

Branding Brand Marketing is Moving into the BID

Oakland's newest business, Branding Brand Marketing is moving to Oakland's business district in June. Branding Brand Marketing, founded in July of 2007, is a marketing firm that offers an all-inclusive holistic marketing strategies to businesses. By utilizing both online and offline marketing approaches, Branding Brand is able to increase the visibility and recognition of a company's name and product.

Started by CMU graduates Christina Koshzow, Chris Mason, and Joey Rahimi, the idea to start Branding Brand came about from the success of their other project, College Prowler: a 180 page college guide book for over 200 colleges throughout the nation,

"We were able to get the College Prowler to appear on the top of internet search engines, as well as in major publications like the *Washington Post*," said Mason. "We were also able to get the College Prowler publication into Barnes and Nobles and Borders Bookstores." Through the marketing of the College Prowler, Koshzow, Mason, and Rahimi saw that they had the ability to make a named product.

It is this ability that they carry over to

Branding Brand. "There are a variety of public relations firms and online marketing firms, but Branding Brand offers the unique skill set of combining all of these marketing strategies," said Mason.

Branding Brand Marketing is scheduled to move into 3701 Forbes Avenue (above Kinkos) in June. Mason, who is a Washington D.C. area native, said that it is a shared dream between



Branding Brand and their reality company to have a variety of businesses on the second and third floors of Oakland buildings. "Oakland has the retail shops and restaurants on the ground level," said Mason, "and we hope that we can start a trend to continue the growth of start-ups and other small businesses into the second floors of these buildings."

Oakland is an ideal place for start-up businesses. "We wanted to be near the college community to allow us easy access to the universities," said Mason. "With all of the young people attending and graduating from these universities, it is an ideal place to attract talent. The potential human capital is incredible." For more information visit: <http://www.brandingbrand.com/>.

BID-Bits

- Pittsburgh History and Landmarks Foundation Offering Walking Tours in Oakland this June.**

The PHLF will be offering free walking tours every Wednesday in June. The Oakland tours, titled *Oakland Civics Center: Big Gifts and Big Dreams* will meet at 12:00 pm, at the corner of Forbes Avenue and Schenley Drive ext. by the dinosaur. Participants need to RSVP one day before the tour by contacting Mary Lu Denny at (412) 471-5808 or marylu@phlf.org. For more information about this and other PHLF tours, visit: <http://www.phlf.org/phlf-tours-events/>.



Happy Spring from the employees of Miller, Werrin and Gruendel!!!!

OBID Roundtable

Oakland's New Notary



Oakland Roundtable for all OBID members

Thursday, June 19
New Time: 5:00 p.m.
 Peter's Pub, 2nd Floor
 116 Oakland Avenue
Public Transit

Topic:
The Port Authority's Transit Development Plan. With record breaking gas prices, bus transit is more critical than ever for Oakland businesses and employees. This Roundtable includes guest speaker David Wohlwill of Port Authority who will be seeking your input and ideas concerning the bus system to allow the Port Authority to better serve Oakland riders.

Since April 2008, Carol Dellatorre, an employee at Philip S. Wiener Business Machines located at 229 Atwood Street, has recently become a Notary Public. Operating out of Wiener Business Machines, Ms. Dellatorre offers notary services for closings, acknowledgements for corporations and individuals, and written or verbal depositions Monday through Friday, 8:00 a.m. to 5:00 p.m.

Ms. Dellatorre also offers on-call notary services during the weekends and evenings. She can be reached at (412) 683-0313 during business hours or during evenings and weekends at either (412) 606-2495 or (412) 362-1471. She can also be reached via email at carold49@gmail.com.

Contact Ms. Dellatorre for your Notary needs.

- CHOCOLATE cravings satisfied in Oakland!** If you are looking for a rich and sweet way to break away for lunch or for a weekend of self indulgence Phipps Conservatory and Botanical Gardens located in Oakland has opened its new exhibit *Chocolate! A Tasty New Exhibit*. For more information visit their website at www.phipps.conservatory.org



Oakland Farmers' Market

Oakland Farmers' Market returns Friday June 20th & has expanded to 13 vendors offering fresh produce, free range eggs, artisan cheeses, grass and forage fed meats and more. The market takes place every Friday, 3:30 pm until 6:30 pm. Spanning June 20 to November 21. This year, OBID is providing a great opportunity for OBID members to showcase their business. Each week, OBID will set up a booth for OBID businesses to maximize visibility of the large crowds that congregate at our market. Interested businesses call OBID at 412-683-6243.



In addition to the support of our members, market vendors and community partners (OCC, CHS, OPDC and People's Oakland), OBID thanks: UPMC, Pitt, Carlow, CMU, PA State Representatives Jake Wheatley and Dan Frankel and PA Senator Jay Costa.

U.S. Transplant Games

The National Kidney Foundation's U.S. Transplant Games will be taking place in Pittsburgh July 11 thru July 16. This year, the games will feature 48 teams from across the United States. While the opening ceremonies and many of the events will be taking place in Downtown, many events are scheduled to take place in Oakland.

Track and field, racquet ball, and swimming will be taking place at Carnegie Mellon. Tennis will be at Schenley Park. The Living Donors Recognition Ceremony will be on Monday the 14th at Soldiers and Sailors Memorial Museum and the Closing Ceremonies will be on Tuesday 15th at the Petersen Events Center. With expected crowds of over 10,000 OBID members should anticipate increased vehicular and pedestrian traffic in Oakland during this amazing National event! For more info go to: www.kidney.org/transplantation/athletics/index.cfm.



BIZ-Bits

- **The American Eagle Outfitters' Bike Tour of Pennsylvania Pedals thru Oakland**
The 5th stage of this state-wide bike tour is scheduled to arrive June 28 in Pittsburgh. The Tour starts in Philadelphia on June 24th and ends in Pittsburgh on June 29th. Participants are scheduled to arrive in Oakland June 28 between 2:30 and 5:00 pm. Portions of Fifth Avenue, Bigelow Blvd., South Bouquet and Bates Street will be closed during this time. For more information on the Tour of Pennsylvania go to www.tourofpa.com

A Taste of Oakland Attracts Large Crowds to the BID

On Saturday, May 17 over 360 families, students, professionals, and older adults converged on the Oakland business district to participate in OBID's "A Taste of Oakland" event. Event participants traveled up and down Forbes and Fifth Avenues sampling food from 11 Oakland restaurants at 11 different retail establishments. At one point in the day, 45 people waited outside of Ace Athletic to sample Red Oak Café's hors d'oeuvres and over 50 people crowded Forbes Avenue Suites for a taste of Spice Café/ India Garden! Even with the cool, rainy weather, the turnout far exceeded OBID's

expectations!

Special thank you to our OBID staff and board members and to OBID businesses and volunteers who made the event a great success. A special thank you as well to our funders and partners including Dollar Bank, PA DCED, PA Senator Jay Costa and PA State Reps Jake Wheatley and Dan Frankel, Carnegie Museums of Pittsburgh, Saturday Light Brigade, Pgh. International Children's Festival, Pgh. Irish & Classical Theater and UPMC.

We look forward to a repeat performance in 2009!

Fifth Avenue Gets New Pedestrian Railing

A collaboration between OBID community partners including, Oakland Transportation and Management Association (OTMA), UPMC, and Children's Hospital of Pittsburgh of UPMC, Oakland Planning and Development Corporation, and the City of Pittsburgh has resulted in the installation of a new pedestrian railing along Fifth Avenue in Oakland.

Children's Hospital and UPMC began installation of the railing due to concerns regarding pedestrian safety. Portions of the new railing along the bus lane contain a meshed, center section, making it more difficult for children to crawl through. Additionally, the new railing is taller than the existing railing, making it difficult for

individuals to climb over.

Phase I of the installation will include construction of a 630 linear foot segment of the railing on the south side of Fifth Avenue (along the bus way) between Halket Street and McKee Place. Phase I will also include a 30 foot segment of the railing installed in front of UPMC's Kaufman Building on the north side of Fifth Avenue.



A section of the new railing

Phase II will include the installation of a 200 linear foot section in front of the Medical Arts building, on the south side of Fifth Avenue, between Atwood Street and Oakland Avenue. Any property owners with questions about the design, fabrication, or installation of the railing are welcome to call OTMA at (412) 687-4505.



Please reuse and recycle

- **"Ready, Set, Walk!" Challenge Kicks Off Monday, June 2.**
Oakland Transportation Management Association and the Airport Corridor Transportation Association are hosting their "Ready, Set, Walk!" challenge program starting June 2. In partnership with the America On the Move — Get Moving Pittsburgh campaign, OTMA and ACTA are encouraging employees, students, and visitors to get out and walk on a regular basis and add steps to your everyday routine that can improve overall health! Participation is **FREE**. Register at www.walk-challenge.org/ to receive a resource kit, a chance to win weekly prizes or a grand prize of a Chicago weekend get away.