

PITTSBURGH BUSINESS SPOTLIGHT



MAKING
BUSINESSES
STRONGER

CONNECT • GROW • EDUCATE

OFFICIAL PROGRAM OF THE PITTSBURGH BUSINESS SHOW

THE WOMEN WHO

Embrace Life Conference

Hosted By:
Annual Pittsburgh
Business Show

Women's Leadership Conference, Tradeshow & Networking Event

Are you a woman who makes a difference, that leads in your business or organization that wants to work together to support each other and women across the world?

A **WOMAN WHO** *Embraces Life* and all that it has to offer?

Don't be left out of one of the most inspirational, educational professional women's events out there!

- Women's Speed Networking Event
- 100's of Women Owned Businesses
- 30+ Presentations, Panel Discussions and Workshops, with appearances by:



Darieth Chisolm
TV Host, Author & Coach



Dr. Shellie Hipsky
Inspiring Lives Magazine



Milena Roucka & Courtney Daylong
Totally Fit Mama

SAVE THE DATE! MAY 5 & 6, 2020

WOMENWHOEMBRACE.LIFE



MAKING PITTSBURGH BUSINESSES STRONGER

18

WELCOME FROM THE PRESIDENT 3

A message from Linda Jo about exciting things to come for the show and throughout the year.

NEW WAYS TO CONNECT, GROW & EDUCATE 4

Learn more about the background of the show, its mission, and its goals to help create relationships that will grow the Pittsburgh region.

SPOTLIGHT ON PITTSBURGH NON-PROFITS 14

A showcase of the charitable organizations that are supported at the show.

BUSINESS CHOICE AWARDS 29

Learn how you can get your business involved in this one-of-a-kind event where we celebrate Pittsburgh businesses that have made a remarkable impact throughout the region.

2019 PITTSBURGH BUSINESS SHOW PROGRAM

SPEAKERS & EVENTS - WEDNESDAY 6

SPEAKERS & EVENTS - THURSDAY 8

EXHIBITOR LIST 10

DIGITAL MARKETING: HIGHER IMAGES 20

The Presenting Sponsor of the Show is Pittsburgh's full-service resource for all of your digital marketing needs.

BUSINESS RESOURCES: CARNEGIE LIBRARY OF PITTSBURGH 21

Whether you are looking to expand your business or need assistance in starting one, learn why the Carnegie Library is a hidden gem of resources for Pittsburgh entrepreneurs.

OFFICE MACHINES: FORD BUSINESS MACHINES 22

Helping businesses thrive by delivering cutting edge technology, solutions and unparalleled customer service remains the mission of this expanding business.

BUSINESS COACHING: FROM START-UP TO SUCCESS & PITTSBURGH WOMEN'S MASTERMIND 23

Discover a community of support through personal and professional growth opportunities to take your Women Owned Business to the next level.

VOLUNTEERING: DRESS FOR SUCCESS 24

Our charity partner provides women with much more than clothing. Learn how you can make a difference.

PROFESSIONAL DEVELOPMENT: WOMEN WHO EMBRACE LIFE CONFERENCE 25

Women owned businesses join together for the launch of the of this one-of-a-kind event and membership platform.

CHAMBER OF COMMERCE: PITTSBURGH NORTH REGIONAL CHAMBER 26

Learn about the opportunities to raise awareness of your business with one of Pittsburgh's largest chambers.

CHAMBER OF COMMERCE: PITTSBURGH METROPOLITAN AREA HISPANIC CHAMBER OF COMMERCE 27

Diversity and Inclusion continues to be a driving force in moving businesses and communities into the future.

INSURANCE: MARLEY FINANCIAL GROUP 28

Learn how to maximize your benefits and minimize your costs for a small business as if you were a Fortune 500 company.

PITTSBURGH BUSINESS SPOTLIGHT™ BY PITTSBURGH BUSINESS SHOW

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ANNUAL PITTSBURGH BUSINESS SHOW

MAY 5-6, 2020

David L. Lawrence Convention Center

**REGISTER NOW FOR
THE 2020 SHOW
BEFORE YOUR INDUSTRY
IS SOLD OUT!**

**OVER 110,000
SQUARE
FEET OF
EXHIBITOR
SPACE!**

HIGHER IMAGES
MARKETING | ADVERTISING | DESIGN | PR

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FORD
BUSINESS MACHINES INC.
"Real People...Real Solutions"

Darieth

REGISTER ONLINE AT WWW.PITTSBURGHBUSINESSSHOW.COM

PLEASE JOIN US AT THE ANNUAL PITTSBURGH BUSINESS SHOW

DIVERSITY AND INCLUSION CERTIFICATION PROGRAM

SPONSORED
BY



**Pittsburgh Metropolitan Area
Hispanic Chamber
of Commerce**

May 14th, 2019

David L. Lawrence Convention Center

Join us for a three-part program which will allow employees of all size businesses to hear from experts in Pittsburgh and how larger corporations & the government are using Diversity and Inclusion to invest in their company's future and be more successful every day.

Attendees who participate in all three sessions of this course work will receive a certificate of completion of three hours of Diversity and Inclusion awareness training. These courses fulfill corporate social responsibility, educate employees, and help businesses of all sizes move forward as a company to be more effective, culturally aware and innovative.

The Diversity Certification Program includes the following events including three sessions for course completion:

10:30 am - Diversity Panel: Experts in the industry will discuss the benefits of diversity in business as well as supplier diversity.

2:30 pm - Benefits of Diversity Presentation & Questions

4:30 pm - Supplier Diversity Presentation & Questions

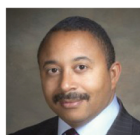
5:30 pm - Celebrate Pittsburgh Business Networking Event



Diamonte Walker
Urban Redevelopment
Authority of Pittsburgh



George Robinson
UPMC



Robert A James
Highmark Health



Heather Hopson
Motormouth Media



Micah S. Caporali
Covestro



L. Jay Burks
Comcast Corporation



Robert D Jones
InclusiveWorks and
IngoodCompany LLCs



Melanie Marie Boyer
Host
Pittsburgh
Our City

Welcome

from the President

Thank you for all of your continued support! When I think back over the past 4 years, it amazes me how much I have learned about the show, about myself, about partnerships and about Pittsburgh. The Pittsburgh Business Show was created for Pittsburgh business owners, professionals, experts, entrepreneurs, start-up's, sales professionals, employees, and mentors to connect, learn and grow.

And no matter what, our mission stays true to our dream that by Pittsburgh businesses supporting each other in the 10 county region that our region will grow stronger year after year. Our city is growing in every area by leaps and bounds, but still our communities are made up of small businesses just like the Pittsburgh Business Show.

Business owners that live in the area, shop local, and who work every day with businesses and professionals just like you and just want to help make the connection, grow their business and in turn help grow your by partnering referring and helping each other learn and grow and connect with your partners that ultimately impact everyone involved.

Creating this "tradeshow" was never the vision. Our hope in our 3rd year is that Pittsburgh businesses begin to see the value of taking two days out of the year to stop what they are doing in their busy life and "Step Out of the Box" make the drive into the city and meet on common ground.

We are made of strong communities but by crossing that river and meeting 1000's of other people feeling the same struggles as you as a small business owner, you will be a better owner, a better professional, a better employee and at the end of the day Pittsburgh will be better for it.

There have been so many devastating events in the past year that have made #PittsburghStrong. Let's make this event one that helps

#MakePittsburghBusinessesStronger.

Sinda Jo Thornberg



New Ways to Connect, Grow & Educate



The Pittsburgh Business Show team and our partners have been working hard all year to continue to bring to you a unique opportunity to network, grow and be more educated in business. Over the past three years, we have been listening to our attendees, speakers and exhibitors on what they want to see at the Pittsburgh Business Show and we are excited to announce the changes you will experience in 2019.

Speed Networking - In partnership with the Pittsburgh North Regional Chamber of Commerce we created one of the Largest Speed Networking Events in Pittsburgh during the 2018 show. The event was a huge success and WE heard you loud and clear! We are excited to announce two additional sessions being hosted in the morning and one in the evening so that everyone has an opportunity to attend! If meeting hundreds of potential leads is what you are looking for- this is your must attend event!

Business Networking Cafe - The 2018 show brought us the Business Networking Cafe and again we listened to the feedback and have created our own coffee shop. Hundreds of our attendees said, "that if they had a space where they

knew they could meet with potential clients, and partners and also meet with their existing clients and partners year after year at the Show that would be an amazing use of their time". So, if networking all day over coffee in a smaller setting is a better fit for you, your style and your schedule then this will certainly be the place for you! This Cafe nestled in the back of the Convention Center allows for additional opportunities to network over coffee and lunch. Open networking in this area is available ALL day and we invite you add your business cards to our business card sharing board. This cafe gives you the opportunity to meet one on one or host your own strategic business meeting. We've upped our game and continue to create more opportunities to meet and connect at Pittsburgh's largest networking event.

Business Choice Awards - 2018 also brought us the first ever Business Choice Awards, an award where the Best B4B Business where recognized by being nominated by the community and voted for by the community. This first ever award ceremony had over 300 Pittsburgh Businesses nominated and brought over 500 attendees to the convention center to watch as the BEST businesses in Pittsburgh were announced. We are excited to announce that we will host this event again - but in the spirit of the Pittsburgh Business Show and our mission to be Bigger and Better each and every year - we are excited to announce that over 1000+ businesses have been nominated and over 7000+ of their supporters have all been invited to the Pittsburgh Business Show to attend the awards ceremony to meet and connect with attendees and nominees.

Presentations and Workshops - No more "same old- same old boring businesses trying to sell us." Attendees wanted a more streamlined way to grow and to be educated. We added panels of presenters on stage with the hottest tips and trends and smaller more intimate workshops. These experts allow for different insights based on different industries to acquire different points of view and increased education in the same



amount of time! We've increased our number of workshops to educate and help grow businesses on ways to be more cost-effective and efficient in business. We have created an IT Stage sponsored by Cranston IT to be a resource for all of your IT and Cyber Security Questions and worked with the Small Business Administration to have experts on hand to learn about the FREE Resources they provide every day. We are also offering a limited number of CEU credits for Businesses in HR and Leadership with &Beyond. We encourage you to take a look at the agenda and plan your time to best reach your personal goals for success. Our presenters are excited to offer innovative and creative ways to help save money, educate you professionally and offer more to your employees that can affect the bottom line.

New Events This Year

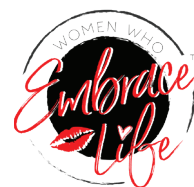
Diversity and Inclusion Certification - Sponsored by the Pittsburgh Metropolitan Area Hispanic Chamber of Commerce.

Diversity and Inclusion education for small businesses is almost non-existent. In our efforts to stay true to our mission of Pittsburgh Businesses supporting Pittsburgh Businesses, we felt we have been doing an injustice by not having a conversation on how small businesses can not only move their companies forward with a conversation on Diversity but by also connecting them with organizations such as the Hispanic Chamber, so that business owners can push the community forward and make the community better by interacting with diverse people. We have created a panel of experts that will allow smaller businesses to see how larger businesses and those making decisions within the government in our area are investing in diversity. These are the people living and breathing this every day and we are excited to add their expertise and this event to the show this year!



The Women Who Embrace Life Conference.

2019 brings the launch of a Women-Owned Business Conference and Networking Event with programming strategically supporting all of the amazing women-owned businesses in the Pittsburgh area. Being a Woman-Owned Business itself, the Pittsburgh Business Show has a special place in supporting all of the women out there who have Embraced Life, taken the chance and no matter where they are in their journey of their dream of starting a business, growing their business or getting ready to retire and be a mentor to another amazing women business this will be a place of inspiration, of empowerment and of professional and personal connection through a yearly conference as well as an online digital platform. This event will coexist with the Pittsburgh Business Show year after year and there are plans to take this event across the country, however ALWAYS calling Pittsburgh home.



TUE MAY 14

8:00 AM - ALL DAY EVENTS

PITTSBURGH BUSINESS SHOW REGISTRATION OPENS

WOMEN WHO EMBRACE LIFE CONFERENCE REGISTRATION OPENS

9:00 AM

SPEED NETWORKING EVENT

Networking Area

Join the Pittsburgh North Regional Chamber of Commerce for this one-of-a-kind networking event held at the Pittsburgh Business Show. This is an exclusive event and requires a separate ticket to this event that is not included in the Pittsburgh Business Show ticket.

FUN OVER FRICTION: IMPROV FOR EFFECTIVE AND IMPACTFUL TEAMWORK – HOSTED BY ANDREA WETHERALD WITH &BEYOND Room 331

This 90-minute workshop (worth 1.5 CEUs!) will leave HR professionals with practical solutions they can begin implementing and teaching at work to foster organic collaboration and deepen engagement among team members. The same skills that make improv successful on stage make teams successful too. Only 15 tickets to this event are available.

9:30 AM

YAJAGOFF PODCAST

Main Stage

Join John Chamberlain and Rachel Rennebeck from the YaJagoff Podcast at the Main Stage for a live Podcast featuring the sponsors and some special guests of the Pittsburgh Business Show.

9:30 AM - 6:00 PM

BUSINESS NETWORKING CAFE OPEN

Join the Pittsburgh Business Show attendees, exhibitors and speakers for open networking on your time. Grab a cup of coffee, a quick lunch or event set meetings all day at our Business Networking Cafe. Exchange business cards, share leads and build lasting relationships for as long as your schedule allows.

10:00 AM - 5:00 PM

PITTSBURGH BUSINESS SHOW EXHIBIT HALL OPEN

Join Over 200 Exhibitors, 30+ speaker Presentations and 1000's of attendees at a one-of-a-kind Tradeshow, Conference and Networking Event.

10:30 AM

DIVERSITY AND INCLUSION CERTIFICATION PROGRAM PART 1 OF 3

Main Stage

The Diversity Paradigm: Benefits And Realities In The 21st Century – Panel Discussion Presented By Melanie Marie Boyer, The Pittsburgh Metropolitan Hispanic Chamber Of Commerce

Presentation by:

- **Rob Jones**, President and CEO, Inclusion Works
- **Diamonte Walker**, MBA, Director of Performance and Compliance Executive Department, Urban Redevelopment Authority of Pittsburgh
- **George Robinson**, Manager of Supplier Diversity, UPMC
- **Robert A James**, Supplier Diversity Program Director, Highmark Health
- **Heather Hopson**, Founder and Communications Director, Motormouth Media
- **L. Jay Burks**, Director of Supplier Diversity, Comcast Corporation
- **Chaz Kellam**, Director, University of Pittsburgh
- **Micah Caporali**, Procurement Solutions and Diversity Manager, Covestro, LLC.

PROTECT YOUR NETWORK

Cranston IT Stage

How Firewalls and Secure Wireless Networks Protect Your Business.

Firewalls are critical for protecting your IT network from attacks over the Internet by hackers, viruses and worms. Firewalls offer not only security, but control in the way you protect and manage your in-house online activities.

CREATING YOUR BUSINESS BOOK FAST – HOSTED BY CORI WAMSLEY

Booth 527

Join Cori Wamsley to learn how to pull together a book from the knowledge you've already been sharing—your best stuff, your tips and tricks, your elite-only secrets, and whatever else you have stashed away digitally. Writing a book can be quick and simple with a little hard drive, deep dive and a great plan!

11:00 AM

BRANDING – CONSISTENCY IN YOUR BUSINESS – HOSTED BY JOSH LARSON

Higher Images Booth

Join the Creative Director of Higher Images, 18-year-old digital marketing advertising agency, in a conversation on your business's branding and learn the importance of having consistency with your branding and marketing material. Simple is best.

TIPS FOR SUCCESSFUL NETWORKING HOSTED BY FROM STARTUP TO SUCCESS

Booth 222

To grow your business, it's critical to get in front of new people. But, often it's not clear how to make those connections in the most effective way. During this workshop you will learn: Networking do's and don'ts, important grassroots strategies you can implement right away. Eliminate your fear of networking. Learn the right way here!!

11:30 AM

THE ENERGY OF SUCCESS – HOSTED BY HEART ENERGY WELLNESS

Booth 320

In this workshop, you will experience quick & easy stress removal techniques. You will learn about our three minds and the roles they play in your life and business. You'll also discover the energetic blocks that are preventing you from having a life of abundance, happiness, and peace.

RELATIONSHIP MARKETING, THE NEW NORM - HOSTED BY JOY KLOHONATZ

Booth 302

Learn how to be more focused on people vs. your products or services which will lead to a higher retention rate and more qualified leads.

12:00 PM - 1:30 PM

BUSINESS CHOICE AWARDS

Main Stage

Join our Master of Ceremonies Marlin Woods and Special Guest Award Winning TV Host, Author and Strategic Coach Darieth Chisolm, as well as hundreds of Pittsburgh's Finest Businesses for the Business Choice Awards – Opening Remarks from the Pittsburgh Business Times Women of Influence Award Winner Jessica Brooks.

1:30 PM

PANEL DISCUSSION ON MARKETING – SPONSORED BY HIGHER IMAGES

Main Stage

Join experts in the industry of marketing for a panel discussion.

- **Dan Harmon**, Higher Images – Digital Marketing
- **Dr. Shellie Hispky**, Inspiring Lives Magazine – Print Advertising
- **Larry Hall**, Nartak Media - Traditional Marketing
- **Jon Kissel**, IHeart Radio - Broadcast Marketing

2:30 PM

EMAIL SECURITY

Cranston IT Stage

How to Recognize and Protect Your Business Against Phishing Attacks

You'll learn why phishing is one of the most significant threats to business today, and why your current email security solution may not be adequately protecting your organization. You'll learn practical ways to identify scam emails, and the strategies you can use to protect your business communications.

DIVERSITY AND INCLUSION CERTIFICATION PROGRAM PART 2 OF 3

Networking Area

Robert Jones Inclusive Works and IngoodCompany LLC

Join us in a discussion on the "The Diversity Paradigm" which has been America's dominant way of approaching the enormous and natural variegation of persons, their talents, abilities, and often conflicting beliefs, attitudes, and behaviors.

SPEAKERS & EVENTS

2:30 PM

UNDERSTANDING BODY LANGUAGE AND EFFECTIVE COMMUNICATION HOSTED BY FROM STARTUP TO SUCCESS

Booth 222

When talking with a prospective customer or client, it's important to understand not only the verbal, but also the non-verbal communication. In this workshop we will explore how body language plays a major role in effective communication. We will also learn to identify different body language signals that will help you deliver your message more effectively.

3:00 PM

WEBTRACKER – HOW TO USE THE WEB TO TARGET YOUR IDEAL CUSTOMERS – PRESENTED BY DAN HARMON AND DAVE WITHROW

Higher Images Booth

Want your ads to be delivered to your actual customer to get more leads, build your brand and drive traffic to your website? Understand the power of targeted display, OTT/CTV, and Programmatic advertising and how to deliver your message to your ideal candidates.

GOING DEEP WITH AARON WATSON

Podcast Pod

The Going Deep with Aaron Watson podcast is a forum for having meaningful, deep conversations about the passions, fears and problems of people from all walks of life. Guests talk about entrepreneurship, sports, finance, comedy and lifestyle design.

7 EASY STEPS TO WRITING A BOOK FOR YOUR BUSINESS HOSTED BY CORI WAMSLEY

Booth 527

This workshop will help you discover the simple 7-step process for writing a book for your business. It makes all the background work (that they never show in the movies) easy breezy so you can get crackin' on the fun part: getting all your know-how on paper for publication!

If you want to make a bigger impact in the world, you need a book NOW. And you already have everything you need. Let's get started!

3:30 PM

WIN THE STAGE, WOW THE ROOM AND LAND YOUR FIRST OR NEXT PAID SPEAKING GIG – DARIETH CHISOLM

Networking Area

Attend this workshop with Emmy Award-winning TV host, TEDx speaker, and Business Coach Darieth Chisolm and discover how to design your signature speech and generate more leads & appointments from the stage.

WEBSITE SECURITY FOR SMALL/MEDIUM BUSINESS WORKSHOP – PRESENTED BY CRAIG HODGKINS

Higher Images Booth

Learn why website security is critical now more than ever for businesses of all sizes. "No one would try to hack my website I'm just a small local business!!" The myth about that statement and what you need to do to keep your website safe from malware, hackers and other security risks.

3:30 PM

MOCK BOARD MEETING WITH THE ALTERNATIVE BOARD

As a business owner, you most likely face many challenges on your own when running your business's day to day operations. At times it can be overwhelming trying to make the right decisions for your business. The Alternative Board helps business owners just like you make better decisions quicker within your business and focuses on helping you find balance in your business and personal life.

SUPER SIZE YOUR SALES THROUGH THE LAW OF ATTRACTION HOSTED BY HEART ENERGY WELLNESS

Booth 320

Do you want to take your sales results to a whole new level? There are infinite possibilities to choose from once you learn how to use the Law of Attraction. In this workshop, you will learn the four steps to achieving your desired sales goals and uncover the blocks that are getting in your way.

4:00 PM

AWESOME CAST, MICHEAL SORG

Podcast Pod

INTELLIGENT WEBSITE DESIGN AND SEO – PRESENTED BY ALEX RUTKOWSKI AND MORGAN CUSHEY

Higher Images Booth

Learn the fundamentals of intelligent website design and search engine optimization for your small / medium sized business.

MARKETING 101 FOR YOUR BUSINESS HOSTED BY FROM STARTUP TO SUCCESS

Booth 222

How do you get people to want to do business with you in a world where we're constantly bombarded with marketing messages? This workshop is your opportunity to learn about the fundamental skills, why branding is important, and tools to successfully build your marketing presence to set yourself apart and attract your dream clients or customers.

4:30 PM

DIVERSITY AND INCLUSION CERTIFICATION PROGRAM PART 3 OF 3

Networking Area

L. Jay Burks, Director of Supplier Diversity at Comcast Corporation

Continue in a discussion on Diversity and Inclusion and how you, your business and our communities will benefit from this much needed conversation and awareness.

5:00 PM - 9:00 PM

CELEBRATE PITTSBURGH BUSINESS NETWORKING EVENT BEGINS

Networking Area

Join the exhibitors, attendees and our guests at the largest networking event held at the David L. Lawrence Convention Center. Network with hundreds of business owners, executives and employees some of the best Pittsburgh businesses. Cash bars and light appetizers will be available. Entertainment provided by Hermie and Harry Dueling Pianos and caricatures provided by Howard Bender from Dynamic Illustrations and Caricatures. Be sure to bring plenty of business cards.

6:00 PM

SPEED NETWORKING EVENT NETWORKING BEGINS

Networking Area

Join the Pittsburgh North Regional Chamber of Commerce for this one-of-a-kind networking event held at the Pittsburgh Business Show. This is an exclusive event and requires a separate ticket to this event that is not included in the Pittsburgh Business Show ticket. Only 200 tickets to this event are available.

TJHS INCUBATOREDU ENTREPRENEURSHIP CLASS FINAL PITCH

Main Stage

Join the Thomas Jefferson High School INCubatoredu Entrepreneurship Class on the main stage for their final business pitch. Watch as 5 INCubatoredu Teams including, Safety Cellular, CordNation, bFresh, Grocery Goers and Screen Medic "Pitch" their Final Pitch to the Board of Advisors which includes experts including Dominick DeSalvo, CEO President of DeSalvo Enterprises, INC, Christina Weir Ripley Vice President at Highmark Health, Sean Perrich, Owner of Bakery Barn, and the Pittsburgh Business Show's President Linda Jo Thornberg.

7:00 PM

SCORE SPEED MENTORING

Networking Area

Business Owners, Entrepreneurs and Start-Ups ever wish that you had the ability to attend an event where you could ask a Finance Expert, a Marketing Guru, an HR Specialist, a Legal Hotshot and an Insurance Specialist all the questions that you could for FREE? Well, thanks to e always wanted answered and get a taste for what the SCORE – Pittsburgh is all about.

9:00 PM

CELEBRATE PITTSBURGH BUSINESS NETWORKING EVENT ENDS



WED MAY 15

8:00 AM - ALL DAY EVENTS

PITTSBURGH BUSINESS SHOW REGISTRATION OPENS

WOMEN WHO EMBRACE LIFE CONFERENCE REGISTRATION OPENS

9:00 AM

IMPROVISING LEADERSHIP: NATURAL CONNECTION WITHOUT THE THEATRICALS – ANDREA WETHERALD

Booth 409

This 90-minute workshop will teach leaders how to engage authentically with their team instead of participating in leadership theater, or in other words, pantomiming leadership without developing the level of trust with your team that motivates, inspires and cultivates loyalty. You'll learn the core improv skills that cultivate natural connection through trust, authenticity, collaboration and vulnerability. Only 15 tickets to this event are available.

WOMEN OWNED BUSINESS SPEED NETWORKING EVENT

Networking Area

Join the Pittsburgh North Regional Chamber of Commerce for this one-of-a-kind networking event held at the Pittsburgh Business Show. This is an exclusive event and requires a separate ticket to this event that is not included in the Pittsburgh Business Show ticket. Only 200 tickets to this event are available.

9:30 AM - 6:00 PM

BUSINESS NETWORKING CAFE OPEN

Join the Pittsburgh Business Show attendees, exhibitors and speakers for open networking on your time. Grab a cup of coffee, a quick lunch or event set meetings all day at our Business Networking Cafe. Exchange business cards, share leads and build lasting relationships for as long as your schedule allows.

10:00 AM - 5:00 PM

PITTSBURGH BUSINESS SHOW EXHIBIT HALL OPENS

Join Over 200 Exhibitors, 30+ speaker Presentations and 1000's of attendees at a one-of-a-kind Tradeshow, Conference and Networking Event.

10:00 AM

EMBRACING YOU - KEYNOTE BY DARIETH CHISOLM

Main Stage

Finding the Everyday Courage to Face Your Fears, Overcome Your Obstacles and Do the Dreams You Desire

Women Who Embrace Life, do just that...Embrace Life. All of its ups and downs, ins and outs and successes and failures. The woman who embraces life knows "her" journey is not always perfect, not always pretty and not always practical, still, she rises and does life on "her" own terms.

Join keynote speaker Darieth Chisolm as she shares with you how "Finding Your Everyday Courage" is about adopting a mindset of "YES" and learning how to take focused action in the right direction. As an Emmy Award Winning TV Host, Former WPXI News Anchor, certified life and business coach and international speaker, Darieth will show you practical, easy-to-implement strategies for overcoming fear and resistance in your life, and give you the motivation and encouragement to start making real changes that lead to big results.



"Embracing You"

MAIN STAGE
MAY 15TH - 10AM

Darieth
dariethchisolm.com

11:00 AM

APPLE IN BUSINESS

Cranston IT Stage

Learn How to Deploy and Manage macOS and iOS Devices in the Apple Ecosystem.

In this session, we'll introduce you to the Apple Business Manager. It's a new place for IT teams to automate device deployment, purchase and distribute content, and manage roles in your organization. It works seamlessly with our Mobile Device Management (MDM) solution to help you manage both company-owned and employee-owned devices in all phases of deployment.

EMPOWERED ENTREPRENEUR – HOSTED BY DR. SHELLIE HIPSKY – SPONSORED BY INSPIRING LIVES MAGAZINE

Main Stage

Are you an Empowered Entrepreneur? Do You lead your team and delegate toward your business' success? We are bringing experts to help you grow your own business and an Empowered Entrepreneur Stage for a talk show format workshop!

The interview line-up for Dr. Shellie's seminar includes:

- **Michele Lynn Langbein**, Point Park Business Professor
- **Nicki Zevola Benvenuti**, FutureDerm, CEO
- **Jeanine Blackburn**, Kolor 'n Kiln, CEO
- **Kiya Tomlin**, Fashion Designer and Entrepreneur
- **Jessica Eberly**, HRT Solutions, Founder
- **Cori Wamsley**, Business Book Coach, Author

11:00 AM

FEDERAL CERTIFICATIONS DAVE PINKOSKY, BUSINESS OPPORTUNITY/ECONOMIC DEVELOPMENT SPECIALIST

SBA Stage

This session will discuss the federal government's socioeconomic programs and the benefits they provide to eligible small businesses when trying to obtain federal contracts. Certifications that will be covered are the SBA 8(a) Small Disadvantaged business Development Program, Historically Underutilized Business Zone Program (HUBZone), Women-Owned Small Business Program (WOSB), and the Service Disabled Veteran Owned Small Business Program (SDVOSB)

12:00 PM - 1:30 PM

PITTSBURGH WOMEN'S MASTERMIND LUNCHEON

Networking Area

Join Melanie Colusci, Author, Women Owned Business Leader and Entrepreneur of multiple businesses including Bridger Financial and From Start Up to Success at a Networking Luncheon. Learn more about the Pittsburgh Women's Mastermind Membership and meet women from all industries and areas of Western PA and beyond. This is an exclusive event and requires a separate ticket to this event that is not included in the Pittsburgh Business Show ticket. Only 200 tickets to this event are available.

SPEAKERS & EVENTS

12:00 PM

WEBTRACKER – HOW TO USE THE WEB TO TARGET YOUR IDEAL CUSTOMERS – PRESENTED BY DAN HARMON AND DAVE WITHROW, HIGHER IMAGES

Higher Images Booth

Want your ads to be delivered to your actual customer to get more leads, build your brand and drive traffic to your website? Understand the power of targeted display, OTT/CTV, and Programmatic advertising and how to deliver your message to your ideal candidates

12:30 PM

INTELLIGENT WEBSITE DESIGN AND SEO – PRESENTED BY ALEX RUTKOWSKI AND MORGAN CUSHEY

Higher Images Booth

Learn the fundamentals of intelligent website design and search engine optimization for your small / medium sized business.

12:30 PM

SBA PROGRAMS AND SERVICES – REGINA ABEL DEPUTY DISTRICT DIRECTOR

Main Stage

SBA is everywhere to help your business through all stages of the business cycle. You will be surprised to learn all the ways this agency can help. Whether you are thinking of starting a business, need an advocate, looking to expand your business into new markets or unfortunately encountered a natural disaster in your area. The U.S. Small Business Administration is your premier business resource. Come and discuss with Regina how the SBA can assist your business start, grow, expand and recover.

1:00 PM

THE PITCHWERKS PODCAST, SCOT MACTAGGART

Podcast Pod

If you're in sales, business development, marketing, product management or politics, The Pitchwerks Podcast is a fast, easy way to sharpen your tools each week. Spend 30 minutes with us. Get an outside opinion on how the job is done, and what others are struggling with.

1:30 PM

SBA LENDER MATCH PROGRAM – LYNN VOZNAK LENDER RELATIONS SPECIALIST

SBA Stage

Lender Match, helps you find capital. Having difficulty finding funds for your small business? Lender Match connects small business owners and entrepreneurs with U.S. Small Business Administration (SBA) lenders. The online tool matches you with potential lenders by your industry type, age of business, location and financial need.

1:30 PM

THE NEW BUSINESS ATTIRE FOR THE MODERN WOMAN – PRESENTED BY KIYA TOMLIN

Networking Area

Join Fashion Designer and Entrepreneur, Kiya Tomlin in a unique opportunity to see this Fashion Designers and Entrepreneurs take on new business attire for the modern woman. This is a limited seat workshop only 200 seats are available to this event.

2:00 PM

PASSWORD MANAGEMENT

Cranston IT Stage

Learn the practical tools and strategies for keeping your passwords secure In today's connected world, virtually every online service requires its own login and password. They are the keys to your personal and professional kingdoms and unlock the gates necessary for you to live and work. In this session, you'll learn of the software apps available that store, manage and secure passwords that your users have for various online accounts.

BOLD SPORTS PODCAST, AMANDA NARCISI

Podcast Pod

2:30 PM

EMBRACE LIFE POP-UP ART CLASS HOSTED BY GYPSY ARTISTRY – SPONSORED BY WOMEN WHO EMBRACE LIFE

Networking Area

Join Tanya Bashor, Winner of the 2018 Pittsburgh Business Pitch owner and founder of the Gypsy Artistry in a pop-up art class hosted at the Women Who Embrace Life Conference. Enjoy the workshop and create your very own keepsake while learning more about how you can host your very own event at your office with your team or create a special event at your home This is a limited seat workshop only 200 seats are available to this event.

BRANDING – CONSISTENCY IN YOUR BUSINESS – PRESENTED BY JOSH LARSON

Higher Images Booth

Join the Creative Director of Higher Images-18-year-old, digital marketing advertising agency in a conversation on your business's branding and learn the importance of having consistency with your branding and marketing material. Simple is best.

3:00 PM

WEBSITE SECURITY FOR SMALL/MEDIUM BUSINESS WORKSHOP – PRESENTED BY CRAIG HODGKINS

Higher Images Booth

Learn why website security is critical now more than ever for businesses of all sizes. "No one would try to hack my website I'm just a small local business!!" The myth about that statement and what you need to do to keep your website safe from malware, hackers and other security risks.

BOLD NIGHTS OUT PODCAST, AMANDA NARCISI

Podcast Pod

Amanda Narcisi and Steve Fernald of BOLD Pittsburgh, a lifestyle blog that features the wide variety of activities that take place in our "Most Livable City," take the BOLD Pittsburgh website into the podcast world with BOLD Nights Out. From food and drinks to family activities, adventure, cultural events, and more - our mission is to be the number one source for all things Pittsburgh; with a BOLD flair, of course.

3:30 PM

TOTALLY FIT MAMA – MILENA ROUCKA AND COURTNEY DAYLONG: A STORY OF HOW TWO WOMEN EMBRACED LIFE AND VOWED TO NOT ONLY HELP THEMSELVES AND EACH OTHER, AS WELL AS WOMEN ALL OVER THE WORLD

Main Stage

Join Milena Roucka, former WWE wrestler, E's Total Diva Celebrity, Mom and Entrepreneur with business partner Courtney Daylong, Graduate of the most well-respected nutrition school, the Institute for Integrative Nutrition, Mom, and Entrepreneur in a discussion that will change your life and how you live and eat for the better. Learn about Sugar and Inflammation and how to ensure that you are the best you for yourself, your family, and your work life by eating the right foods for a lifestyle change, NOT a diet.

4:30 PM

CLOSING REMARKS, PRESENTATION OF CHARITABLE GIFTS AND THANK YOUS FROM THE PITTSBURGH BUSINESS SHOW PRESIDENT – LINDA JO THORNBERG

Main Stage

Join Linda Jo Thornberg, President of the Pittsburgh Business Show for Closing Remarks, Thank You's, Charitable Gift Announcements as well as Special Announcements regarding the 2020 Pittsburgh Business Show Dates and upcoming events.

5:00 PM

PITTSBURGH BUSINESS SHOW EXHIBIT HALL CLOSES



EXHIBITORS

I HEART	2000	FROM START UP TO SUCCESS	222	PITTSBURGH PROPERTY DIVA	202
&BEYOND	409	www.fromstartuptosuccess.com		www.propertypropertydiva.com	
www.andbeyondimprov.com		FUGH REFRIGERATION	227	PITTSBURGH AIRPORT AREA CHAMBER OF COMMERCE	406
3 RIVERS SIGN	219	www.fugh.org		www.paacc.com	
www.3riverssign.com		GATEWAY OUTDOOR ADVERTISING		PITTSBURGH BEAUTIFUL	200
ALLEGHENY SIGN	535	www.gatewayoutdoor.com		www.pittsburghbeautiful.com	
www.alleghenysign.com		GREEN APPLE BARTER	309	PITTSBURGH BUSINESS GROUP ON HEALTH	3000
AMERICAN TELECOM CORPORATION OF PA	521	www.greenapplebarter.com		www.pbghpa.org	
www.atcpa.com		GYPSY ARTISTRY	423	PITTSBURGH METROPOLITAN HISPANIC CHAMBER OF COMMERCE	413
APPLACHIAN ADVENTURES	319	www.gypsyartistry.com		www.pmhacc.org	
www.appandgo.com		HEART ENERGY WELLNESS	320	PITTSBURGH NORTH REGIONAL CHAMBER	509
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www.arkbasementservices.com		HIGHER IMAGES	HIGHER IMAGES	PODCAST POD	500
AROUND THE CLOCK TRANSCRIPTION	217	www.higherimages.com		REDVANA	127
ASEA GLOBAL: CELLULAR HEALTH	427	HIP AT THE FLASHLIGHT FACTORY	VIP LOUNGE	www.redvana.com	
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www.capitalone.com		www.howardbenderart.com		SEND OUT CARDS	302
CARNEGIE LIBRARY OF PITTSBURGH	531	HRT SOLUTIONS	400	www.carewithjoy.net	
www.carnegielibrary.org		www.hrtsolutions.net		STRAYER COMMUNICATIONS	513
CITY MISSION	316	INDUSTRIOUS		www.strayercommunications.com	
www.citymission.org		www.indutriousoffice.com/pittsburgh		THE ALTERNATIVE BOARD	303
CORI WAMSLEY WRITING COACH, BOOK EDITOR, AUTHOR	527	INSPERITY	515	www.thealternativeboard.com/pittsburgh	
www.coriwamsley.coms		www.insperity.com		THE PRINTING PRESS	212
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www.cranstonit.com		www.inspiringlivesmagazine.com		THREE RIVERS BUSINESS ALLIANCE	427
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DOTERRA	520	KIYA TOMLIN	403	www.sba.gov/offices/district/pa/pittsburgh	
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EMMANUEL FINE ART GALLERY	204	MANIET FINANCIAL	216	www.veteransplaceusa.org	
www.efga.me		www.maniet.com		WIN - PITTSBURGH	419
FIRST CHOICE COFFEE AND WATER SERVICES	307	MARIA ALLHOUSE LLC - HEALTHY LIFESTYLE COACHING AND CORPORATE WELLNESS CONSULTING	512	www.na-win.com/pittsburgh	
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FLEXABLE	516	MARLEY FINANCIAL SERVICES	200	wsba.wildapricot.org	
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David L. Lawrence Convention Center

IMPORTANT DATES TO REMEMBER

- May 16, 2019:** Registration for the 2020 Pittsburgh Business Show begins
- August 31, 2019:** Returning Exhibitor Booth Registration Deadline to secure your industry limited spot in the 2020 Pittsburgh Business Show.
- September 25, 2019:** Pittsburgh Business Spotlight Magazine Ads Deadline
- October 22, 2019:** Pittsburgh Business Show 2020 Launch Party and Networking Event
- October 2019:** Pittsburgh Business Spotlight Magazine Available
- January 1, 2020:** Pittsburgh Business Pitch Nominations Begin
- January 1, 2020:** Business Choice Awards Nominations Begin
- February 1, 2020:** Call for Speakers Deadline
- March 1, 2020:** Voting for Business Choice Awards Begin
- May 5, 2020:** Speed Networking Event
- May 5, 2020:** Business Choice Awards Ceremony
- May 5, 2020:** Celebrate Pittsburgh Business Networking Event
- May 5, 2020:** Diversity and Inclusion Certification Program
- May 6, 2020:** Women Owned Business Speed Networking Event
- May 6, 2020:** Women Who Embrace Life Leadership Conference

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For more information on how you can become an exhibitor, speaker or sponsor of the 2020 Pittsburgh Business Show call 412-668-4990 or email info@pittsburghbusinessshow.com

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**WORKS
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ME.**

Pittsburgh Business Show Supports Local Non-Profit Organizations

Dress for Success

Dress for Success is an organization dedicated to providing women, who are entering the workforce for the first time or re-entering the workforce, with a network of support, professional attire, and the development tools they need to thrive. They offer women long-term solutions that can help them break the cycle of poverty and obtain safer and improved futures. Women not only receive professional attire, but they also develop the confidence and knowledge they need to help them reach their full potential.



Global Sisterhood

Founded by Dr. Shellie Hipsky, the Global Sisterhood educates, provides resources, and networks for women and girls internationally. By forming connections and supporting each others missions and movements, the Global Sisterhood provides sustainable ways for women throughout the world to make their goals a reality. The Global Sisterhood supports education and resources so women and children worldwide can thrive in business and in life.



Hope Grows

Hope Grows, founded by Lisa Story is an organization that provides caregivers with an environment where they can receive the support, counseling, and short-breaks they need in order to maintain balance in their lives. With their one-of-a-kind approach to wellness, Hope Grows assists caregivers with managing their physical, psychological, and spiritual stress. They use nature to inspire hope and to help empower caregivers to find wellness of mind, body, and spirit with their range of initiatives and programs.



She Deserves

This organization, founded by Susan Miller, helps to provide support to women who have been victims of abuse and abusive relationships. She Deserves provides support to these women by first performing individual evaluations and analyses which work to identify the strengths of each victim. With that information, they enroll victims in programs that offer a business plan as well as entrepreneurial skills development while also providing an individual support team and business grants to those who continue to demonstrate growth in their business.



50 Shades of Silence

50 Shades of Silence, founded by Darieth Chisolm, is a social justice project that educates people on the issues of cyber assault, empower the victims of these crimes and advocates for tougher laws. Darieth launched this project in response to the actions of her ex-boyfriend and is a recent survivor of cyber sexual assault. 50 Shades of Silence provides a line of motivational and empowerment material for assault victims and survivors called Everyday Courage.



Junior Achievement

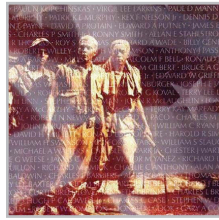
Junior Achievement (JAWP) is the world's largest organization providing young people with the skills and knowledge they need to plan for their future, own their economic success and make smart, informed economic and academic choices. Their programs are presented by community and corporate volunteers, providing hands-on experiences to students from K-12. These programs teach students with the skills and knowledge in work readiness, financial literacy, and entrepreneurship they need to succeed.



The Pittsburgh Business Show is proud to continue to support the community by creating partnerships for awareness and financial support with non-profit organizations in the Pittsburgh region. We invite you to learn more about these organizations and hope that you will join us in supporting them year after year.

**Veterans Place of
Washington Boulevard**

Veterans Place is dedicated to ending homelessness among our veterans in the Pittsburgh region by providing them with a safe, supportive and regenerative environment where they can gain the necessary skills to secure permanent housing, face real-life challenges, and lead self-sufficient lives. Through an array of services, Veterans Place is dedicated to addressing issues faced by veterans in the Pittsburgh region. Veterans Place provides Transitional Housing Programs, Employment Services, and Day Programs to assist veterans.



Inspired Women

Inspired Women is an organization dedicated to Paying it Forward by raising funds for local and international women-oriented charities through quarterly happy hour meetings where 100+ women “network with a purpose.” At these meetings, three charity names are drawn from a hat and the women in attendance vote, making out checks on the spot to the winning charity with 100% proceeds going to the chosen charity. Inspired Women creates a space for women who have more to act on behalf of the women who have less through philanthropy.



**American Foundation for Suicide
Prevention**

The American Foundation for Suicide Prevention (AFSP) is the leading national non-profit organization that is focused on eliminating the loss of life from suicide with local chapters in all 50 states, including Pittsburgh. AFSP delivers prevention education, community, and advocacy programs to create a culture that is aware of and educated on mental health. AFSP also raises funds for suicide research and programs and supports individuals who have lost someone to suicide.



Boys and Girls Club of Western PA

The Boys and Girls Club of Western PA provides after school and summer programming at eight sites throughout Western PA, serving as a place where children can gain the crucial tools they need for a successful future. This organization provides children with a safe place they can learn, grow, and have fun! Through a variety of programs such as summer camp, after-school programs, and the arts, the Boys and Girls Club of Western PA serves as a place where children can lay the foundation for a successful future.



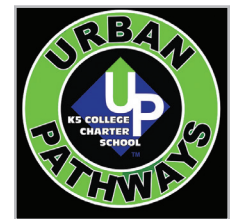
**Santonio Holmes –
Ill & Long Foundation**

Ill & Long Foundation, founded by Santonio Holmes, is dedicated to raising awareness and funding to help fight Sickle Cell Disease (SCD) through merchandise, programs, and fundraising events. This foundation provides financial support, grants, and treatment options for families who are affected by the disease to ensure they receive proper education and treatment. Ill & Long also provides specialized programs and educational services to help unite and support the SCD community.



Urban Pathways Charter School K-5

Urban Pathways Charter School K-5 is a tuition-free charter school located in Downtown Pittsburgh and serving as a leader in urban education. Urban Pathways Charter School is the only school within Pennsylvania to successfully and fully implement the Core Knowledge Curriculum. With rigorous educational standards and connecting learning with experiences in the Pittsburgh Cultural District and City of Pittsburgh, Urban Pathways Charter School provides students with a learning environment where they can thrive.



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Making Pittsburgh Businesses Stronger

LOOKING TO THE PAST TO STRENGTHEN PARTNERSHIPS,
BUSINESS SUPPORT, AND EDUCATION
TO STABILIZE THE INFRASTRUCTURE
OF THE REGION'S FUTURE BUSINESS NETWORK





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built in steel,
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City of Pittsburgh need
not look very far for a
shining example of success.*

Andrew Carnegie, pioneer of the American steel industry, knew what it took to make his business strong. Relying upon the hard-working traditions of the men and the women of the Greater Pittsburgh region, he built an empire that built America. Today, we all have an opportunity to build our businesses in the same manner.

“We celebrate the Pittsburgh area businesses that are featured in our spotlight section for demonstrating the exceptional support that they offer to their communities, the exciting things they are doing to help businesses grow and the partnerships they have created to bring the 10 counties in our region together to grow the economy,” said Linda Jo Thornberg, President of the Pittsburgh Business Show.

We hope that these spotlights help you find that ever present, hardworking support, that permeates the Pittsburgh culture. Or perhaps you will discover a business that your support will help grow and strengthen.

And Together...

We Can Make Pittsburgh Businesses Stronger.

Higher Images

As the presenting sponsor for the 2019 Pittsburgh Business Show, Higher Images is excited to be assisting in the growth of the Pittsburgh business marketplace.

At their space-themed booth at the Pittsburgh Business Show, Higher Images will be offering workshops on branding, SEO, website security, and more to help provide attendees with the tools they need to create impactful, out of this world marketing for their businesses.

PPC campaigns, branding initiatives, SEO plans, web design as well as public relations, social media, and more!

To continue to serve their clients with the latest, cutting-edge marketing technology, Higher Images, over the last year, has made strides with their new technologies, revamping a 15-year old technology to create an exciting and effective new way for clients to reach their target market.

This new technology is called Webtracker, which is a targeted display advertising technology that allows Higher Images to define their ideal audience and serve ads to them across both mobile devices and computers.

“This is an exciting product because never before have we had the ability as a marketing agency to be so highly targeted with our advertising campaigns. Our clients are really able to get the most bang for their buck with these

incredible technologies,” said Dan Harmon, Vice President of Higher Images.

Higher Images is excited to be offering this advanced and effective one-of-a-kind technology to their clients. This “alien” technology is breaking new ground in the marketing world, helping clients rise above their competition and take their company’s marketing out of this world! **Call (412) 203-1996 or visit their website at higherimages.com to learn more!**

Higher Images is thrilled to be working the Pittsburgh Business Show again, working toward the common goal of providing business owners with the opportunity to promote their products and service, attend valuable business workshops, and network with Pittsburgh’s industry leaders to grow their business.



Out of This World Marketing

Located in Bridgeville, less than 20 miles outside of Pittsburgh, Higher Images has been supporting local businesses and meeting their marketing needs for over 17 years. With a wide range of expert digital marketing services, Higher Images focuses on helping small – and – medium-sized businesses grow in the local area.

Higher Images provides local, regional, and national businesses with direct results on their marketing campaigns with their revolutionary Digital HI Technology. This online platform joins together multiple technologies into one user-friendly marketing console which is used for all Higher Images Products. As a full-service resource for all digital marketing needs Higher Images provides a range of services including

Carnegie Library of Pittsburgh

A Hidden Gem of Resources for Pittsburgh Entrepreneurs

Carnegie Library of Pittsburgh, better known for housing a wide selection of books, is also a resource for entrepreneurs. The Library is brimming with information on how to start a business, find funding, client lists and more!

Whether you are looking to expand your horizons as a business owner with a new venture, or you need assistance starting your first business or non-profit, Carnegie Library of Pittsburgh provides one-on-one meetings with a business librarian tailored to your needs.

The Library for Books and Business

Tammy Stoken, Business Librarian at Carnegie Library of Pittsburgh-Main, said they can assist entrepreneurs with research as well as with connecting them to organizations that can assist with funding.

"We do personal appointments for people who are thinking about or want to start a business. We help them with databases such as A-Z, Reference USA, and First Research, being the main three. There are many more. We use those to access marketing lists, client lists, competitors, and industry information," Stoken said.

This program is under Workforce and Economic Development led by Wes Roberts, Library Services Manager. This department includes business, non-profit, patents and trademarks as well as the Job and Career Education Center, at the Main Library location in Oakland.

"We also assist with getting financial information and forecasts for sales in industries," Stoken said. "And, if we can't help them with certain needs, like financial, we have a nice network of people who can help them."

Databases for Business and So Much More!

In addition to the business databases, Stoken said they have a variety of other databases people can use to gain valuable information. "The amount of databases, not just business, in general, that we have is amazing," Stoken said.

Other available databases include ones such as Creativebug, which teaches people things like painting, crocheting, knitting, and other creative skills, as well as Lynda.com which is a database that offers tutorials on computers and professional skills. Stoken said someone who is having trouble with Excel or Word could learn from Lynda.com.

Stoken said the Main Library also provides free computer classes on subjects such as Excel, Word, and PowerPoint. They also offer Computer 1, Computer 2, and Computer 3, which are geared toward people who are new to using a computer and need to start with the basics such as how to use the mouse.

Meet the Carnegie Library at the Pittsburgh Business Show

Stoken said most people think of books when they think of the library, so many people are not aware of the business and other services they offer. "Our goal is to raise awareness that the Carnegie Library of Pittsburgh has services and programs to assist entrepreneurs and it's all free of charge," said Stoken.

At the Pittsburgh Business Show, they will have a table set up where they will have library card applications and will be providing library cards to people who don't have them. Stoken said they will also be passing out information about their programs. "We'll have a computer there, so we can actually show people how the databases work," Stoken said.





OFFICE MACHINES

Ford Business Machines

Established in 1991, Ford Business Machines is western Pennsylvania's largest independent full-line authorized dealer of Canon, Konica Minolta and Lanier (Ricoh) products for copier, printer, and multi-function product (MFP) technology, and offers an array of office technology solutions that provide a one-stop-shop for all of our customers' needs, ranging from IT support to document management. From the beginning, Ford's primary focus

has been the customer. We have always believed that going the extra mile to make certain that we offered an unprecedented experience was the only way to do business and that in turn, our customers would come to value Ford Business Machines as their company of choice. Every day, we are exploring additional ways to deliver additional best-in-class solutions that provide the ability for our customers to stay ahead of the competition, run more efficiently and add more money to their bottom line.

Our mission of "helping businesses thrive by delivering cutting-edge technology, solutions and unparalleled customer service" is fueled by our core values of positivity, loyalty, accountability, innovation and dependability. These values unite everyone toward a common goal and provide the foundation for a team environment that supports "what's next" as we expand and grow the company, and the team. They serve as the pathway to improve upon an already solid culture and keep us at the forefront of the industry. We will work very hard to solidify the trust that has been placed in us to bring our customers the very best experiences, as well as seamless office solutions. We look forward to partnering with you to share in our success.



From Start-Up to Success & Pittsburgh Women's Mastermind

From Start-Up to Success provides individualized, step-by-step business consulting to help you confront the challenges of creating a new business or growing an existing business – whether you're unsure how to move forward or looking to create best practices for stable, successful business ownership.

"My passion is to help women navigate the intricacies of owning a business while guiding them towards achieving their goals as business owners and accelerate their path to success. "As a successful woman business owner, I know that running your enterprise can be a difficult and lonely path. I founded From Start-Up to Success to help women succeed on their journey by sharing my expertise and experience," said Melanie Colusci, award-winning author and President of From Start-Up to Success.



The Pittsburgh Women's Mastermind™, a subsidiary of From Start-Up to Success, supports the personal and professional growth of women entrepreneurs through its network of like-minded, ambitious, and approachable women who are on a journey to take their businesses to the next level and help other women do the same. PWM's monthly live meetings, online community calls, and events provide members with the networking opportunities, educational content, and professional development tools they need to advance and thrive!

To schedule your complimentary 30-minute assessment call with Melanie Colusci, to learn more about the services offered by From Start-Up to Success or the Pittsburgh Women's Mastermind™, visit www.fromstartuptosuccess.com





VOLUNTEERING

Dress for Success

Dress for Success Pittsburgh Provides Women with Much More Than Clothing

New clothes can put a spring in your step and help you feel confident at work or during a job interview. They provide you with the confidence you need to nail that interview or project a professional image to your coworkers and customers. But without access to professional clothing, your opportunities and your self-confidence may be limited.

Women who are living in poverty and are entering the workforce for the first time or those who are reentering the workforce often struggle with obtaining professional clothing and other materials needed to join the workforce successfully. Dress for Success recognized this problem and now works to provide women with long-lasting solutions that can help them obtain safer and more prosperous futures.

Dress for Success: Clothing, Connections, and Confidence

Dress for Success Pittsburgh is a 501(c)(3) non-profit and is one of 29 Dress for Success affiliates in Pennsylvania, with locations in Allegheny, Greene, Butler, Fayette, and Washington Counties. Their mission is centered around clothing connection, and confidence and empowering and providing support to women who are entering or re-entering the workforce.

This organization provides women with the clothing and other items they need for a job interview. Items such as clothing, shoes, and personal care items are provided. Dress for Success also provides professional accessories, and once the woman gets a job, she can return to Dress

for Success to choose three more outfits to add to her professional wardrobe.

New Mobile Boutiques Provide Access to Women Without Transportation

Dress for Success, with the support of the community foundations of Fayette, Washington, and Greene Counties, as well as corporate sponsors such as Accenture, were able to purchase two mobile boutiques, one to serve the North and one to serve the South. These mobile boutiques, customized by Superior Custom Designs, will provide women with a more accessible way to get the resources and clothing they need to succeed.

The North Mobile Boutique, with Premier Sponsors are Macy's and ADT, will serve Allegheny and Butler Counties. The South Mobile Boutique's Empowerment Sponsors are Range Resources and Chevron. This boutique will serve Washington, Greene, and Fayette Counties.

Dress for Success will debut their mobile boutiques at the Pittsburgh Business Show where they will also have a donation board set up for those who are interested in offering their support.

Interested companies can volunteer for Dress for Success Pittsburgh as a team building exercise and as a way to show that they support what Dress for Success does as well as the community at large. ***For those interested in hosting a mobile event or for those who know someone in need of our services should contact pittsburgh@dressforsuccess.org***



PROFESSIONAL DEVELOPMENT

Women Who Embrace Life Conference



The Women Who Embrace Life Conference was created by President of the Pittsburgh Business Show, Linda Jo Thornberg and we are excited to have the opportunity to launch this event at the Show this year. This conference will provide Women-Owned Businesses, professionals and women from all backgrounds and all industries with the opportunity to showcase their business, attend workshops and personal development presentations and with the ability to meet 100's of other like-minded women over a 2-day conference.

Women Who Embrace Life is an organization dedicated to celebrating the successes and strides made by women who embrace life and who make a difference in their businesses, organizations, and communities. This organization will create a place where women business owners, professionals and entrepreneurs can connect with other women to help establish lasting relationships and improve their business or organization with the support of other like-minded women at the event and continue to communicate through an online platform launching late May 2019.

Learn, Network, and Grow at the First-Ever Women Who Embrace Life Conference

This Conference will serve as a place where women can gather year after year to support other women in business locally and across the region and offer each other

encouragement to improve and grow as a person and a leader in their everyday lives.

With a Women's Speed Networking Event and 100's of Women-Owned Businesses, this conference provides a variety of valuable learning and networking opportunities to all women who attend to help foster growth and connection among women-owned businesses and organizations.

In addition to networking opportunities, this year's Conference will also feature 30+ Presentations, Panel Discussions, and Workshops from women who are experts in their industries. This year the conference will also feature appearances by a variety of influential women including Darieth Chisolm, Emmy Award-Winning Television Personality, Author, & Visibility Coach; Dr. Shellie Hipsky, CEO/Owner of Inspiring Lives Magazine; and Milena Roucka and Courtney Daylong, Founders of Totally Fit Mama.

We are excited to announce the 2nd Annual Women Who Embrace Life conference which will be held May 5th and 6th, 2020 at the David L. Lawrence Convnetion Center. If you would like to be a part of the event you can learn more about becoming and exhibitor, speaker or sponsor of the event at WOMENWHOEMBRACE.LIFE.



CHAMBER OF COMMERCE

Pittsburgh North Regional Chamber

In 2010, the Pittsburgh North Regional Chamber was formed when the Chambers of Commerce of Cranberry Township and Northern Allegheny merged. Immediately, it became one of the largest business organizations in the area. Its footprint covers three counties-Allegheny, Butler and Beaver and spreads from the McKnight Road corridor through Cranberry Township into the Zelienople area. Its membership consists of approximately 1,000 businesses that employ over 20,000 people in one of the fastest growing areas in the state.

The PNRC offers a wide variety of business and social networking events to connect its members. Every week, it has five networking events that are free to its members. They also conduct over twenty business after-hours, four speed networking events and several multi-chamber events each year.

To help promote local businesses, it hosts events such as the Home Show & Business Expo, Health and Wellness Fair and Taste of Cranberry.

In addition to education and professional development, the Chamber presents a semi-annual speaker series, Innovation Pittsburgh, that brings in industry experts to discuss current events and how they affect local businesses. The Social Media Conference is a workshop that provides information on how to maximize your technological presence. Monthly Lunchbox Sessions arrange for experts to address topics of interest to business owners and professionals.

The Pittsburgh North Regional Chamber also plays a role in the development of the next generation. College students

are now eligible for a student membership for a very low fee. For some students that are enrolled at the Chamber's local college and university partners, the membership is actually free. As a member, the student can build their network, develop social skills and come away with a better understanding of the business world. Through partnerships, the Chamber also plays a role in connecting businesses and students with internship opportunities.

Additionally, through partnerships with Junior Achievement and the PA Free Enterprise Week, the PNRC stands behind the programming that empowers young people to own their economic success.

Every year, the Chamber awards five college and up to ten trade or tech school scholarships, which are open to all students.

The Chamber supports the community through organized Days of Caring. Volunteers help local charities so that they can spend more time helping others. At Christmas time, the Chamber and its members businesses collect over 500 gifts for struggling households.

By joining the Chamber, businesses can gain exposure for their products and services, members can build long-lasting contacts, receive professional development and education through workshops and seminars and so much more.

If you would like more information on the Pittsburgh North Regional Chamber, it can be found on its website, pghnorthchamber.com. You can also contact their office at 724 934-9700 or Info@PghNorthChamber.com.

Pittsburgh Metropolitan Area Hispanic Chamber of Commerce

Diversity is a Driving Force in Moving Businesses and Communities Forward

Diversity in the workplace is vital for the success of any business. It helps to foster an excellent reputation for the company, while also leading to increased opportunities and profitability for employees. With a diverse workforce, you bring a variety of skills, talents, and experiences to your company that can help make your business more innovative and more effective within your industry.

The Pittsburgh Metropolitan Area Hispanic Chamber of Commerce

The Pittsburgh Metropolitan Area Hispanic Chamber of Commerce (PMAHCC) is the leading regional advocate for the civic and economic interests of the Hispanic community, advocating on behalf of Hispanic businesses and professionals in the Pittsburgh region.

Their Board of Directors is comprised of a diverse group of successful community and business leaders who work with a practical approach to meet the needs of the Pittsburgh business community. The Hispanic Chamber offers a variety of activities such as networking opportunities with Pittsburgh's Latino business and professional community, education and advising for Hispanic business owners. They also provide scholarship opportunities to Latino/Hispanic students to help promote the academic, professional, and technical opportunities.

Lili Gil Valletta, founder of the data analytics firm CIEN+ and the PMAHCC's Business Person of the Year last year for their National Chapter said, "It is mathematically impossible for America's economy and businesses achieve their full potential without applying cultural intelligence

into everything they do. The math clearly shows women and Latinos as the source of growth."

Investing in diversity and connecting with the PMAHCC benefits your business and the community greatly. It helps your business grow and innovate and pushes the community forward through interaction with diverse people.

Learn How to Invest in Diversity and Inclusion with PMAHCC

We are excited to announce that the PMAHCC will be presenting a Diversity and Inclusion Certificate program at the Pittsburgh Business Show which helps small business owners fully understand the importance of a diverse workplace.

This certificate program will provide information on their corporate responsibility related to diversity, how to educate employees, and how to use diversity to make their business become more innovative and effective.

This program will demonstrate to smaller businesses how larger businesses and those making decisions within the government in our area who live and breathe diversity each day are investing in the diversity and inclusion within their company or position of power.

Save the Date for the 2020 Diversity and Inclusion Certificate program on May 5, 2020.





INSURANCE

Marley Financial Group

Maximizing Benefits and Minimizing Costs: Tackling Healthcare for Your Small Business, like a Fortune 500 company!

Todd Marley and his team say that change isn't easy, and it takes a little time and effort, but the important things are worth it. Especially when it comes to taking time to make important decisions to help grow your business.

That's why Todd and his team at Marley Financial have been diligently working on creating a healthcare benefit package that is better and more affordable than some of the largest Fortune 500 companies.

Marley Financial, a member of NHIP (National Health Insurance Professionals) and its National Partners began the process with Todd asking some questions. What do these large companies know that us little guys do not know? And furthermore, how is it possible for a company, like Amazon, to make a profit of 11 billion dollars, but pay zero dollars in Federal Taxes?

Every year, during open enrollment, companies receive the same news from their health care broker. The good news is usually that the plan is the same as last year, but it is going to cost 10-12% more, deductibles are going up, and some of the doctors from the previous year have left the plan. Year after year, this is the same conversation had in with businesses across the nation.

Todd equated this yearly ritual to insanity. He felt there was no innovation and generally no care taken to find affordable and reasonable solutions for these businesses. He just knew there had to be a better way.

Along with their partners, the team at Marley Financial took on the task of finding this better way. By coordinating benefits, using the available tax laws to their advantage, cutting out the most expensive and predictable cost drivers, they have found the solution. They have developed a far superior package and done so at a 60% cost reduction.

Todd and his team are very happy with their progress. In the future, he is very hopeful that they can create a plan where there is zero net cost to the employer. He says, "If Amazon can zero out the taxes on an 11 billion dollar profit, why can't we?"

For more information on the Marley Financial Group and the package that Todd and his team designed, you can find them at marleyfg.com.

2019 Business Choice Awards

The Pittsburgh Business Show welcomes the Business Choice Awards, a program that recognizes the remarkable impact that area businesses have made in the past year in the Pittsburgh region back for it's second year. It was created by DoYouKnowAGood.com, a 15-year-old Pittsburgh company which helps businesses establish and promote their reputation.

The program is designed for the public, as well as businesses, to recognize their favorite Pittsburgh-area business in more than 80 categories by nominating them at BusinessChoiceAwards.com. Dozens of business categories ranging from software development to retail to real estate were available, and most business' information could be entered into the nomination platform. Once a nominee was accepted, the business was asked to fill out their entire profile, then continue to edit that profile in order to share their information with their customers, clients, and the public to gain votes.

The number of votes received for each business determined the winner in each category, who will be announced at the Show every year during the Business Choice Awards. The winners of each category will receive a Business Choice Awards trophy and several runner-up businesses will be

recognized with certificates at the Show on the main stage, in the show program, and online throughout the year on the Business Choice Awards website and on social media.

The 2020 Business Choice Awards will be accepting nominations at www.businesschoiceawards.com starting on **January 1, 2020**. Nominations of Pittsburgh's best businesses will be announced and voting will begin **March 1**. Winners will be announced at the 2020 Business Choice Awards held at the Pittsburgh Business Show on **May 5, 2020** at on the main stage of the David L. Lawrence Convention Center.





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PWM is an exceptional circle of women who foster business and personal growth through connection, community, and collaboration.

Be Supported. Be Empowered. Be Successful!

Find YOUR Tribe and Thrive! Work ON your business not IN your business.



Join the Pittsburgh Women's Mastermind™ today to receive a complimentary vendor table and admission to a PWM Mix & Mingle event. Valid thru 05/31/19.

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My passion is helping women navigate the intricacies of owning a business, achieve their goals as business owners and accelerate their path to success!

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~ Melanie Colusci, award-winning author and President of From Start-Up to Success



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