



# PITTSBURGH BUSINESS SPOTLIGHT

ISSUE 1 / APRIL 2018

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OFFICIAL PROGRAM OF THE PITTSBURGH BUSINESS SHOW



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### PITTSBURGH BUSINESS SPOTLIGHT™ BY PITTSBURGH BUSINESS SHOW

Editor-in-Chief / Linda Jo Thornberg

Senior Editor / Dana Hardek  
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Contributor / Rachael Renneback

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# The Pittsburgh Business Show - A New Way to Connect, Grow and Educate

If you are tired of the same old networking events that don't produce any results, and you want to change the culture of business in the Pittsburgh area, then become a part of the Pittsburgh Business Show.

Although we market this as a two-day show, it's much more. The Pittsburgh Business Show works with and supports the 10-county region of Western PA, as well as other businesses nationwide. We have also partnered with the largest Chambers of Commerce in the area, plus many professional organizations, to create a diverse and well-rounded business experience.

In addition to a two-day trade show that's packed with everything that businesses need to grow and connect, there's also a second, year-round focus: creating a very large referral network where we come together as partners in a limited competition setting, continuing to refer our clients to each other. We have built technology

into our website so that you are able to use it as a directory, allowing you to reach out to other exhibitors and encourage partnership and referrals. We have lead forms built right into our system so that we can track leads all year long. Everything that we do is about thinking outside the box to grow Pittsburgh's business community.

By being a part of the Show, you will gain leads, meet new people, form new relationships, and gain more exposure than ever before during this two-day event. You'll also enjoy an enhanced reputation in Pittsburgh by being connected to something larger than just your business.

The Pittsburgh Business Show is not for every business, but if you believe that it would be a good fit for your organization, contact us to become an exhibitor, sponsor, or speaker at the 2019 Pittsburgh Business Show.



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# Welcome

from the  
*President*

Thank you so much for your continued support of the Pittsburgh Business Show! It is because of you, your business, and business professionals like you that this show is a success, and I thank you!

I am excited to announce the launch of our magazine, the ***Pittsburgh Business Spotlight***, which will help support our mission of continuing to partner with businesses that exhibit at the Show and those who attend this two-day event. We've designed the Pittsburgh Business Spotlight to create a lasting impression that can be used all year for referrals, connections, and awareness.

Our goal is for all of the businesses in the 10-county region to work together for years to come, helping each other's businesses succeed in the Pittsburgh Region. Unlike other shows, we are not just a two-day event. We look forward to working with you and creating partnerships to help grow your business throughout the year at additional events, including the Business Champion Networking Event that will be held in October.

The Pittsburgh Business Show is much more than a trade show. We are making history in Pittsburgh by bringing together so many businesses, speakers, professionals, business owners, and executives. The Show is just the start, and it is Where Business Happens.

Please feel free to reach out to me with any questions, and thank you again for all of your support!

Talk soon,

*Linda Jo Thornberg*





The Pittsburgh Business Show was started by Linda Jo and Bryan Thornberg. As seasoned business owners who have been working in business development for more than 50 years combined, they know that it's essential to focus on building successful relationships with people and companies in the region.

Now in its second year, the Pittsburgh Business Show's mission continues: to become an integral piece of the growth and foundation of the Pittsburgh business landscape. Our vision is to help build partnerships, bring professionals together for networking, and create opportunities for new and existing businesses in and around the Pittsburgh area. We know that Pittsburgh is one of the most difficult regions to market in. This Show was created to help bring together great businesses from all parts of the Pittsburgh region and connect them with other businesses that they haven't yet had the opportunity to meet by having an annual B4B trade show right in the heart of the city.



Pittsburgh is surrounded by great communities filled with champions in business. It is time that we come together and make our mark. Pittsburgh is also filled with thousands of small-to-medium locally-owned businesses, and the Pittsburgh Business Show is one

of them. This Show is about creating a larger community for our region, and that is connected through the Pittsburgh Business Show by using our website, the Pittsburgh Business Spotlight magazine, and networking opportunities throughout the year, like the Business Champion Networking Event that will be held in the fall.

Our goal is to help connect business owners, entrepreneurs, and startups achieve their goals and ultimately increase their revenue streams. The Pittsburgh Business Show provides you with the tools to make that happen. This two-day business-for-business expo offers a full slate of presenters, exhibitors from dozens of industries, various





networking events, and the inaugural Business Choice Awards, as well as the Celebrate Pittsburgh Business Networking Event.

“We’ve met so many entrepreneurs and business owners who have helped us, and who we’ve helped in return, by providing them with business leads, resources, or just a helping hand. We wanted to continue doing that, but on a much larger scale. The Pittsburgh Business Show is a trade show, professional development series, and networking event that’s focused on the many businesses in the region and beyond. The Show has something to offer every business, every company, and every entrepreneur,” says Linda Jo Thornberg, President of the Pittsburgh Business Show.

The Show will also provide training, insight, and networking opportunities for attendees, with helpful workshops delivered by industry experts from across the region.

“In our second year, we’ve expanded this event, which fills 110,000 sq. ft. of space in the David L. Lawrence Convention Center. We’re offering more speakers and workshops, speed networking opportunities and an evening networking event, plus hundreds of exhibitors,” said Linda Jo.

It’s a pleasure to do business with you, your staff, and your company. We look forward to connecting with you during the show, so please feel free to stop us and say hello, or reach out to us at [info@pittsburghbusinessshow.com](mailto:info@pittsburghbusinessshow.com). We’d love to hear your ideas to make the 2019 Pittsburgh Business Show an even greater success.

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## Save the “Maniet” Dates!



**Pittsburgh Business Show**  
April 25th and 26th, 2018  
(10am-9:30pm Wed & 8am-3:30pm Thu)  
David L. Lawrence Convention Center



**Dent Event**  
May 5th, 2018  
(9am-Noon)  
Daves Toy Box




**Vintage Grand Prix**  
July 15th, 2018  
(11am-5pm)  
Schenley Park



**Shred Disposal Event**  
September 10th-15th, 2018  
(9am-5pm Mon-Fri & 10am-2pm Sat)  
Murovich Building



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**RSVP: 412-341-0800 or [info@maniet.com](mailto:info@maniet.com)**

# SPEAKERS & EVENTS

## WEDNESDAY, APRIL 25

**9:30 A.M. - 9:30 P.M. / HALL A LOBBY**

Registration Desk Open

**9:30 A.M. - 7:30 P.M. / HALL A**

Business Networking Cafe Open

**9:30 A.M. - 9:30 P.M. / HALL A**

Pittsburgh Business Pitch Presentations and Voting

**10 A.M. - 9:30 P.M.**

Exhibitor Hall and Conference Open

**10 A.M. - 9:30 P.M.**

Total Sports Enterprises - Junior Achievement Silent Auction

**10:15 A.M. / MAIN STAGE**

Dr. Casey Reason, Grand Canyon University –  
Leadership in the Workplace

**10:30 A.M.**

✦ **PROFESSIONAL DEVELOPMENT STAGE**

Susan Miller, Women's Small Business Association –  
#MeToo and Sexism at Work: How Female Execs Overcome Challenges in the Workplace

✦ **PROFESSIONAL SERVICES STAGE**

Bob Floreak, Acuity HR –

The Role of Human Resources in Business Planning: Metrics, Measurements and Linking HR to Financial Objectives

✦ **PODCAST STAGE**

The PitchWerks Podcast - Scot MacTaggart –

A fast, easy way to sharpen your tools each week in sales, business development, marketing product management or politics.

✦ **BOOTH 605**

How to Volunteer in the Classroom with Junior Achievement –  
Our Families

Join JA to learn first hand how you can empower young people to own their economic success by watching our volunteers teach the Junior Achievement curriculum in a classroom setting.

**11 A.M. / MAIN STAGE**

Darieth Chisolm, 50 Shades of Silence –  
Everyday Courage: Your Plan for Reinvention

**11:30 A.M. / BOOTH 403**

Andrea Wetherwald, Improvising the Workplace –  
Fun Over Friction: The Secret Sauce for Powerful Impressive Teamwork

**11:45 A.M. / PODCAST STAGE**

The YaJagoff Podcast – John Chamberlain and Rachael Rennebeck  
A podcast all about the unique people and things going on in Pittsburgh!

**12 P.M. / HALL A**

Business For Business Speed Networking Event –

Registration Begins at 11:30 A.M. Presented by Pittsburgh North Regional Chamber of Commerce

**1 P.M. / PODCAST STAGE**

Podcasting B2B-to-YB – YaJagoff, No Bull\$#!# Marketing and The Broadcast –

Learn from the Podcasters about what podcasting is and how can it affect your marketing and PR strategy?

**1:30 P.M.**

✦ **MAIN STAGE**

Bill Flanagan, Allegheny Conference on Community Development –  
Pittsburgh's Great American Comeback – Lessons Learned in Leadership and Image Building

✦ **PROFESSIONAL DEVELOPMENT STAGE**

Rob Costanza, Growth Coach 3 Rivers –

Getting Strategic - Driving Success and Balancing Life

✦ **PROFESSIONAL SERVICES STAGE**

James Julius, Visimo –

Think Smarter, Grow Faster, and Increase the Bottom Line

**2 P.M.**

✦ **BOOTH 444**

Vanessa Dodds, Connections 4 Success –

Accelerate Success with Business Alignment

✦ **PODCAST STAGE**

No Bull\$#!# Marketing – Podcast – Dave Mastovich –

The No BS Marketing Show is about creating a world free of BS marketing and full of bold solutions, big ideas, and messaging success.

**2:30 P.M.**

✦ **MAIN STAGE**

Dr. Shellie Hipsky, Inspiring Lives Magazine –  
Inspiration Is Just a Story Away

✦ **BOOTH 605**

How to Volunteer in the Classroom with Junior Achievement –  
Our Community

**3 P.M.**

✦ **BOOTH 403**

Andrea Wetherwald, Improvising the Workplace –

Fun Over Friction: The Secret Sauce for Powerful Impressive Teamwork

✦ **PODCAST STAGE**

Going Deep with Aaron Watson Podcast –

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.

✦ **PROFESSIONAL DEVELOPMENT STAGE**

Dr. Scott Miller, Edinboro University –

Re-envisioning the MBA: Structure, Content, and Delivery

✦ **PROFESSIONAL SERVICES STAGE**

Eric Davis, Elliott & Davis, P.C. –

Using Service Contracts to Set Customer Expectations, Limit Liability, and Get Paid





#### 3:30 P.M. / MAIN STAGE

**Dan Harmon, Higher Images –**

The New Age of Local Digital Marketing: User Experience and Digital Knowledge Management

#### 4 P.M. / BOOTH 444

**Vanessa Dodds, Connections 4 Success –**

Cultivating a Workforce Pipeline of Skills and Efficiency

#### 4:30 P.M. / MAIN STAGE

**Dave Weber, Dollar Bank –**

The Bankability Factor

#### 5:30 P.M. / MAIN STAGE

**Business Choice Awards Ceremony –**

Join hundreds of Pittsburgh's top business owners as they are honored at the Inaugural Business Choice Awards!

#### 6:30 P.M. / BOOTH 605

**How to Volunteer in the Classroom with Junior Achievement – Our City**

#### 7:30 P.M. / HALL A

**Celebrate Pittsburgh Business Networking Event –**

Join the Pittsburgh Business Show Exhibitors, the Business Choice Award Winners, Chambers of Commerce, Professionals and Entrepreneurs in a one-of-a-kind networking event with Moxie Events.

## THURSDAY, APRIL 26

#### 7:30 A.M. - 3:30 P.M. / HALL A LOBBY

Registration Desk Open

#### 7:30 A.M. - 2:30 P.M. / HALL A

Business Networking Cafe Open

#### 8 A.M. - 1:30 P.M. / HALL A

Pittsburgh Business Pitch Presentations and Voting

#### 8 A.M. - 3:30 P.M.

Exhibitor Hall and Conference Open

#### 9 A.M. / BOOTH 605

**How to Volunteer in the Classroom with Junior Achievement – Our Region**

Join JA to learn first hand how you can empower young people to own their economic success by watching our volunteers teach the Junior Achievement curriculum in a classroom setting.

#### 9:30 A.M.

##### ✦ PROFESSIONAL DEVELOPMENT STAGE

**Darieth Chisolm, Visibility and Media Strategist –**

The 5-Step Method and Formula to Making \$5K+ a Day Hosting Workshops, Boot Camps, and Retreats.

##### ✦ PROFESSIONAL SERVICES STAGE

**Sal Acosta, Landon and Acosta –**

Secrets to Buying or Selling a Business

#### 10 A.M. / BOOTH 444

**Vanessa Dodds, Connections 4 Success –**

Accelerate Success with Business Alignment

#### 10:30 A.M.

##### ✦ MAIN STAGE

**Joy Bufalini, Upgrade Your Business –**

Three Keys to Positioning Yourself as a Leader in Your Industry

##### ✦ PROFESSIONAL DEVELOPMENT STAGE

**Dr. Denis Rudd, New Horizons –**

Office 365: The Cloud Beneath Your Wings

##### ✦ PROFESSIONAL SERVICES STAGE

**Bob Floreak, Acuity HR –**

Compensation and Performance Management: Going Beyond the Performance Appraisal and Annual Compensation Plan

#### 11 A.M. / BOOTH 605

**How to Volunteer in the Classroom with Junior Achievement – Our Nation**

#### 12 P.M. / HALL A

**Business For Business Speed Networking Event –**

Registration Begins at 11:30 a.m. Presented by Pittsburgh North Regional Chamber of Commerce

#### 1 P.M. / BOOTH 605

**How to Volunteer in the Classroom with Junior Achievement – Economics for Success**

#### 1:30 P.M.

##### ✦ MAIN STAGE

**Jennifer Sikora, American Foundation for Suicide Prevention –**

Talk Saves Lives: Suicide Prevention in the Workplace & Communities

##### ✦ BOOTH 500

**Alex Rutkowski, Higher Images –**

Converting Your Business's Website Into a Customer Generation Engine

##### ✦ PROFESSIONAL SERVICES STAGE

**David Maniet, Maniet Financial Services –**

Investing in the New Normal

##### ✦ BOOTH 403

**Andrea Wetherwald, Improvising the Workplace –**

Fun Over Friction: The Secret Sauce for Powerful Impressive Teamwork

#### 2 P.M. / MAIN STAGE

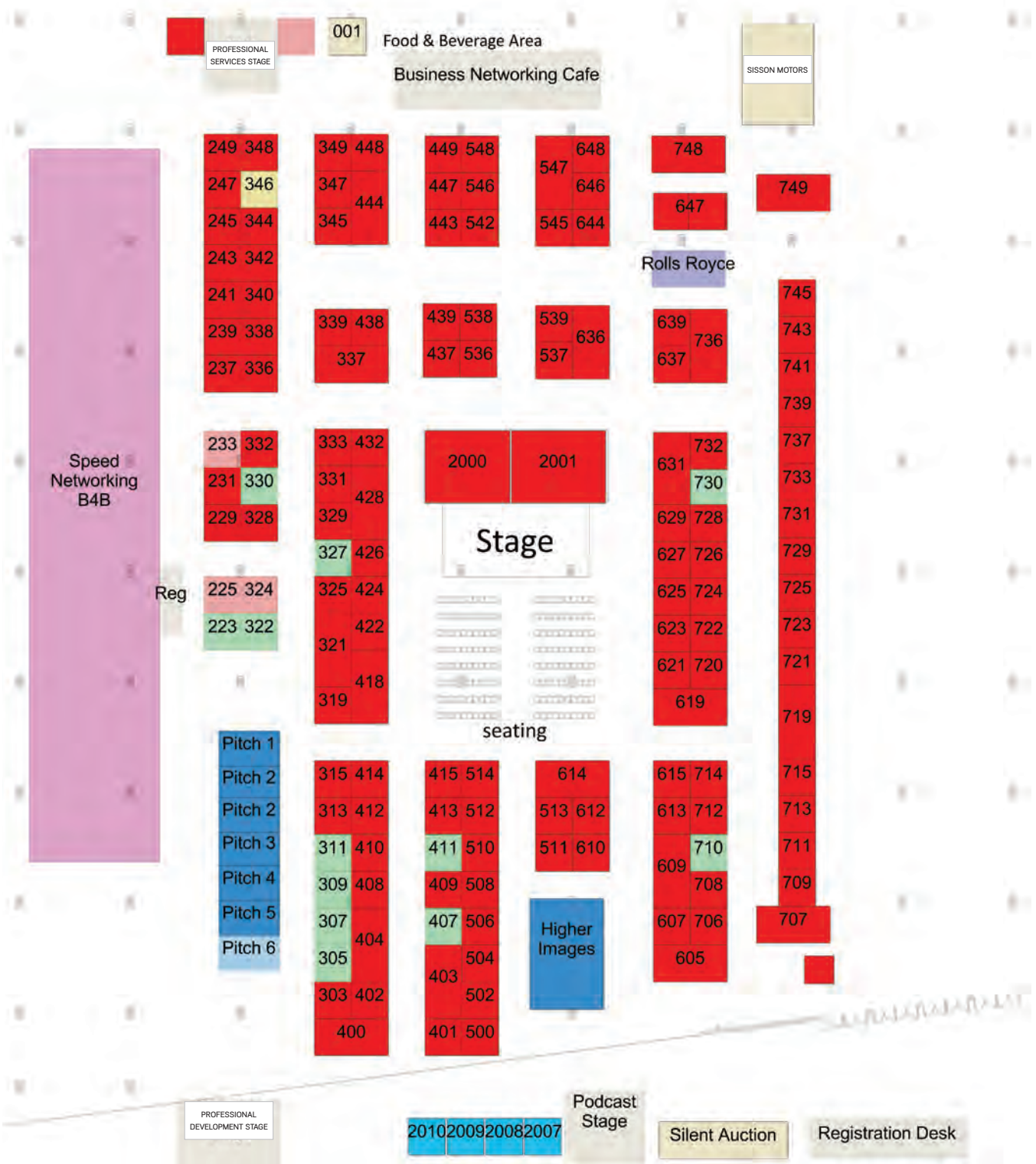
**Junior Achievement of Western PA**

#### 2:30 P.M. / MAIN STAGE

✦ Presentation of Charitable Contributions

✦ Presentation of Pittsburgh Business Pitch Winners

# EXHIBITOR HALL & CONFERENCE MAP





## FOR ADDITIONAL CONTACT INFORMATION OR TO REACH THESE VENDORS GO TO [WWW.PITTSBURGHBUSINESSSHOW.COM](http://WWW.PITTSBURGHBUSINESSSHOW.COM)

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# Pittsburgh Business Show Supports Local Non-Profit Organizations

The Pittsburgh Business Show is proud to support several non-profit organizations in the Pittsburgh area, as well as throughout Pennsylvania and the Mid-Atlantic region. We have found that non-profit success develops from a mixture of traditional business models that are strengthened by fresh approaches to advocacy, education, and fundraising.



## JUNIOR ACHIEVEMENT OF WESTERN PENNSYLVANIA

JAWP is the official charitable organization of the Pittsburgh Business Show. This organization prepares young people for economic success and supports free enterprise. The Pittsburgh Business Show will be supporting JA with generated revenue at an awards ceremony on the closing day of the show to help grow the next generation of entrepreneurs in our region.

JA is the world's largest organization dedicated to giving young people the knowledge and skills they need to own their economic success, plan for their future, and make smart academic and economic choices. JA programs are delivered by corporate and community volunteers, and provide relevant, hands-on experiences that give students from kindergarten through high school knowledge and skills in financial literacy, work readiness, and entrepreneurship.



## 50 SHADES OF SILENCE

50 Shades of Silence was founded by Darieth Chisolm. She is a recent survivor of cyber sexual assault, sometimes referred to as revenge porn, after an ex-boyfriend created a website with nude pictures and videos of her that he took while she was asleep. Instead of remaining silent, Darieth began speaking out and launched 50 Shades of Silence, a social justice project to educate on the issues of cyber assault, advocate for tougher laws, and empower victims of these crimes.

50 Shades of Silence is comprised of a feature-length documentary, a website and app with resources and services, and a line of motivational and empowerment material for assault victims and survivors called Everyday Courage. Darieth is also speaking out and sharing her experiences on national TV shows including The Dr. Oz Show and Megyn Kelly TODAY.



## AMERICAN FOUNDATION FOR SUICIDE PREVENTION

AFSP is the leading national non-profit organization focusing on eliminating the loss of life from suicide by delivering prevention education and advocacy programs, raising funds for suicide research and programs, and supporting those individuals who have lost someone to suicide. The AFSP is dedicated to saving lives and bringing hope to those affected by suicide. AFSP creates a culture that's smart about mental health through education and community programs, develops suicide prevention through research and advocacy, and provides support for those affected by suicide. AFSP has local chapters in all 50 states, including Pittsburgh, with programs and events nationwide.

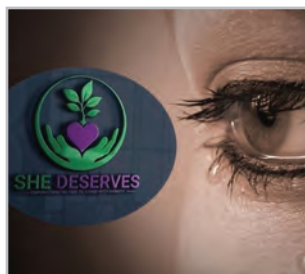


## SHE DESERVES

She Deserves was founded by Susan Miller, one of our returning speakers to the Pittsburgh Business Show, because of her courage to believe in herself and to help create the support for female victims of abuse and abusive relationships. The mission of She Deserves is to help abused women develop confidence and self-worth, so they can become independent, self-reliant, and take pride in developing their own security, with economic independence.

This organization helps to provide individual evaluations and analysis, which will identify the strength of each victim; to enroll victims in programs that offer a business plan and entrepreneurial skill development;

to provide an individual support team that will offer encouragement, but yet accountability; and to provide business grants to individuals that continue to demonstrate growth in their business.



## VETERANS PLACE

Veterans Place is dedicated to ending homelessness among veterans in the Pittsburgh region. They offer homeless veterans a safe, supportive, and

regenerative environment as they gain the necessary skills to face real life challenges, secure permanent housing and lead productive and self-sufficient lives.

Veterans Place has an array of services dedicated to addressing issues that our veterans face in the Pittsburgh region. They pride themselves on not only their success, but the quality of services they provide, including Day Programs, Transitional Housing Programs and Employment Services.





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# Giving Your Business a Voice: Podcasting For Your Brand

What is podcasting? How can it affect your marketing and PR strategy? Should you allocate media dollars to podcasting? Why should YOUR business understand the world of podcasting?

Podcasting is like a radio talk show, only on the internet. Or maybe even think of an audio book, with the shows acting as separate chapters. Topics of these podcasts run the same gamut – some are hobby-based, i.e. hunting, scrapbooking, cooking. Some are niche-topics such as one of the most popular podcasts about actual murder cases, Serial, and some are based on current topics, from national to hyper-local.

Podcasts are content that listeners consume, at their will, via the internet such as iTunes for Apple users and GooglePlay Music for Android users, as well as various “podcast networks” such as the iHeart Radio and Stitcher Radio apps.

Podcasts can be important to your business in two ways. First, they can be used to showcase your company’s expertise within your market segment. Think of it like blogging, but instead of reading, they’re listening.

Second, podcasts can be a way to promote your business. Like purchasing a radio ad or sponsorship, you can sponsor podcasts and align your brand with the brand, and followers, of a particular podcast.

One thing to note – some podcasts are hobbies for the hosts and some are businesses. So not all may have a regular production routine. But, one thing that is well noted in digital media research is that podcast listeners – because they are choosing to consume the content on their own time – are statistically proven to be a more dedicated listener and willing to follow a call to action suggested by their favorite podcast host(s).

There are quite a few podcasters in the Pittsburgh Market including:

- YaJagoff Podcast – John Chamberlin & Rachael Rennebeck
- No Bull\$#!# Podcast – Dave Mastovich
- The Broadcast – Natalie Bencivenga & Kim Lyons
- Going Deep with Aaron Watson – Aaron Watson
- The Pitchwerks Podcast – Scot MacTaggart





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**[www.50ShadesofSilence.com](http://www.50ShadesofSilence.com)**



# Are You Protected From A Data Breach?



## Think cybercriminals only target big companies?

More than 75% of data breaches target small and medium sized business (SMBs), and that can result in costs both financially and to your reputation.



1.

### TRAIN YOUR EMPLOYEES

Train your employees to help protect your sensitive data.



2.

### PROTECT YOUR NETWORK

Protect your network with VPNs, firewalls, vulnerability scans, penetration testing, etc.



3.

### SECURE YOUR DEVICES

Identify, track, and secure (encrypt) your employee's devices – smartphones, USB drives, tablets, and laptops.



4.

### SECURE PHYSICAL SPACE

Track and log visitors, limit access with locked doors.



5.

### CREATE CLEAR POLICIES

Create clear and concise written policies on the use and disposal of sensitive data.



6.

### WHERE'S YOUR DATA?

Locate, understand, and limit where all of your sensitive data resides.



7.

### PROPER DISPOSAL PROCEDURES

Ensure that you have the proper procedures and documents in place to dispose of any devices, equipment, and paper records.

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SPOTLIGHT ON PITTSBURGH BUSINESS

# *Making Business Happen*

PROMOTING PARTNERSHIPS,  
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FOR OUR REGION'S FUTURE GROWTH







*In a city that boasts six Super Bowl victories, a slew of “most livable” city rankings, and a burgeoning dining scene, you can bet that there’s always something notable happening near Pittsburgh’s famous Three Rivers.*

In a region that comes together time and time again to support each other and our communities, in times of winning or losing, through catastrophe and good fortune, Pittsburgh knows what it takes to pull together to bring home the championship or hang on and support each other for one more year.

“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 inspire you to reach out to these organizations, see how you may be able to partner with them to grow your business, or connect with them to support theirs.

***Because Pittsburgh is Where Business Happens.***



# HIGHER IMAGES

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Talk.

## DIGITAL MARKETING

### *Higher Images*

As the presenting sponsor for the 2018 Pittsburgh Business Show, Higher Images is excited to be assisting in the advancement of the Pittsburgh business marketplace.

"We are so proud to be the presenting sponsor of the Pittsburgh Business Show for the second year in a row. We feel that the Business Show is a great fit for us overall, because our organization and theirs share the same vision," said Dan Harmon, Vice President of Higher Images, Inc.

#### **RAISING THE BAR HIGHER IN MARKETING**

Located in Bridgeville, less than 20 miles outside of Pittsburgh, Higher Images has supported local businesses for 17 years and understands the needs of the businesses in the area.

"Higher Images has always focused on helping small- and medium-sized businesses grow in the local area through our digital marketing services. The Pittsburgh Business Show seems to also care deeply for the local businesses just like us," said Harmon.

Higher Images provides local, regional, and national businesses with direct results on their digital marketing

campaigns using their one-of-a-kind Digital HI Technology. This online platform joins multiple technologies together into one user-friendly marketing console and is used to power all Higher Images products.

With the ability to develop and design websites, run PPC campaigns, create branding initiatives and SEO plans, along with the skills to promote businesses through public relations and social media platforms, Higher Images serves as a full-service resource for all your digital marketing needs. Their expert team can help you increase sales, build customer bases, grow revenue, engage customers, and help you to improve customer service. Call (412) 203-1996 or visit their website at [www.higherimages.com](http://www.higherimages.com) to learn more.

Higher Images is thrilled to be working with the Pittsburgh Business Show again to give businesses the opportunity to promote their products and services, network with industry leaders in Pittsburgh, and attend valuable business workshops.

"Their mission to connect people, businesses and resources together in the Pittsburgh area is something we can really get behind. When you share a common goal like this, it just makes all the effort more rewarding," said Harmon.

## VOLUNTEERING

# *Junior Achievement*

Junior Achievement of Western Pennsylvania, an organization that prepares young people for economic success and supports free enterprise, is again the charitable partner for the Pittsburgh Business Show.

It's a natural fit for both. JA is the world's largest organization dedicated to giving young people the knowledge and skills they need to own their economic success, plan for their future, and make smart academic and economic choices. The Pittsburgh Business Show brings together resources, industries, and people from the region and connects them with other businesses to grow the economy, support the local region, and create long-lasting relationships. The partnership between Junior Achievement and the Pittsburgh Business Show continues to develop future business leaders and cultivate a future workforce.

### **JUNIOR ACHIEVEMENT'S CORPORATE VOLUNTEER PROGRAM**

JA programs are delivered by corporate and community volunteers, and they provide relevant, hands-on experiences that give students from kindergarten through high school knowledge and skills in financial literacy, work readiness, and entrepreneurship. In Western Pennsylvania, JA reaches more than 67,000 students in western PA through some 3,000 local volunteers.

JA is always looking for more volunteers to help them in their mission by sharing their experiences and inspiring young people to pursue their dreams. During the Pittsburgh Business Show, JA will be demonstrating first hand how businesses can empower young people to own their economic success by watching their volunteers teach the Junior Achievement curriculum in a classroom setting right on the Show floor.



There are two paths to volunteering: The first is when JA partners with organizations that provide monetary support to help deliver JA programs and to develop other partnership efforts. These organizations also provide their employees to be volunteers in the classroom to deliver JA programming. The second path allows individuals to reach out directly to JA to set up a time to volunteer in the classroom. JA is flexible – volunteers can choose their commitment and classroom based on their schedule and interest.

Pittsburgh Business Show attendees can play an important part in the success of the next generation. To learn more about JA's programs, visit [www.JAWesternPA.org](http://www.JAWesternPA.org) for information, or stop by the JA booth during the Show and watch their demonstration.



## EDUCATION

# Edinboro University

Edinboro University understands that working professionals who want to further their career by earning a graduate degree don't necessarily have the flexibility that's required to attend weekly, on-campus classes.

Now the University, which is known for having a strong slate of undergraduate business programs, has been approved to create a bold, new MBA program that redefines the modern MBA. The program is anticipated to be offered beginning in January 2019.

The University will introduce their innovative approach to delivering an MBA through new programmatic structure, content, and delivery.

The program breaks down the silos found in traditional MBA programs by focusing on decision making and the impact of decision making on stakeholders, including analysis of how leadership decisions affect certain stakeholders such as employers, employees, creditors, and investors. With this graduate degree, students will

be prepared to take on key roles in business, including operations managers, financial analysts, HR directors, management consultants, and company leadership roles.

Students have the option of attending class on Edinboro's campus, taking online classes, or blending the two so that they can take advantage of the flexible format. No longer will working professionals have to worry about missing classes during the semester because they work different shifts or are away on a business trip. Additionally, students who are interested in earning their MBA in an accelerated format can complete the program in as little as one calendar year.

This blended delivery mode is aligned with current trends in professional business environments and is flexible, allowing students to choose which mode works best for them professionally, on their own time.

Visit [www.edinboro.edu](http://www.edinboro.edu) to learn more.



# Grand Canyon University Offers Scholarship to Pittsburgh Business Show Attendees

Although Grand Canyon University is located in Phoenix, Arizona, they are a returning participant in the Pittsburgh Business Show. They are looking forward to growing in the Pittsburgh area and helping to support students at all levels of their education and career goals.

GCU was founded in 1949 by the Southern Baptist Church and has been serving as a gateway to success for industry leaders and scholars for over 65 years. This rapidly growing Christian university offers flexible online courses as well as on-campus courses to give students access to education that works with their schedule. With over 200 academic programs in fast-emerging fields, students can choose from a variety of top programs to help begin their career or learn new skills to enhance their current education.

Whether students are looking to further their education or take their career in a new direction, Grand Canyon University offers a wide range of bachelor's, master's, and doctoral programs to suit their academic needs.

We are excited to announce that Grand Canyon University and the Pittsburgh Business Show are working together for you! We are proud to offer an exclusive scholarship opportunity of 10% off tuition toward any online degree program.

For more information or to schedule an in-person appointment, contact Allen Martello at [allen.martello@gcu.edu](mailto:allen.martello@gcu.edu) or get started at [www.gcu.edu/PittBusiness](http://www.gcu.edu/PittBusiness).



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GCU offers more than 150 online academic programs led by full-time faculty and fully trained adjunct instructors. Our online classes are specially designed with the flexibility for you to conveniently earn your degree according to your schedule.



**FOR MORE INFORMATION,  
PLEASE CONTACT:**

**ALLEN MARTELLO**  
**602-247-4740**  
[allen.martello@gcu.edu](mailto:allen.martello@gcu.edu)

**[gcu.edu/PittBusiness](http://www.gcu.edu/PittBusiness)**

**Visit us at booths 631 and 633**

For more information about our graduation rates, the median debt of students who completed the program and other important information, please visit our website at [www.gcu.edu/disclosures](http://www.gcu.edu/disclosures). Please note, not all GCU programs are available in all states and in all learning modalities. Program availability is contingent on student enrollment. Grand Canyon University is regionally accredited by the Higher Learning Commission (800-621-7440; <http://hlcommission.org/>). Important policy information is available in the University Policy Handbook at <https://www.gcu.edu/academics/academic-policies.php>. GCU, while reserving its lawful rights in light of its Christian mission, is committed to maintaining an academic environment that is free from unlawful discrimination. Further detail on GCU's Non-Discrimination policies can be found at [www.gcu.edu/titleIX](http://www.gcu.edu/titleIX). The information printed in this material is accurate as of MARCH 2018. For the most up-to-date information about admission requirements, tuition, scholarships and more, visit [www.gcu.edu](http://www.gcu.edu). ©2018 Grand Canyon University. 18C0BE0010



# Allegheny Conference

Pittsburgh has been reinventing itself for the past 60 years. First, it cleaned up its act – and the air – during the period called the “Renaissance.” After the steel mills closed, Pittsburgh again transformed and became known as a center for healthcare and academics. Now, it’s attracted tech companies – both start-ups and giants – who know that our educated workforce provides employees who love innovation. Nowhere is that more evident than this past year, when Amazon announced that Pittsburgh was on its list of 20 cities that it is considering for a second headquarters.

As the civic leadership organization that most impacts southwestern PA, the Allegheny Conference provides resources for businesses who are hoping to be a part of Pittsburgh’s next renaissance period. The organization analyzes competitive issues, advocates for improvements, and markets the region globally to encourage business investment that creates jobs and attracts talented people to fill them.

Bill Flanagan, Chief Corporate Relations Officer of the Allegheny Conference on Community Development, knows the history of Pittsburgh’s economic up and downs very well. In addition to his role with the non-profit economic development organization, Bill has covered the story of Pittsburgh’s transformation for more than 35 years, most recently as producer and host of “Our Region’s Business” on Sunday mornings on WPXI-TV.

As a member of the Allegheny Conference leadership team, he helps to spread the word about the Pittsburgh region’s remarkable progress and dedication to business and workforce development.

He talks about “Pittsburgh’s Great American Comeback” often, and focuses on the leadership, strategic planning, and collaboration that set the stage for the global recognition and investment happening in the region today.

As Pittsburgh moves forward and more opportunities open up for business, the Allegheny Conference will continue to improve the economic future and quality of life of the 10-county Pittsburgh region.





## COMMERCIAL VEHICLES

# John Sisson Motors



John Sisson Motors is a family owned and operated, award-winning Mercedes-Benz dealership. With more than 56 years in the community, John Sisson Motors has established itself as an automotive leader. Since 1969, John Sisson Motors has been selling and servicing the iconic Mercedes-Benz brand.

With the addition of the Mercedes-Benz Sprinter product line in 2013, the sales growth has facilitated the construction of our new 30-bay service facility. The new Mercedes-Benz Sprinter factory in South Carolina coming online this fall will enable us to keep serving your commercial van needs at the highest level.

Over a hundred years ago, we recognized the need for a vehicle that could take on heavy loads and not back down from any job. The result? Mercedes-Benz invented the van. That first van paved the way for an entirely new segment and set the standard for others to follow. As the need for vans grew, Mercedes-Benz surpassed all expectations to become the world's largest commercial vehicle manufacturer. While our latest Sprinter and Metris Vans continue to raise the bar for innovation and technology, they still hold true to our core values: to create vans that deliver an extraordinary level of performance, durability, and safety to every owner.



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## BUSINESS SOLUTIONS

# Agile Business Systems

Most small and medium-sized companies will tell you that they are concerned about cyber security, data breaches, and cyber attacks that can destroy not only a company's finances, but their reputation and the trust of their customers and clients.

Agile Business Systems, a Pittsburgh-based IT support and security firm, understands these concerns. This company, based in Upper St. Clair, supports small and mid-sized businesses that rely on their computers, network, and Internet for daily operations. Agile provides managed services, network security, and data backups and recovery to companies, while also offering scalable IT and security training.

"While technology provides benefits to many businesses that have enabled them to grow, it has also become a threat. Unfortunately, cyber criminals usually concentrate on smaller businesses because they are often much easier to exploit. To deter cyberattacks and cyber threats, it is crucial that businesses have well-trained, security-savvy employees. They are what I call 'human firewalls' – they are your company's best resource and your first line of protection. Your systems are only as secure as the people who use them, and we specialize in end-user training to help ensure that your company is protected," said Matt Weaver, president of Agile Business Systems and co-author of the book *Sitting Duck: Why Your Business Is a Cybercriminal's Ideal Target*.



Agile Business Systems helps to protect their clients and their companies, and offer steps that they guide each business through, including training employees to protect sensitive data, protecting a company's network and devices, securing physical space, limiting where sensitive data resides, and properly disposing of devices, equipment, and paper records.

Cyber criminals often think that smaller businesses are easy targets because so many of them have gotten by on relaxed or non-existent security policies for years. As hackers get more sophisticated in their methods – and as technology continues to change and become more complex – business owners should make sure that their company's data and network security becomes an essential part of their business. Agile Business Systems can help – not only with software and hardware upgrades, but with comprehensive employee training programs.

"Call or contact us – don't wait until another malicious threat appears. We can help keep your company and your data safe," Matt suggests.

# Stewart Creative



Stewart Creative is always looking for ways to get our region noticed. Owner Lynda Stewart blends graphic design, property photography, and project management for business and organizations in western Pennsylvania, and concentrates on helping hospitality, tourism, and event pros market and promote attractions and events.

If you live in Western Pennsylvania, you've probably seen her work, which includes printed marketing materials such as visitor guides, newsletters, event programs, magazines, brochures, and displays. Her portfolio includes West Overton Village, Buhl Mansion and Tara - A Country Inn, Priory Hospitality Group, Visit Mercer County, and the Pittsburgh Business Show, among others.

Businesses owners understand how important it is that their marketing identity and brand is professional, consistent, and designed for their potential audience. Stewart Creative is there to guide them.

"I help businesses that have an ongoing need for graphic design services but don't require a full-time graphic designer, or have an overflow of regular or special projects and can use some assistance. I often serve as an extension of a company's staff to provide ongoing support and expertise," Lynda explains.

Lynda is skilled at pinpointing what makes businesses stand out, and she loves to travel and visit new places. She's growing her business – and taking on a whole level project level – by creating and designing a new publication, called Pinpoint: Pennsylvania. This travel magazine is written by the people – and for the people – of our state by sourcing user-generated content so that contributors can share their unique and exciting experiences in Pennsylvania. The first issue is due in June 2018 to welcome the state's summer events, activities, and attractions.





## SPORTS MEMORABILIA

# Total Sports Enterprises

### THE LEADER IN PITTSBURGH SPORTS MEMORABILIA AND SPORTS AUCTION OPPORTUNITIES

Although Total Sports Enterprises has a web home at [www.tseshop.com](http://www.tseshop.com), TSE also operates the retail sports haven at the Mall at Robinson. This storefront hosts multiple signings a year with exclusive athletes including Penguins Phil Kessel and Bryan Rust, not to mention a long list of football athletes ranging from all-time favorites like Rocky Bleier and Franco Harris, to Hines Ward and new phenoms like James Conner and Juju Smith-Schuster.

Being the black and gold source for collectibles, jerseys, and autographed merchandise, TSE carries memorabilia from past to present and in the most unique forms including commemorative seatbacks from Three Rivers Stadium, folding chairs with the one and only Maz signature, and even canvas originals with athlete-certified signatures. Each and every item is 100% authentic and guaranteed with certification, and these unique treasures are available both online and in the brick and mortar location.

The most gratifying part of Total Sports Enterprises is the charities it services through auction opportunities. Children's Hospital, The American Cancer Society, and Junior Achievement, as well as a plethora of charitable events made possible through former and current athletes, are benefactors of TSE auctions. A fair percentage is given to the charitable cause to help offset costs for many reasons, and Total Sports Enterprises is happy to contribute to the success and longevity of many Pittsburgh causes and non profits.

Total Sports Enterprises is proud to be among the many businesses represented at the Pittsburgh Business Show and demonstrating the unique products Pittsburgh has to offer, as well as their donation to benefit Junior Achievement.

For more information, follow us on Facebook, Instagram, Twitter and Snapchat for up-to date details on signings and events. Also visit [www.tseshop.com](http://www.tseshop.com).





## Mutuality Makes a Difference for Business Banking Customers.

Think back to the last time you needed help with business financing. Did it seem like your banker was really listening to your needs? Or did you feel like you were being offered the product of the month instead of the loan that best suited you and your business?

Is your business banking relationship mutually beneficial, or does it seem like your needs have slipped into the background?

At Dollar Bank, a mutually beneficial banking relationship is not an empty promise. Mutuality is a part of our foundation. Dollar Bank is the largest independent mutual bank in the nation.\* Being a mutual bank means Dollar Bank is not owned by stockholders. We are committed to our customers, not quarterly profitability goals for shareholders. Our singular focus is using our expertise to provide the best banking experience for every customer, every day.

Dollar Bank business bankers are dedicated to financing the hopes and aspirations of business owners in southwestern Pennsylvania. They manage for long-term relationships and get to know their clients and the specific needs of their businesses. They don't work on a commission or try to sell services and products that aren't the right fit for their customers.

As a bank, we believe that a business is more than just numbers on paper. Through thoughtful interaction, we strive to learn the uniqueness of each of the businesses we serve and what tactics will best help that particular business to grow and thrive.

That is how we develop long term relationships...and we do it because it is what's best for our customers.

Many banks claim to want a lasting relationship with their customers. At Dollar Bank, we've lived this philosophy every day for more than 160 years. It's the reason we have never participated in sub-prime lending and why our loan portfolio has remained strong. As a result, we have been consistently rated as well capitalized by government regulators, representing the highest category of financial soundness.


We recognize that our strength and stability corresponds directly with the strength and stability of our customers. Depositors, borrowers, business owners... we are in this together and that is probably not something you've heard from your banker before. But maybe it should be.

Connect with a mutually inspired Dollar Bank business banker to see the difference mutuality can make for you.

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\*Source: fdic.gov, Mutual (non stock) Savings Institutions by Total Assets as of 12/31/17

BUS273\_18



# PITTSBURGH

## BUSINESS CHOICE AWARDS

The Pittsburgh Business Show welcomes the inaugural Business Choice Awards to the show this year, a program that recognizes the remarkable impact that area businesses have made in the past year in the Pittsburgh region. It was created by DoYouKnowAGood.com, a 14-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 businesses' 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 Celebrate Pittsburgh Networking Event will follow the event to celebrate the winners and network with Pittsburgh-area business owners, participants, and attendees of the event.

The 2019 Business Choice Awards will be accepting nominations at [www.businesschoiceawards.com](http://www.businesschoiceawards.com) starting on January 1, 2019. Nominations of Pittsburgh's best businesses will be announced and voting will begin March 1, 2019. Winners will be announced at the 2019 Business Choice Awards held at the Pittsburgh Business Show on May 14, 2019 at 5:30 p.m. on the main stage of the David L. Lawrence Convention Center.



## Industries Represented

- Accounting
- Advertising / Media
- Apps
- Automotive
- Background Checks
- Business Banking
- Business Coaching
- Business Machines
- Chamber
- Commercial Services
- Contractor
- Corporate Catering
- Corporate Entertainment
- Corporate Training
- Credit Bureaus
- Credit Card
- Data Hosting Services
- Digital Marketing
- Disaster Restoration
- Drug Testing

- e-Commerce
- Education
- Embroidery
- Employee Incentives
- Energy Providers
- Entertainment & Event Planning
- Financial Services/Planning
- Health/Wellness
- Healthcare
- Hospitality
- Human Resource Services
- HVAC
- Insurance
- Internet Provider
- Janitorial Services
- Landscaping
- Legal
- Mailing Services
- Manufacturing
- Marketing

- Media Buyer
- Merchant Services
- Mortgage Broker Commercial & Residential
- Moving Companies
- Network/IT Services
- Office Furniture
- Office Supplies
- Organizations/Chambers
- Outsourced Sales Company
- Pest Control
- POS Systems
- Precious Metals & Coins
- Printing
- Professional Services
- Promotional Products
- Property Management
- Public Relations
- Real Estate
- Recreation

- Security, Cameras, CCTV, Alarm Systems
- SEM
- SEO
- Social Media
- Software
- Staffing / Manpower
- Tax Planning
- Team Building Leadership
- Coaching
- Tourism
- Tradeshow Displays
- Transcription Services
- Translation
- Transportation
- Uniforms
- University
- Venture Capital
- VOIP & Telecommunication
- Web Design & Development



# Pittsburgh Business Pitch

The Pittsburgh Business Show is excited to offer one of Pittsburgh's first ever start-up business pitch programs that will be held every year at the annual show. The Pittsburgh Business Pitch is a once-in-a-lifetime opportunity for new Pittsburgh start-up business concepts to win services that will help support getting their business off the ground. This event created the opportunity for six participants to present their business concept to attendees and sponsors with a winning prize of complimentary sponsored services and support to help them launch their company.

For a business to be considered as a nominee for this event, the following information is required:

- Business concept name and contact information
- Why your startup deserves to be one of the 12 businesses chosen to be a part of the Pittsburgh Business Pitch
- What makes your product or service unique?
- What is your vision for the business?
- Why should your startup have the opportunity to win this opportunity?

Nominations for the 2019 Pittsburgh Business Pitch will be accepted starting on January 1, 2019 at [www.pittsburghbusinessshow.com](http://www.pittsburghbusinessshow.com).

Once the Pittsburgh Business Pitch finalists are chosen, they will be contacted to present at the Pittsburgh Business Show on May 14 and 15, 2019, at the David L. Lawrence

Convention Center. There, they will have the opportunity to create a presentation to deliver to attendees, exhibitors, and Pitch sponsors at the Pittsburgh Business Show.

Each of the finalists will receive space to exhibit for both days of the Show and must be present at their booth to talk about their start-up concept. Show attendees, the community, and the sponsors providing their services for a new start-up company will listen to their presentations and cast real-time votes. Pitch finalists will also be encouraged to share their ideas on social media to gain more votes. The start-up company with the most votes, will win the services and products that are offered to help get their business off the ground. We welcome the community, family, friends, entrepreneurs, business executives, creatives, and investors to help with the voting.

On the afternoon of May 15th, a winner will be chosen based on total votes cast. The winning start-up will be presented the Pittsburgh Business Pitch award on the main stage.

## WHO CAN BE NOMINATED?

Anyone who has a great business idea that lives in the Pittsburgh Region including all 10 counties can be nominated! If you know somebody who has a great startup idea—or if you are someone who has a great startup idea—please nominate the idea by filling out the form at [www.pittsburghbusinessshow.com](http://www.pittsburghbusinessshow.com) beginning January 1, 2019.







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## EVERYDAY COURAGE: YOUR PLAN FOR REINVENTION



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Join Visibility and Multi-Media Strategist Darieth Chisolm for a power-packed session on how to find your everyday courage and confidence, embody your message, enhance your influence, use your voice and step into the spotlight as an inspired woman and entrepreneur.

Darieth draws from lessons learned following her own recent personal tragedy that sparked a global social justice movement, 50 Shades of Silence, and offers a unique strategy to ignite business growth and raise personal influence.



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Wednesday, April 25 at 11 am at the Main Stage





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#### *Important Dates to Remember:*

**April 25, 2018:** Registration for the 2019 Pittsburgh Business Show begins

**August 31, 2018:** Returning Exhibitor Booth Registration Deadline  
to secure your industry limited spot in the 2019 Pittsburgh Business Show.

**September 25, 2018:** Pittsburgh Business Spotlight Ads Deadline

**October 2018 TBD:** Business Champion Networking Event

**October 2018:** Pittsburgh Business Spotlight Magazine

**December 14, 2018:** Call for Speakers Deadline

**January 1, 2019:** Pittsburgh Business Pitch Nominations Begin

**January 1, 2019:** Business Choice Awards Nominations Begin

**March 1, 2019:** Voting for Business Choice Awards Begin

**May 14, 2019:** B4B Speed Networking Event

**May 14, 2019:** Business Choice Awards Presented

**May 14, 2019:** Celebrate Pittsburgh Business Networking Event

**May 15, 2019:** B4B speed Networking Event

**May 14 and 15, 2019:** Pittsburgh Business Pitch Presentations - Voting TBD



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# Special Thanks

The Pittsburgh Business Show would like to give a special thanks to the following individuals, organizations, and businesses for their support in promoting our Annual Pittsburgh Business Show. These individuals and companies have gone out of their way to promote us to their employees, customers, and business relationships. With your help and your belief in our Vision, you have helped ensure the Show's continued success!

It has been great working with people who believe in Pittsburgh and want to not only participate in the Show, but to recognize that Pittsburgh needs this to help grow and energize our city and region. It's what makes Pittsburgh different. When we bring our people and businesses together, we can do great things! Pittsburgh has great pride as a city, supporting all of our championships, and we are proud to add another great tradition in the City of Pittsburgh with an annual show that supports business and economic growth in the region.

## **BUSINESSES**

Dollar Bank  
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Stewart Creative  
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Edinboro University of PA

## **INDIVIDUALS**

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Dana Hardek  
Dan Harmon  
Jason Taylor  
Morgan Cushey  
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Craig Hodgkins  
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Chamber of Commerce

## **ORGANIZATIONS**

Junior Achievement  
Pittsburgh Social Exchange  
Pittsburgh Women's Mastermind  
The Alternative Board  
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