fridays!

Business owners, OBID is seeking your participation by:

- Encouraging employees to pay tribute to their institution of choice by wearing their school colors,
- Offering Football Friday specials and discounts,
- Cheering on our own Pittsburgh Panthers, Carnegie Mellon Tartans, and the Carlow Celtics soccer team as they play the next day!

To get our district revved up for the games, the OBID will team up with our institutions for promotional item giveaways, band performances, football pools, and more!

Passport to Oakland:

Another great project geared towards attracting customers to our district, OBID has developed Passport to Oakland. OBID will

distribute over 20,000 passports to Pitt, CMU, and Carlow employees as well as to students at campus hot spots. Participants are asked to visit various businesses throughout Oakland, get a stamp and submit completed passports to OBID by October 12! The grand prize is: **TWO ROUNDTRIP FLIGHT TICKETS TO ANYWHERE IN THE CONTINENTAL UNITED STATES!** Subsequent winners will pick up great prizes donated by Oakland businesses! Thank you to PNC for sponsoring this event!

Business will stamp passports from Monday, September 24th until Friday, October 12th.

Check out www.onlyinoakland.org for up-to-date information about both events!



Be on the lookout for the Passport to Oakland! Participants have a chance to win a free trip!

Sponsored by: 

Join the Great Race, A World Class 5K and 10K!

Citiparks invites you to participate in the **Richard S. Caliguiri City of Pittsburgh Great Race** presented by Highmark Blue Cross Blue Shield on Sunday, September 30, 2007. Online registration for The Great Race is www.rungreatrace.com.

The "Early Bird" special runs until September 7th. One can register for \$18 or two for \$30.

After September 7th, registration is \$25. Remember, there is no registration on the day of the race.

For more information, please call the Great Race hotline at (412) 255-2493.



Free Marketing Opportunity at Phipps Conservatory!

The Pittsburgh Year of Glass is offering OBID members and all Oakland organizations an amazing marketing opportunity— **FREE OF CHARGE!** With support provided by American Eagle, Pittsburgh Year of Glass has installed the "Ask Glass" kiosk in the lobby of the Phipps Conservatory as a service to Phipps visitors and for the promotion of things to do and see in the City

and in the region. Phipps is seeing record breaking patronage as part of the Chihuly at Phipps: Gardens and Glass exhibit (over 21,000 people in July alone) and the "Ask Glass" kiosk seeks to capitalize on this success and help drive business to other area attractions, businesses, venues, restaurants, and more! Each business will be allotted an 8-1/2" x 11" reference sheet displayed at the Kiosk. **For more information, please contact Chris Oberdorf at 412-325-2785 or e-mail chris@pittsburghroars.com.**



BID-Bits

- **Hazlewood 5K Run & Walk:** On Saturday, October 6th, join the Hazelwood community in their 2007 Steele Chase 5K Run and Walk. The race starts at 9 a.m. at the Kerotest building located at 5500 Second Avenue. For more information, contact Kelli Herd from Hazlewood Initiative at 412-421-7234.
- **NAMI Walk:** Southwestern PA presents NAMI WALK: form your own WALK Team or join an existing team. There is even a dog-friendly team, "Waggin Tails," looking for well-behaved recruits! Be creative and have fun! Set up individual team websites, set team goals, and track your walkers! This is a fun and easy way to get your exercise! Contact Lynn Brown at NAMI by calling 412-366-3788.

- **Free Carousel Rides:** Ride the PNC Carousel in Schenley Plaza for FREE from July 22-October 15 daily from 3 p.m. until closing! For more information visit: www.schenleyplaza.org!

