

# Cranberrytoday

SUMMER 2013

## Community Days 2013: What A Difference!

From beginning to end, Cranberry's 2013 Community Days will be unlike any other.

In previous years, for example, the conclusion of Community Days was marked with fireworks starting around 9:30 on Saturday evening. This year, though, that fireworks spectacle promises to be absolutely breathtaking. That's because, in addition to marking the culmination of Cranberry's annual celebration of nonprofit and civic groups, it will also be the first public preview of the 2013 Pyrotechnics Guild International conference – a gathering

of the world's most advanced producers of fireworks – which will be held in mid-August at Coopers Lake in Slippery Rock.

Throughout the three-day event, guests will also be amazed at another high-profile spectacle. Several local knitting circles including St. Ferdinand's 'God's Precious Preemies' group and the Butler County Spinners and Weavers Guild, will be enveloping as many as ten fully grown trees in Community Park with thematic knit creations.

Another of Community Days' Art in the Park features will be the construction of an oversize mural crafted from individual chalk



drawings prepared by visitors to the park. Using special software to create a pictorial montage out of hundreds of smaller images drawn at various stations in Community Park, the finished mosaic will form a permanent addition to Cranberry's public art collection.

There will also be a difference in the layout of events in Community Park. In previous years, booths and attractions were distributed across the upper, lower, and mid-levels of the park. This year, however, the entire celebration will be held on the lower level – the largest and most accessible part of the park – where as many as 250 booth spaces will be available, up from 165 last year.

Once again this year, Community Days will showcase a full-feature carnival including all the rides, games, and

*Continued on page 2.*



*This year the entire celebration will be held on the lower level – the largest and most accessible part of the park.*

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# Community Days 2013: What A Difference!

*Continued from front cover*

attractions which were there in 2012. But on Thursday evening, in place of a traditional concert, a Broadway revue will be presented as a possible run up to the formation of a community-based nonprofit theatre group.

The traditional Saturday morning 5k race, which previously focused on raising funds for local libraries, is being expanded this year to benefit any charitable organization chosen by its registered runners. Three high-

value treasure hunts are already underway. The Cranberry Lions Club will hold its annual pancake breakfast on Saturday morning. American Heart Association's Bean Bag tournament will take place Friday. Thursday's car cruise will be followed by an open-air movie at the Rotary Amphitheater this year. Westinghouse will be hosting a golf outing benefitting Cranberry's volunteer fire company at Cranberry Highlands on Wednesday morning. Works by members

of the Associated Artists of Butler County will be featured at a cocktail party Wednesday evening. And Froggy Radio will be hosting an assortment of musical events throughout the entire celebration.

The only thing that hasn't changed is the admission charge: zero – it's still free – although various civic groups will be collecting \$5 parking fee donation each day to help support CTCC's 2014 community project of the year. ~



## Cranberry's Concert Series Hits A High Note

Cranberry's 2013 Community Park concert series opened unusually early with a concert by the eight-member ensemble Street Level on June 13. Then, following a month-long break, the series is scheduled to resume with an assortment of open-air concerts between July 18 and August 15. Attendance, which is open to all and requires no reservations, is free of charge, and so is the parking. All concerts begin at 7:00 PM at the park's Rotary Amphitheatre. Concert-goers are encouraged to bring their own lawn chairs, blankets, or other personal items for their own comfort. Cranberry Rotary will have refreshments available for sale.

### Musical artists scheduled to perform in the series include:

#### **July 18. The Holidays.**

Although the last of its original artists has retired, this reborn 1950s ensemble from Pittsburgh includes four vocalists and five instrumentalists who continue to tour, record CDs, open for national acts, and perform the music of the '50s, '60s, and '70s at venues throughout the region.

#### **July 25. Big Fat Jazz.**

This Springdale-based, 18-member band, whose performers come from

all over the greater Pittsburgh area, is known for its high-energy sound and its repertoire of classic and contemporary jazz, swing, blues, and Latin numbers.

#### **August 1. Finally Free.**

Finally Free is a five piece Pittsburgh-based band that performs original compositions and cover songs from the '70s, '80s, '90s, as well as more recent selections. Its concerts offer a powerful mix of high-energy classic rock music.

#### **August 8. Mahajibee Blues.**

Mahajibee Blues is a no-nonsense, five-member blues band from Pittsburgh which has been delivering its own brand of hard-working blues since 2000.

#### **August 15. Christian Beck Band.**

Country singing isn't Freedom resident Christian Beck's only musical interest. His original music is also influenced by R&B, alternative, classic rock, and southern rock.

### Lunchtime concert series lineup

For three Fridays in a row, lunch hours in Cranberry will be accompanied by musical artists performing in the Rotary Gazebo, on the lawn of the Municipal Center. The concerts – which will be moved inside the building in the event of rain – begin at noon and are free of charge. Guests are welcome to bring their own food and lawn chairs.

**August 2. Charlie Stayduhar,** wearing Old Blue Eye's signature fedora and with a website proclaiming him as Pittsburgh's Best Sinatra Tribute Artist, will offer a program of Sinatra classics.

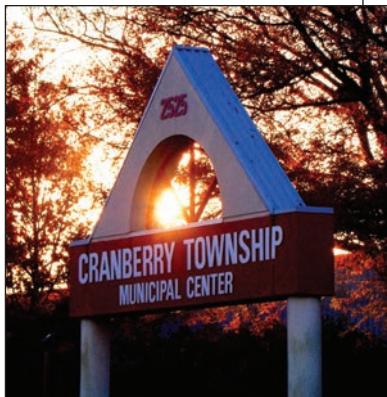
**August 9. George Suhon.** Guitarist, keyboardist, and singer George Suhon's eclectic repertoire includes old time standards, country two-step, country and western, swing, doo-wop, classic rock, disco, funk and polka.

#### **August 16. Pittsburgh Banjo Club.**

The Club's ensemble, which also includes trumpets, tubas, and bass, performs sing-alongs, vocals, and banjo solos, as well as polkas and Dixieland.

# Municipal Center Mulls Modifications

Sometime in the next few years, visitors are likely to need a new map to navigate Cranberry's Municipal Center. The gradual evolution of the Township's 93,000 square foot building, which morphed from a metal foundry in the 1980s into a versatile, multi-purpose community center, is continuing. And Township officials are once again contemplating significant changes to parts of its floor plan.



- The Township's 2011 bond issue provided the funding, at record low interest rates, to undertake a series of projects including remodeling parts of the Municipal Center.*

No final decisions have been made, but three departments, in particular, could find themselves following a carefully choreographed series of moves intended to allow normal operations as their spaces undergo renovation and expansion. The Library, Preschool, and Parks & Recreation department are among the leading candidates for space alteration.

Impetus for the building renovations grew out of Cranberry's 2008 comprehensive plan. Part of that effort included evaluating the best uses for Municipal Center space freed up by the relocation of the Township's Public Safety Department.

The Township's preschool, for example, volunteered that it needed a better drop-off area, as well as a facility where child-friendly bathrooms were accessible without requiring them leave their classroom space as they currently

do. Parks & Recreation announced that it wanted the use of a room smaller than the current gymnasium for active programs, as well as a more public-facing customer service desk away from the heavily travelled indoor walking path. And the library offered that it really, really needed more room to accommodate its steadily growing demand for meetings, presentations, and tutoring space, in addition to several mechanical system replacements.

Then things began falling into place. The Township's 2011 bond issue provided the funding, at record low interest rates, to undertake a series of projects including a Public Safety training building, water and sewer system expansions, Waterpark renovations, and a new EMS building, with some money left for remodeling parts of

**Air space.** *Immediately adjacent to the library, the new fresh-air Mazzoni Reading Garden will open later this summer.*

the Municipal Center. Then, around that same time, the library secured a Keystone matching grant of \$260,000, as well as a bequest from a former resident of Sherwood Oaks, to upgrade its facility. That convergence helped to sharpen the planning effort's focus.

Although the planning process has not yet concluded, one early priority that emerged is an open-air reading garden, just outside the library. Although primarily planned as a quiet space for patrons to sit in the shade and enjoy a good book, the Mazzoni Reading Garden – named for library benefactors Bruce and Conni Mazzoni – will also be able to accommodate scheduled educational programs, weather permitting. ~

**The Penalty Box.** If you haven't gotten around to paying your 2013 Butler County-Cranberry Township real estate taxes, June 30 was the last day you could do so at face value. The penalty period starts July 1 and runs thru the end of the year. On the other hand, your 2013/2014 Seneca Valley School District real estate tax bill won't even be mailed out until August 1, and you can pay it at a two percent discount through September 30. If you have paid off your mortgage, or changed your mortgage company in the last year or are no longer using an escrow account to pay your property taxes, please contact tax collector P.J. Lynd at 724-776-1103 to make arrangements.



## The Fiction Of The Modern Library

"This isn't your grandmother's library," Cranberry head librarian Leslie Pallotta tells her visitor, without a trace of sentimentality. "It's not a 'shoosh' kind of place. We aren't quiet anymore."

In fact, with its growing roster of lectures, meetings, tutorials, crafts and related social activities, Cranberry's public library can sometimes be a downright chaotic place. But, according to Ms. Pallotta, that chaos is an authentic reflection of the way public libraries in America actually operated in the 19th and early 20th centuries.

"Libraries have come full circle," she said. "If you look at the original Carnegie Libraries – and you'll see a fantastic example in Homestead – they have bowling alleys, swimming pools, dance halls, theatres, and so on. And then there was the book component.

*Public libraries were not built to be warehouses for books; they were built for people.*

The original public libraries were not built to be warehouses for books; they were built for people. And now I think we've come full circle.

"Does that mean we'll do swimming pools and bowling alleys again? Probably not. But there's a need for meeting spaces. Libraries are in the lifelong learning business, and people

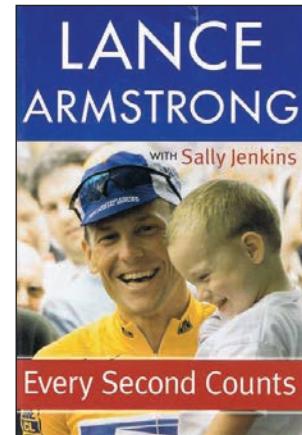
learn in all kinds of ways. They learn through reading, they learn through hearing, they learn through visual means, and they can learn through doing."

Creating spaces that will allow the library to sustain that mission into the 21st century is a key objective of the library's space renovations which will begin by the end of this year, thanks to a \$230,000 matching Keystone grant. They include a larger meeting room which can be partitioned into two spaces; three or four small quiet study rooms, a programmable outdoor reading garden, and a consolidation of its circulation and reference desk areas.

### Shifting gears

It will also be reflected in an ongoing shift in the library's collections away from costly reference books like encyclopedias and instead toward more non-traditional and non-print media. The library's website will continue to extend its service into something more closely resembling a 24/7 type of operation. And its subscription databases – many of which are purchased through county, regional and state library associations – will remain as pillars of its online service.

Print fiction, however, will always be a mainstay of the public library, she noted. In fact, its ability to stock up on best-selling fiction may even enjoy a boost from its shift away from spending on its



**Fact or fiction?**  
Some public libraries are moving biographies formerly classified as non-fiction to their fiction shelves.

reference collection. But a core function of professional librarians – appropriately vetting, cataloging and indexing its holdings – will remain.

"Lynn Henkel is our cataloger, and I joke all the time that the catalogers are truly the ones that have all the power in the library because they determine where everything gets shelved," Pallotta said. "The best example of that lately is the Lance Armstrong story. Do we suddenly move his biographies and the other books about him from Sports to Fiction? In our library, we didn't choose to do that. But we're watching the discussion to see what happens."

"A huge part of what we do is to get people reliable information. So we use sources that we consider to be reliable," she said. "And when the definitive book that somebody is certainly going to write on the Lance Armstrong fallacy finally comes out, it will go into the non-fiction collection. But will it be next to his autobiography? I don't know; we'll have to decide that when the time comes." ~



**Enjoy Martinis with Monet.** Art aficionados will be gathering for the second annual *Martinis with Monet* cocktail reception for local artists and their work on Wednesday evening, July 10, from 7:00 to 9:00 in the Cranberry Public Library. Admission – which includes a voucher for a drink and snack – is just \$10. Tickets can be purchased online from the CTCC website, at the Customer Service Desk in the Municipal Center, or at the door of the reception for \$12. One lucky person attending the event, which is a joint project of the Associated Artists of Butler County and CTCC, will be awarded this original watercolor by artist Mary Kay Richardson,

valued at \$1,000. *Martinis with Monet* marks the official unveiling of the association's Invitational Art Exhibit. The event was created to benefit the work of AABC and strengthen the fine arts community in southern Butler County. ~



## The Soul Of A Community

by **Bruce Mazzoni**, Chairman, Cranberry Township Supervisor

What makes a community a desirable place to live? What draws people to stake their future in it? Are communities whose residents feel more attached better off? Great schools, affordable health care, low taxes and safe streets all help create strong communities, but is there something deeper that draws people, makes them want to put down roots and build a life here in Cranberry?

Gallup and the Knight Foundation launched the Soul of the Community project in 2008 with these questions in mind. After interviewing close to 43,000 people in 26 communities over three years, the study found that three main drivers attach people to a place: 1) Openness (how welcoming a place is), 2) Aesthetics (its physical appearance and green spaces), 3) Social connections with others in the community (sense of community).

Cranberry ranks very high in all three drivers. We welcome everyone at our borders in multiple languages and make a strong effort to reach out to those who come from other areas. With our Township's streetscape requirements, interconnecting sidewalks and expanding parks, the aesthetics of our community continue to improve. And finally, in our social connections, we also continue to improve.

However 'Sense of Community' means different things to different people. As young residents back in the mid-1980's, my wife and I were deeply impressed by the programs available for our kids. We used to show our out-of-town friends Cranberry's Parks & Rec program guide, and they were shocked to see that our community had so many activities, let alone that we sent out the booklets several times a year.

Like many parents, we spent evenings at the parks watching our kids' ball games. Our children's sports formed our own social connections. Even today, we have great friends who we met through the sports programs. And the activities for families have only gotten better over the last few decades. Back then, all our games were in one park – Community Park; today we have three beautiful parks. Bloomberg BusinessWeek recently ranked Cranberry as the best place to raise kids in Pennsylvania, and I saw another ranking that put Cranberry 4th in the country!

As our kids got older, we became more involved in volunteering and community service. Over the last dozen or so years, I've had the opportunity to meet many people who volunteer for one of our 50-plus nonprofit and civic organizations. And I find with every one of them that they have formed close social connections to our community through their involvement. For them, 'sense of community' refers to their volunteer efforts for the organizations they support and to meeting likeminded

residents with the same interests and involvement.

When our family was young, we took for granted the parkland and fields that others before us had worked for so hard so that our generation could enjoy. Now, paying it forward, what can we do to help the next generation of families coming into our community?

Within the last week or two, you should have received the CTCC Annual Report in the mail. In the back of the report it names more than 650 people who volunteered at least 50 hours last year – some as many as 2,000. In addition, it listed more than 50 nonprofit and civic organizations that would love to have you as a member or a volunteer. If you missed your copy in the mail, there are more available at various locations throughout the Municipal Center.

Sense of Community goes hand and hand with fulfillment of heart. The more you lose yourself in something bigger than yourself, the more fulfillment you will find. ~

*Knowing you are helping to create a better community  
is only a fraction of the fulfillment you feel when you  
volunteer.*



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# Serving The Community With Grace

Matt Kaltenberger, the lead pastor of Grace Community Church, isn't content just to preach the virtues of loving one's neighbor and caring for those in pain. Along with his pastoral colleagues, he's committed to reaching out and backing his 12-year old ministry's mission of compassion with serious time and money. And so are those attending his church's non-denominational services, who currently number somewhere north of 2,000.

That outside-the-box attitude is reflected in Grace Church's new Marshall Road building, which rejects such predictable architectural trappings as a steeple, stained glass windows, or a grand sanctuary. The ministry doesn't want to become building-driven, Rev. Kaltenberger explains.

The fast-growing congregation, whose theology inspires the faithful to make a difference in their community, has led to a surge in public service benefitting individuals as well as organizations in need throughout Cranberry and the surrounding area. It has also backed that donated labor with church funds. They call it the 50:50 Challenge.

This year alone, the church pledged \$50,000 out of its operating budget to benefit local non-profit agencies and groups it identified. In addition to that, the congregation has pledged to serve its home community with 50,000 volunteer hours – the equivalent of 25 full-time workers – through the end of 2013. By the start of June, its tally had

already hit 20,000. And congregants are encouraged to create their own projects by identifying ways they can serve others – particularly including individuals in need – who may not have made the official list.

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In Cranberry it has included hundreds of donated hours in support of Community Days, the Kids Castle Playground, and other activities associated with Cranberry Township Community Chest, CTCC. But it also involves youth sports coaching, charitable fund-raisers, a variety of feeding programs, transitional housing, urban youth programs, clothing drives, elderly care, and more.

## Year-round service

It is a pattern of engagement which is continuing to evolve. "It has morphed for us," Kaltenberger acknowledged. "We used to shut down our normal services for one weekend a year and go out into the community – all of us. And then people began to wonder when we were

going to do that again; they wanted to serve some more. We had somehow talked them into thinking that the only time they needed to serve was on Serve Day. So we had to blow that model up." Next year the church is considering a 100:100 challenge.

"When we first started, people were saying 'tell me what to do and I'll do it. And if you don't come up with a project for me, then I'm just going to sit here and wait.' And our response was: 'You have a neighbor who needs help. You live in a community. You go out,'" he said.

"But for the longest time, people would say 'yeah, I coach football but I never thought of that as helping somebody.' Well, you're helping to shape the lives of little boys and little girls for the future. So absolutely that's helping people. Or, 'I sit on a board in the community and I go to the meetings every other week, but I never thought of that as making a difference.' So it was actually talking people into realizing why they do the things they do and what kind of difference it makes by doing them."

"Whether it's coaching Little League Baseball, helping my elderly neighbor mow her yard, or shoveling snow for the old folks home – the sky's the limit," he said. "I want to go out there and make a positive difference in my world. And it starts from the top down. We need to proclaim it in our personal lives so people will know that this is a core value of what Grace Community Church believes. That's who we are; we're not here to make budgets, take in money or build bigger buildings." ~



**Men of Grace.** Grace Community Church executive pastor Allan Osterwise, left, lead pastor Matt Kaltenberger, center, and family pastor Bob Zonts, right, minister to a fast growing flock whose contributions to the Cranberry community have lately taken on biblical proportions.

## US Liner Company: Number One With A Bullet

Talk about high-impact advertising.

A few years back, when Cranberry-based US Liner Company rolled out a new composite material for lining the interior walls of highway trailer trucks, rail cars and shipping containers, the company's chief took a gun to it. One by one, CEO Michael LaRocco took aim and shot a series of product samples with a .38 caliber pistol, leaving them largely intact, but each with a bullet lodged inside. Then Jeff Meek, the company's Vice President of Sales and Marketing, mailed the samples to prospective customers along with a message: "If it can stop a bullet, think what it can do with a fork lift truck."

The response was immediate. Everyone who made trailers or containers wanted to have some of that in their equipment, too.

"When we'd demo this stuff, they'd find the biggest guy in the shop, who'd grab giant hammers and try to crack it," Meek explained. "We've snapped hammer heads; we've had people almost get hurt on these demos. It's just amazing. But even if something does happen, by simply adding heat, you can shape it and apply repair patches and fix it."

Today, US Liner, which was formed in the early '90s and with headquarters on Leonberg Road, owns roughly half the

*Today, US Liner, with headquarters on Leonberg Road, owns roughly half the U.S. market for material lining the interiors of refrigerated trailers. But to accommodate that growth, more help is needed.*

U.S. market for material lining the interiors of refrigerated trailers, as well as about 15 percent of the world market for refrigerated shipping containers. That's a huge shift for an industry which, until recently, had only used steel, wood or fiberglass reinforced plastic to protect the containers along with their cargo.

### Turning up the volume

With three nearby plants – in Cranberry, Harmony, and Zelienople – the company operates 24/7. About 200 employees, working four staggered shifts a day, produce around 60 million square feet of lining composite a year. Even the 2008 recession failed to put a dent in its market, which last year accounted for sales in excess of \$50 million. But to accommodate that growth, more help is needed. The company is currently recruiting new employees both locally and for an anticipated new plant in the Ohio-Michigan-Indiana area, where most of the nation's recreational vehicles are made.

Of course, in addition to trailers, freight containers, RV floors and siding, the impact-resistant qualities of the company's lining materials can also benefit other applications including sports equipment, boats, aviation, military, safety gear and construction. In fact, at one time or another, US Liner actually dabbled in each of those markets. But that's not the company's sweet spot.

"We're all about volume," LaRocco pointed out. "We don't participate in those specialty markets. We've chosen to allocate most of our capacity to



**Check it out.** US Liner V.P. of Sales and Marketing Jeff Meek, left, and company CEO Michael LaRocco, inspect composite sheet coming off the lamination press in the firm's Cranberry plant. Variations of the rugged material are used to protect interior compartments on refrigerated trailers and shipping containers worldwide.

the markets that are biggest." And containers for transporting freight may be the biggest of them all.

"In the U.S., a lot of trailer manufacturing is done in the Midwest and southeast," he noted. "And we sell all over the world – to China, Europe, South America." But why choose Cranberry and southwestern Pennsylvania for a business home?

"I'm a Penn State grad, from upstate New York," LaRocco, explained. "I didn't want to go back to New York, and I needed a place that was centrally located. If you drew a 500-mile circle around Pittsburgh when I moved here in 1985, it would encompass 70 percent of the U.S. population." So he opened up shop in Pittsburgh's Manchester district, eventually relocating to Ambridge. But in 2005, the Cranberry facility with its unmatched highway access, became available.

"The Cranberry plant is a very nice upgrade from where we were in Ambridge," Meek observed. "It's a good facility; it's a clean facility. It works. And I live just five miles from the plant, here in Cranberry." ~



## The Coffee's On Us

Cranberry's popular Community Coffee series will continue with plenty of hot java and informal conversation with Cranberry

Township Manager Jerry Andree. This casual series of community-based conversations, held monthly at different sites throughout the Township, provides local residents with an opportunity to hear first-hand what Cranberry's municipal government is thinking about doing, what it's working on now, what it has recently completed, and to pose their own questions to the Manager. There is no charge to attend any of the events, and no reservations are required. The schedule for this season's get-togethers includes:

**Tuesday, July 23,** 10:00 AM at BC3, 250 Executive Drive, next to the Post Office;

**Friday, August 2,** at 12:00 Noon in conjunction with the Friday Lunchtime Concert in the Gazebo, followed by 1:00 iced tea and cookies in the Sample Schoolhouse on the Municipal Center front lawn; and

**Thursday, September 12,** 10:00 AM, at the Brush Creek Wastewater Treatment Plant, 2306 Powell Road, near the corner of Powell Road and Glen Eden. ~

## Hey, Kids! Like Playing Football? Seneca Valley Would Like To Have Your Head Examined

The hyper-violent, bone-crushing tackles which, until recently, were endlessly looped in NFL promotional videos, have fallen out of favor. Instead, public concern over concussions suffered by athletes has exploded during the past few years. And their impact on child athletes, for whom the potential damage can be life-altering, has become a particular focus of that concern.

In response, lawmakers in Harrisburg and elsewhere have enacted legislation to set standards for managing concussions in young athletes. In keeping with the new laws, school districts and community athletic leagues have put new programs for monitoring head injuries and recovering from concussions into place.

This spring, Seneca Valley Junior Football and Cheer Association, SVJFAC, announced its own Comprehensive Concussion Awareness Program for football players and cheerleaders ages 10 to 14, in partnership with UPMC. A fundamental part of it involves neurocognitive testing to learn, for each individual child, what their normal, non-concussed condition is like. Variables include memory, attention, reaction time, and the speed of mental processing.

In the event a concussion were to occur, the results of the child's annual or bi-annual assessments of these factors would form a baseline of normalcy. It could then be used to determine the severity of the injury, the necessary medical treatment, and the student's timeline for return to active play.

In late April, a number of SVJFAC parents brought their children in for baseline testing, free of charge, at the CCAC North Campus in McCandless, under the supervision of UPMC Sports Medicine professionals. That assessment program will continue in seasons to come. More information is available on the SVJFAC website at [www.svjrfootball.org](http://www.svjrfootball.org). ~



## North Boundary Park Expands

Cranberry's Board of Supervisors approved an agreement to acquire two parcels of land adjacent to North Boundary Park from the Reynolds family. The two properties, which total just over 6.5 acres, would extend the park all the way through to Goehring Road. The two properties, which abut the southeastern corner of the park, would provide space for such future uses as a new public access road, trails, an adult softball field, community gardens, a basketball court, a picnic pavilion, park storage and parking. The sales agreement for the two properties stipulates a combined purchase price of \$555,000. ~

# NEXT STEPS

**Seneca Valley Foundation embarks on second year with hopes and promises**

By Seneca Valley Communications Department



A little over a year ago, we introduced you to the Seneca Valley Foundation, a 501(c)(3) nonprofit corporation dedicated to encouraging excellence and innovation in the Seneca Valley Schools.

We are proud to report that our inaugural year was very successful largely due to the help and contributions of the many community members who make up our thriving school district. Because of your generous donations, we were able to provide Science, Technology, Engineering and Math (STEM) mini-grants to assist students with high-intensity projects as part of our STEM Science Fair. We have also donated funds to the elementary schools so they may purchase literacy materials for the classroom. For the award-winning Seneca Valley Marching Band, we have donated proceeds to help them replace uniforms that have been worn for 13 years now.

All good work. However, there's so much more to be done and this is where we need your help.

Future contributions to the Seneca Valley Foundation are expected to help facilitate the development of student scholarships, elementary and secondary programs and new capital projects. And because of your contributions, we are able to tell our students, our families and our community that we are forging ahead confidently.

Over the last few years, something special has taken shape in the Seneca Valley Schools as we've inched higher and higher in the regional and state public school rankings. But how do we become one of the best? We need to be doing things for students and for education that we haven't done before. We need to come up with creative ways to help our students and staff achieve greater success. Since 2005, Seneca Valley has risen from 43 to its current position of 12 (out of 105) in the *Pittsburgh Business Times*' ranking of regional schools. We have risen from 99 to 43 in our state rankings (out of 501), all the while being one of the most conservative spending districts in the state.

Together, we can continue this progression forward. With every new donation, the opportunities to improve our district open wider. The more our community gives to the foundation, the more our foundation can do for our schools, and the closer we get to being the best in the region and state. And that is an incredible gift to give to children, to families and to your community.

We thank you for joining us and are genuinely appreciative of your assistance. Whether you participate in our upcoming golf outing or are planning to donate directly, we thank you for giving "The Gift of Hope, The Promise of Excellence."



## Seneca Valley Foundation Gift of Hope Golf Classic

**August 20, 2013**

**Cranberry Highlands Golf Course  
Cranberry Township**

For more information and/or to register,  
visit the SV Foundation Website at:  
[www.svsd.net/svfoundation](http://www.svsd.net/svfoundation)

# Cranberry Highlands Open Is July 22

Now in its fourth year, the Cranberry Highlands Open golf tournament will be held on Monday, July 22, for members of the Tri-State section of the PGA as well as for amateur golfers with a documented handicap of eight strokes or less. At least 100 players are expected to take part in the tournament – the largest single-day event that Cranberry Highlands holds each year. Doing well at the Open qualifies the top

seven players to advance to Section's Match Play tournaments which, in turn, lead to national PGA championship games. Prize money is also offered to the Open's top player; last year it was \$1,500. Application forms are available on the Cranberry Highlands website. Participation requires a \$95 entry fee for amateurs, and all entries must be received by July 9. ~



## Cranberry Highlands Introduces Smartcarts

They're nice, but will they take all the fun out of the game?

Golfers playing the award-winning Cranberry Highlands links this year will have an advantage never before available to first-time visitors: a cart-mounted 10-inch screen which shows every hole of the course in sufficient detail to figure out exactly which clubs and approaches to use for each one.

Built on the same GPS technology platform which is already routine

in motor vehicles, the mobile golf information system also uses a cellular phone network to track and display real-time tournament play, as well as hospitality services, while delivering highly detailed views of every feature in the award-winning par 70 course.

Its messaging system even provides golfers the opportunity to order food for pickup as they approach the clubhouse.

All 80 carts in the Club Car golf fleet

at Cranberry Highlands are currently outfitted with the devices, made by GPS Industries using the company's Visage System brand name. In addition to enhancing the players' experience with information including shot distances and scorecards, the system is also used to help golf course administrators track players' carts and schedule play more efficiently.

Commercial messages, delivered between holes to players via the system's touch-screen system, are available to advertisers as well. Advertising rates are available from Golf Operations Supervisor Craig Walker.

GPS golf cart technology, which has only been available since 2011, is rapidly gaining acceptance among leading golf courses across the country. And there is no charge to players for using the system at Cranberry Highlands. But anyone running amok with a cart will find themselves in trouble. That's because the system also allows golf course administrators to disable carts which have strayed too far from their designated pathways. ~



## Golf Pro Jody Barrett Hits His Stride At Cranberry Highlands

These days, Cranberry Highlands head golf professional Jody Barrett has his hands full, doing what he loves most. As a PGA-certified Class A Teaching Professional, Barrett is responsible for the entire slate of instructional programs offered by the Township's award-winning golf course in 2013. They range from private lessons for individual golfers at every level of experience – which can be scheduled at any time – to group lessons and clinics held throughout June and July each summer.

This year marks Barrett's 20th anniversary as a golf professional and his sixth with Cranberry Highlands. However, he has made a livelihood of working at golf courses in different capacities ever since 1978, when he began his career as an aspiring 16 year old golfer.

A Clearfield County native and graduate of Clarion State University, Barrett became a full member of the PGA in 1997. His acceptance into that elite body followed a series of increasingly responsible positions in maintenance, administration, and teaching – initially at different golf courses in Central Pennsylvania and east coast, and then later at the renowned TPC at Sawgrass Country Club in Florida. It was a make-or-break decision.

"I sold everything I owned and packed up and moved to Florida," he recalled. "I didn't want to go through life saying 'I could have, should have'." And the experience brought his true passion into sharp focus.

*"I found that the only thing I really like to do – of all the jobs that you do as a head professional – is to teach."*



**Get a grip.** Cranberry Highlands PGA pro Jody Barrett, right, offers expert instruction on all aspects of golf for new players, experienced players, and everyone in between.

"What I found was that the only thing I really like to do – of all the jobs that you do as a head professional – is to teach," he said. "So I'm paying forward. I get to see somebody improve the next year. Or I see a little kid that I taught when he was ten, and all of a sudden he's in college and playing college golf because I taught him how to play. So when the opportunity here came up and I was hired by Cranberry Highlands, it was like: thank God!"

Learning to play golf well requires more than just listening to what an instructor says; more importantly, it involves doing what the instructor actually does. It is a carefully nuanced sport, so learning from a skilled golfer is essential to mastering the game. And Barrett is highly qualified for that role.

An accomplished competitive golfer, Barrett was one of just seven golf pros from the region selected to participate in the 46th Professional National Championship in Monterey, California last year. During the 2012 Cranberry Highlands Open, in which approximately

100 members of PGA's Tri-State division competed, he finished the par 70 course with an impressive 66 – a score which included a two stroke penalty for an out-of-bounds shot on the second hole.

Barrett's individual golf instruction is offered by appointment only. To schedule a personalized lesson or series of lessons – which can vary in frequency, duration and cost depending on the golfer's age and place of residence – contact the Cranberry Highlands office at 724-776-7372.

However, in addition to offering lessons in how golf is played, Barrett is also a Certified Club Fitter who can help players select the right clubs for themselves. Cranberry Highlands' pro shop carries equipment from most major golf manufacturers including irons, hybrids, driver, putters, wedges, golf bags and golf shoes. His fitting sessions are \$35, but they're free if the equipment being fitted is purchased from the Cranberry Highlands' pro shop. ~

# COMMUNITY CALENDAR

# JULY

Registration may be required for some programs. For more information, call:

- ↳ Cranberry Library 724-776-9100
- ★ Cranberry Customer Service 724-776-4806
- † Parks and Recreation 724-776-4806 ext. 1129

- ✿ Cranberry EMS 724-776-4480
- ✓ Cranberry Highlands 724-776-7372
- ‡ Butler Housing Authority 1-800-433-6327

|                   |  |  |  |   |  |   |  |                   |  |                  |  |
|-------------------|--|--|--|---|--|---|--|-------------------|--|------------------|--|
| MON<br><b>1</b>   | County/Twp Taxes due at face value<br>Planning Advisory Commission Regular Mtg<br>Municipal Ctr, Council Chambers, 6pm<br><b>First Editions Book Group</b> Library, 7-8pm  | TUES<br><b>2</b>   | Board of Supervisors Mtg<br>Municipal Ctr, Council Chambers, 6:30pm<br><b>Picture Book Picnic</b><br>Library, 11:30am-12pm<br><b>Totally Tubular Tuesday Night Swims</b> 9pm   | WED<br><b>3</b>   | Firecracker Family Night Swim<br>Cranberry Waterpark, 9-11pm<br><b>Housing Counseling</b> ‡<br>Library by Appt, 2:30-4:30pm  |   |  |                   |  |                  |  |
| THURS<br><b>4</b> | <b>INDEPENDENCE DAY</b><br>Twp Offices & Library closed  | FRI<br><b>5</b>  | <b>Crafty Friday</b><br>Library, 11am-1pm<br><b>Farmers Market</b><br>Municipal Ctr, 3:30-6pm  | SAT<br><b>6</b>   | <b>Farmers Market</b><br>Rt.19 Fire Station, 10am-1pm  | SUN<br><b>7</b>   | MON<br><b>8</b>  | TUES<br><b>9</b>  | Picture Book Picnic<br>Library, 11:30am-12pm<br><b>Self-Improvement Workshop</b><br>Becoming Aware: Create Your Future, Library, 7-8pm<br><b>Totally Tubular Tuesday Night Swims</b> 9pm |                  |  |
| WED<br><b>10</b>  | <b>Housing Counseling</b> ‡<br>Library by Appt, 2:30-4:30pm<br><b>CTVFC Golf Classic</b> Cranberry Highlands, 9am<br><b>Teen/Tween Read-a-Thon</b><br>Library, 10am-7pm<br><b>CTCC Martinis with Monet</b><br>Municipal Ctr, 7-9pm   | THURS<br><b>11</b>   | <b>CTCC Community Days</b> Carnival, Cruisin' Cranberry, Booths, Carnival, Arts Festival, Broadway in the Park & Movie and More<br><b>Healthy Cranberry Sustainable Business Workshop</b><br>Municipal Ctr, Council Chambers, 9-10:30am<br><b>Infant Story Time</b> Library, 11-11:30am<br><b>Mae West I'm No Angel</b> Library, 7-8pm | FRI<br><b>12</b>  | <b>CTCC Community Days</b> Carnival, Booths, Arts Festival, Concerts & More<br><b>Crafty Friday</b> Library, 11am-1pm<br><b>Farmers Market</b> Municipal Ctr, 3:30-6pm |   |  |                   |  |                  |  |
| SAT<br><b>13</b>  | <b>CTCC Community Days</b> Run for your Library 5K, Lions Pancake Brkfst, Carnival, Booths, Arts Festival, Rides, Concert: <i>Nick Marzock Band</i> 8pm, Fireworks 9:30pm, Rt 19 Community Park<br><b>Farmers Market</b> Rt.19 Fire Station, 10am-1pm<br><b>ECS&amp;R Electronic/Household Hazardous Waste Collection</b> 129 Ash Stop Rd., Evans City | SUN<br><b>14</b>   |  | MON<br><b>15</b>  | <b>Zoning Hearing Board Mtg</b><br>(as needed)<br>Council Chambers, 7:30pm   | TUES<br><b>16</b>   | Picture Book Picnic<br>Library, 11:30am-12pm<br><b>Totally Tubular Tuesday Night Swims</b> 9pm   |                   |  |                  |  |
| WED<br><b>17</b>  | <b>UPMC Wellness Series</b><br>Carpel Tunnel, Signs, Symptoms and Treatments<br>Municipal Ctr, Sr/Teen Ctr, 12:30-1:30pm<br><b>Housing Counseling</b> ‡<br>Library by Appt, 2:30-4:30pm<br><b>Indian Cooking</b> Library, 7-8pm  | THURS<br><b>18</b>   | <b>Concerts in the Park</b><br><i>The Holidays</i><br>Community Park, 7pm<br><b>Infant Story Time</b> Library, 11-11:30am  | FRI<br><b>19</b>  | <b>Crafty Friday</b><br>Library, 11am-1pm<br><b>Farmers Market</b><br>Municipal Ctr, 3:30-6pm  | SAT<br><b>20</b>  | <b>Sheriff's Office: Gun Licensing</b><br>Municipal Ctr, 9am-2pm<br><b>Relay For Life</b><br>North Boundary Park, 10am<br><b>Farmers Market</b> Rt.19 Fire Station, 10am-1pm | SUN<br><b>21</b>  | <b>Relay For Life</b><br>North Boundary Park<br><b>Concerts in the Park</b> Big Fat Jazz Community Park, 7pm   |                  |  |
| MON<br><b>22</b>  | <b>TUES</b><br><b>23</b>   | <b>Coffee &amp; Conversation w/ Twp Mgr</b><br>BC3 Cranberry Campus, 10-11:30pm<br><b>Picture Book Picnic</b> Library, 11:30am-12pm<br><b>Zillions of Zucchini Cook-off</b> Library, 7pm<br><b>Totally Tubular Tuesday Night Swims</b> 9pm | WED<br><b>24</b>   | <b>Spinal Screening - Finn Chiropractic</b><br>Library, 11:30am-1:30pm<br><b>Housing Counseling</b> ‡ Library by Appt, 2:30-4:30pm<br><b>Touch-A-Truck</b> Library, 10-11am | THURS<br><b>25</b>   | <b>Board of Supervisors Mtg</b><br>Municipal Ctr, Council Chambers, 6:30pm<br><b>Infant Story Time</b> Council Chambers, 6:30pm |  |                   |  |                  |  |
| FRI<br><b>26</b>  | <b>Crafty Friday</b><br>Library, 11am-1pm<br><b>Farmers Market</b><br>Municipal Ctr, 3:30-6pm  | SAT<br><b>27</b>   | <b>Household Hazardous Waste Collection</b><br>9am-1pm<br><b>Farmers Market</b><br>Rt.19 Fire Station, 10am-1pm  | SUN<br><b>28</b>  | <b>Planning Advisory Commission Work Session</b><br>Municipal Ctr, Council Chambers, 5:30pm  | MON<br><b>29</b>  |  | TUES<br><b>30</b> | <b>Totally Tubular Tuesday Night Swims</b> 9pm   | WED<br><b>31</b> | <b>Housing Counseling</b> ‡<br>Library by Appt, 2:30-4:30pm<br><b>Kids Castle community build begins</b> |

# COMMUNITY CALENDAR

# AUG

Registration may be required for some programs. For more information, call:

↳ Cranberry Library 724-776-9100  
 ★ Cranberry Customer Service 724-776-4806  
 ‡ Parks and Recreation 724-776-4806 ext. 1129

★ Cranberry EMS 724-776-4480  
 ✓ Cranberry Highlands 724-776-7372  
 ‡ Butler Housing Authority 1-800-433-6327

|                   |  |                                  |   |   |  |  |  |  |
|-------------------|--|----------------------------------|---|---|--|--|--|--|
| THURS<br><b>1</b> | School Tax Notices Mailed<br><br>Concerts in the Park <i>Finally Free</i><br>Community Park, 7pm<br><br>Board of Supervisors Mtg<br>Municipal Ctr, Council Chambers,<br>6:30pm | FRI<br><b>2</b>                  | Lunchtime Concerts <i>Charlie Stayduhar</i> ,<br>Municipal Ctr Gazebo, 12-1pm<br><br>Coffee & Conversation w/ Twp Mgr<br>Gazebo Schoolhouse, 1-2:30pm<br><br>Farmers Market Municipal Ctr, 3:30-6pm<br><br>Cranberry CUP <a href="http://www.cranberrycup.org">www.cranberrycup.org</a> | SAT<br><b>3</b>   | Farmers Market Rt.19 Fire<br>Station, 10am-1pm<br><br>Cranberry CUP<br><a href="http://www.cranberrycup.org">www.cranberrycup.org</a>          |  |  |  |
| SUN<br><b>4</b>   | Cranberry CUP<br><a href="http://www.cranberrycup.org">www.cranberrycup.org</a>  | MON<br><b>5</b>                  | Planning Advisory Commission<br>Regular Mtg Municipal Ctr,<br>Council Chambers, 6pm<br><br>First Editions Book Group<br>Library, 7-8pm  | TUES<br><b>6</b>  | Totally Tubular<br>Tuesday<br>Night Swims<br>9pm   | WED<br><b>7</b>  | Wells Fargo Financial<br>Seminar Library,<br>10:30-11:30am<br>and 7-8pm<br><br>Housing Counseling ‡<br>Library by Appt,<br>2:30-4:30pm |  |
| THURS<br><b>8</b> | Concerts in the Park<br><i>Mahaijibee Blues</i><br>Community Park, 7pm   | FRI<br><b>9</b>                  | Lunchtime Concerts<br>George Suhon, Municipal Ctr<br>Gazebo, 12-1pm<br><br>Farmers Market<br>Municipal Ctr, 3:30-6pm  | SAT<br><b>10</b>  | Farmers Market Rt.19 Fire Station,<br>10am-1pm<br><br>ECS&R Electronic/Household<br>Hazardous Waste Collection<br>129 Ash Stop Rd., Evans City | SUN<br><b>11</b>   |  |  |
| MON<br><b>12</b>  | TUES<br><b>13</b>  | Indian Cooking<br>Library, 7-8pm | WED<br><b>14</b>  | Housing<br>Counseling ‡<br>Library by Appt,<br>2:30-4:30pm                            | THURS<br><b>15</b>   | Concerts in the Park<br><i>Christian Beck Band</i><br>Community Park, 7pm                  | FRI<br><b>16</b>   | Lunchtime Concerts<br><i>Pittsburgh Banjo<br/>Club</i> , Municipal Ctr<br>Gazebo, 12-1pm<br><br>Farmers Market<br>Municipal Ctr,<br>3:30-6pm |
| SAT<br><b>17</b>  | CPR/AED/First Aid<br>Class 8:30am<br>Contact EMS<br><br>Farmers Market Rt.19<br>Fire Station, 10am-1pm   | SUN<br><b>18</b>                 | MON<br><b>19</b>  | Zoning Hearing Board<br>Mtg (as needed)<br>Municipal Ctr, Council<br>Chambers, 7:30pm | TUES<br><b>20</b>  | WED<br><b>21</b>   | Housing Counseling ‡<br>Library by Appt,<br>2:30-4:30pm  | THURS<br><b>22</b>   |
| FRI<br><b>23</b>  | Farmers Market<br>Municipal Ctr,<br>3:30-6pm   | SAT<br><b>24</b>                 | Farmers Market Rt.19 Fire Station,<br>10am-1pm<br><br>ECS&R Electronic/Household<br>Hazardous Waste Collection<br>129 Ash Stop Rd., Evans City<br><br>5K Run/Walk & Aquathon<br>North Boundary Park   | SUN<br><b>25</b>  | MON<br><b>26</b>   | Planning Advisory<br>Commission Work Session<br>Municipal Ctr, Council<br>Chambers, 5:30pm | TUES<br><b>27</b>  |  |
| WED<br><b>28</b>  | Housing Counseling ‡<br>Library by Appt, 2:30-4:30pm<br><br>First Day of School for SVSD   | THURS<br><b>29</b>               | Board of Supervisors Mtg<br>Municipal Ctr, Council<br>Chambers, 6:30pm  | FRI<br><b>30</b>  | Farmers Market<br>Municipal Ctr,<br>3:30-6pm   | SAT<br><b>31</b>   | Farmers<br>Market Rt.19<br>Fire Station,<br>10am-1pm   |  |

# COMMUNITY CALENDAR

# SEPT

Registration may be required for some programs. For more information, call:

↳ Cranberry Library 724-776-9100  
 ★ Cranberry Customer Service 724-776-4806  
 † Parks and Recreation 724-776-4806 ext. 1129

⌚ Cranberry EMS 724-776-4480  
 ✓ Cranberry Highlands 724-776-7372  
 ‡ Butler Housing Authority 1-800-433-6327

|  |  |  |   |                   |
|--|--|--|---|-------------------|
| SUN<br><b>1</b>  | MON<br><b>2</b><br><b>LABOR DAY</b><br>Twp Offices & Library closed  | TUES<br><b>3</b><br><b>Planning Advisory Commission Regular Mtg</b><br>Municipal Ctr, Council Chambers, 6pm  | WED<br><b>4</b><br><b>Housing Counseling</b> ‡<br>Library by Appt, 2:30-4:30pm  |                   |
| THURS<br><b>5</b><br><b>ROSH HASHANAH</b><br><b>Board of Supervisors Mtg</b><br>Municipal Ctr, Council Chambers, 6:30pm              | FRI<br><b>6</b><br><b>Farmers Market</b><br>Municipal Ctr, 3:30-6pm  | SAT<br><b>7</b><br><b>Farmers' Market</b><br>Rt. 19 Fire Station, 10am-1pm<br><b>Puppy Plunge</b><br>Waterpark, 9am-12:30pm                            | SUN<br><b>8</b>   |                   |
| MON<br><b>9</b><br><b>Teen Advisory Board (TAB)</b><br>Library, 4-5pm  | TUES<br><b>10</b><br><b>Pet Psychic</b><br>Library, 10am-7pm   | WED<br><b>11</b><br><b>PATRIOT DAY</b><br><b>Manhattan Project</b><br>Library, 11am-7pm<br><b>Housing Counseling</b> ‡<br>Library by Appt, 2:30-4:30pm | THURS<br><b>12</b><br><b>Coffee &amp; Conversation w/ Twp Mgr</b><br>Brush Creek Treatment Plant, 10-11:30pm  |                   |
| FRI<br><b>13</b><br><b>Farmers Market</b><br>Municipal Ctr, 3:30-6pm   | SAT<br><b>14</b><br><b>YOM KIPPUR</b><br><b>Farmers' Market</b><br>Rt. 19 Fire Station, 10am-1pm<br><b>ECS&amp;R Electronic/Household Hazardous Waste Collection</b><br>129 Ash Stop Rd., Evans City | SUN<br><b>15</b>   | MON<br><b>16</b><br><b>Zoning Hearing Board Mtg</b> (as needed)<br>Municipal Ctr, Council Chambers, 7:30pm  | TUES<br><b>17</b> |
| WED<br><b>18</b><br><b>Housing Counseling</b> ‡<br>Library by Appt, 2:30-4:30pm  | THURS<br><b>19</b>   | FRI<br><b>20</b><br><b>Farmers Market</b><br>Municipal Ctr, 3:30-6pm   | SAT<br><b>21</b><br><b>Household Hazardous Waste Collection</b> 9am-1pm<br><b>Sheriff's Office: Gun Licensing</b><br>Municipal Ctr, Council Chambers, 9am-2pm<br><b>Farmers Market</b> Rt.19 Fire Station, 10am-1pm | SUN<br><b>22</b>  |
| MON<br><b>23</b><br><b>Teen Advisory Board (TAB)</b><br>Library, 4-5pm<br><b>Native American</b> speakers and displays, Library, 7pm | TUES<br><b>24</b><br><b>Alaska Cruising</b> 7pm  | WED<br><b>25</b><br><b>Housing Counseling</b> ‡<br>Library by Appt, 2:30-4:30pm  | THURS<br><b>26</b><br><b>Board of Supervisors Mtg</b><br>Municipal Ctr, Council Chambers, 6:30pm<br><b>Bridging Cultures Bookshelf: Muslim Journeys – The American Muslim Stories</b> , Library, 7pm                |                   |
| FRI<br><b>27</b><br><b>Farmers Market</b><br>Municipal Ctr, 3:30-6pm   | SAT<br><b>28</b><br><b>Farmers' Market</b><br>Rt. 19 Fire Station, 10am-1pm<br><b>Drug Take Back Collection</b><br>Municipal Ctr, Rear Parking Lot, 10am-2pm   | SUN<br><b>29</b>   | MON<br><b>30</b><br><b>School Tax Notice Schedule</b><br><b>Planning Advisory Commission Work Session</b> Municipal Ctr, Council Chambers, 5:30pm   |                   |

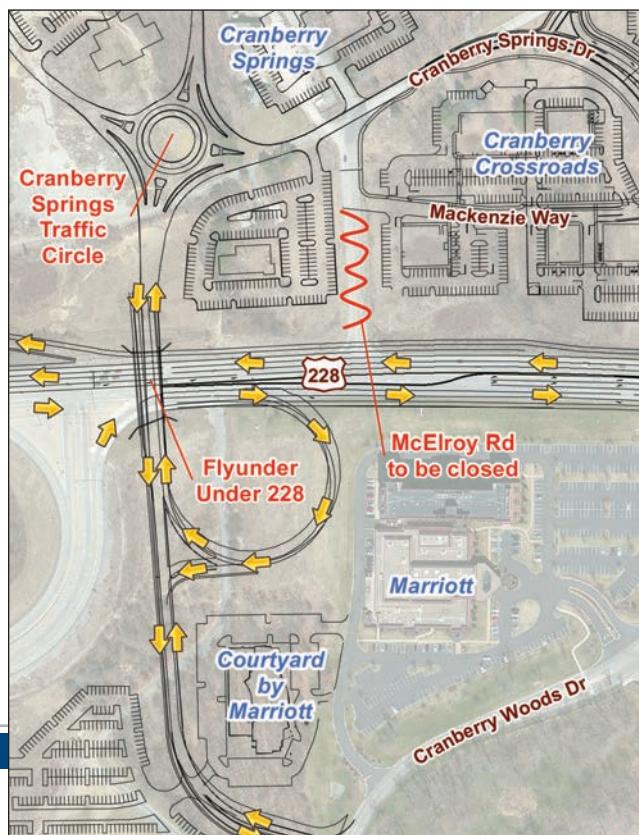
## There's Light At The End Of The Tunnel On 228

It may not seem that way to frequent travelers along Rt. 228, but the end of construction is near.

More than ten years ago, Cranberry crafted a Master Plan for the portion of Rt. 228 that runs across the Township's southern tier. It visualized the 228 roadway as the core of an increasingly commercialized thoroughfare, anchored by the Cranberry Woods office park, and punctuated with a series of mixed-use

*"The Flyunder project – which we call the MSA Thruway project – is really the last piece; it's going to tie all of this work we've been doing together."*

developments along both sides of the highway. According to that plan, 228 would become the central artery of an active corridor, involving an assortment of roads, all tasked with handling a constantly growing volume of traffic. And the plan stipulated a series of improvements to accommodate that growth.



It was a visionary plan – one which included a variety of moving parts and projects. And at the outset, it wasn't clear either how it would be financed or when it would be complete. At its core, however, the plan sought to create a network of parallel secondary roads which would allow motorists to access local destinations and move through the busy corridor without actually having to enter onto the main road.

But for those who had no other choice except to merge onto 228, there would be other enhancements as well. Among them: added turning lanes, protected lefts, signal timing enhancements, and easier on and off ramps.

"This has all happened in just the last three or four years," Cranberry Engineering Director Jason Kratsas recalled. That was when the master planning effort started to become concrete.

### Falling into place

"In the past two years, we've built what will be future triple lefts out of a completely upgraded intersection at Cranberry Woods Drive. We've built

Cranberry Springs Drive through the Cranberry Crossroads plan with lanes on 228 to accommodate them. We've built a free-flow right turn lane coming out of Cranberry Crossroads which connects Mars Road and any future development to the north; we've seen Franklin Road upgraded. There's a signal coming with the North Catholic project along with the extension of Mars Road into Seven Fields. We've seen Longtree Way connecting the

roundabout by Westinghouse up to Franklin Road and Cranberry Woods Drive. And then you see the PennDOT I-79 ramps project coming in," he said.

"The Flyunder project – which I call the MSA Thruway project – is really the last piece; it's going to tie all of this work we've been doing together," he noted. But what, exactly is a flyunder? And what is it really about? In essence, the project involves moving traffic over or under 228 without actually touching its pavement. Its peculiar name reflects the initial uncertainty as to which route that would take. But now it's decided: the MSA Thruway will be an underpass – a short tunnel linking Cranberry Woods near the Marriott Courtyard with the north side of 228, where it would tie into Mars Road, Cranberry Crossroads, and future developments nearby.

One central element of the Thruway is an add-on to the current exit from I-79 north – one which would loop drivers through a roundabout that could point them a number of different ways – including to their north, beneath 228, to Cranberry Springs Drive.

"It's a very real project," Kratsas explained, citing the diversity of public and private funding sources needed to underwrite such projects. "But it's premature; we don't have approvals for it yet. At the same time, though, I think we can get there. We've had very productive conversations with the PennDOT district. They're as excited about it as we are because they see the benefit of taking the people destined for those side uses off of the main line and giving them the ability to move around without creating more congestion on 228."

"Once we get those approvals, we can move into final design, which will take most of 2014. Then the project could be built as early as 2015." ~

## Watch Out: Motorcycles Are Everywhere

There's a sardonic rule of thumb that's frequently cited by public safety professionals who have to deal with the aftermath of traffic accidents. They call it the Lug Nut Rule, named for the fasteners that secure wheels to a vehicle. It works like this: in an accident, whoever has the most lug nuts wins.

Tractor trailers and heavy trucks frequently have a dozen or more per wheel. Cars generally have four or five. A motorcycle has one. So in an accident, the outcome is for a cyclist usually isn't very favorable. And today, with more motorcycles on the road, and with their operators riding both earlier and later in the year than in the past, the outlook is especially grim.

Ted Fessides, the Operations Director of the Cranberry EMS, has seen the growing trend. "I've been here 14 years, and for the first seven years, I never had a motorcycle fatality," he recalled this past May. "But in just the past year we've had three."

Every accident is different. Many involve a solo operator losing control on a curve, sliding on wet pavement, or hitting a stationary object – frequently as a result of excessive speed. Franklin Road, for example, includes some stretches where conditions have proved particularly challenging for motorcycles.

But where there's a collision involving a second vehicle, it often involves a driver



who never saw the motorcycle coming. In fact, three-quarters of the time, it involved a motorcycle

rear-ending a vehicle in front of them; in only six percent of the accidents were motorcycles themselves hit from behind.

### Grim stats

Motorcycles, according to the National Highway Transportation Safety Administration, make up just three percent of the registered vehicles in the United States and account for less than one percent of all vehicle miles traveled. But in 2011 – the most recent year for which the agency has data – they represented 17 percent of all occupant fatalities. And a disproportionate number of them involved riders 40 or older – a sharp increase in just the past ten years.

Because of their size, motorcycles are harder for motorists to see, which poses obvious risks. And in recent years, they've been joined by even more unconventional types of motorized vehicles on the road – some there legally, others not. Their official classifications, both for purposes of registration, insurance, inspection, vehicle licensing and operator permits, have created a somewhat confusing legal situation. But any open vehicle,

regardless of its type, should be treated with exceptional caution by other drivers.

Statistically, according to NHTSA, helmets save lives. Pennsylvania had required all motorcycle operators and passengers to wear helmets until ten years ago. But protests from freedom-loving bikers led to a significant rollback in the law. As a result, the rate of fatalities and serious injuries has increased. Although mandatory helmet laws may be restored, it is unlikely to happen anytime soon.

In the meantime, motorists should remain vigilant for the sights and sounds of motorcycles around them – particularly on warm Thursday nights in Cranberry when hundreds of bikers congregate at the Quaker Steak and Lube restaurant on Freedom Road.

When following a motorcycle, never tailgate; although motorcycles can make sharper turns than cars, they also require more distance to stop. A rear-end collision with a motorcycle – even at low speed – can have a very unhappy outcome.

Just as important is keeping in mind that motorcycle operators are entitled to all the same rights accorded to car and truck drivers, including designated rights of way at intersections, the use of a full traffic lane, and the same level of courtesy and respect accorded to the drivers of every other vehicle. ~



## Slow-Down Campaign Accelerates

Yard signs, speed trailers, and traffic counters will be going up in more than a dozen Cranberry Township neighborhoods starting August 26, along with increased police patrols. The number of participating housing plans has continued to grow as the program enters its third year in Cranberry. The week-long residential speed limits at the end and beginning of each school year. The Drive 25 campaign, with strong support from neighborhood homeowner associations, is designed to raise driver attentiveness to the need for increased vigilance and speed moderation. This year's program costs have been underwritten by CTCC, RJ Development Company, Ed Rae of ReMax Select Realty, and the Cranberry Township government. ~

## Cranberry's Bicycle Balancing Act

They don't normally pack heat, but bicycle riders have become just as adamant as gun owners about exercising their rights. In the case of bicyclists, however, the flash point concerns their statutory right to use public roads with the same level of courtesy, respect and justice accorded to motor vehicles.

*Bicyclists are legally allowed on all roads except for Interstate highways.*

But it's more than just a matter of securing equal protection under the law; it's also a cultural issue. For many motorists – particularly those raised in an era when bikes were considered to be toys ridden by children on sidewalks and playgrounds – treating bikes like cars represents seems baffling; no one appears to be sure of the etiquette involved in commingling bicycle and motor vehicle traffic. As a result, units of government all around the country are struggling to balance the two forms of travel so they can work safely together. Cranberry is one of them.

During the development of Cranberry's 2009 long-range plan, some of the most persistently vocal input came from residents concerned about the need to make the Township friendlier for bicyclists and pedestrians. In response, Cranberry's Bicycle and Pedestrian Connections Plan was developed and formally adopted by the Township's Board of Supervisors in 2010. It identifies current bike and pedestrian routes, proposes new segments, and provides design guidelines both for the construction of those new sections and for related improvements.

CycleCT is the name for the implementation phase of Cranberry's

Bike and Pedestrian Connections Plan. Its goal is to establish practical connections between centers of employment, shopping, schools and recreation and make Cranberry a place where people can bike safely. It would also have health benefits: a network of shared roadways, bike lanes, and interconnected trails is expected to encourage a healthier, more sustainable, more active Cranberry Township.

### Getting pumped up

Progress toward those goals is already apparent. Last summer, the first segment of CycleCT was completed. It begins in Graham Park and terminates at the Township's southern border, on Thorn Hill Road – about 3.5 miles altogether. Then last fall, the new Cranberry Crossroads development along Rt. 228 added markings and signage to a portion of Mars Road as well as to the newly built Cranberry Springs Drive and MacKenzie Way. This summer, projects will include the installation of signs and markings along the rest of Mars Road as well as the entire length of Graham School Road. And on the horizon are new routes along Powell, Freshcorn, and Heights Drive.

But that won't necessarily make them safe and accessible to all riders. Some bikeways may not be appropriate as a result of traffic speeds, volume, or other conditions which would require advanced bicycle skills. That's a particular concern for young children, so the Township strongly encourages parents to accompany their children when riding.

Even though bicyclists are legally allowed on all roads except for Interstate highways, those which carry shared lane markers alert motorists to expect bicycles there and to treat them as though they were cars. But it works



both ways. Traffic signals and other control signs are not just for motorists; they must be obeyed by bicycle riders as well. And sidewalks in Cranberry's commercial district are for pedestrians, not motorists or bike riders.

In addition, a state law enacted last year requires drivers, whenever they pass a bicycle, to maintain at least four feet between the car and the bike. In return, however, bicyclists are required to stay on the far right of the road and make reasonable efforts not to impede the normal and reasonable movement of motor vehicle traffic. Bike riders who violate traffic laws are subject to state-mandated fines, just as motorists are. ~

*For his senior project, Seneca Valley graduate Brendan Linton produced two videos which review how to share the road with bicycles, pedestrians, and motorists. To get to the videos, click the Cycle CT logo on the Township website home page.*





### CMU Study Gives Township Traffic Management High Marks

A post-doctoral study conducted by two Carnegie-Mellon University researchers looked into the economic and environmental impact of Cranberry's traffic signal management. Using data from 2011 and 2012, they determined that the Township's high level of signal maintenance, and the sophistication of its timing plans, saves local commuters of \$600,000 a year. For everyone passing through on Township roads – when you factor in fuel use, vehicle wear, and environmental cost savings – those savings amount to \$2 million. The study concluded that the annual cost of maintaining the traffic signals at an intersection – which it estimated at \$3,500 – are vastly outweighed by the savings, which it put at \$50,000. The authors credited the Township for providing “an exceptional case of proactive maintenance of its signal timings in the nation.” ~

### Save A life; Learn CPR



The Cranberry Township EMS offers classes in life-saving techniques on the third Saturday of every even

month. The next offering is August 17; the ones after that will be on October 19 and December 21. There is a \$30 fee for CPR and AED instruction, which go together. A separate class in First Aid is also \$30 – also on the same days. The CPR/AED portion of the class runs from 8:30 to noon; First Aid is 8:30 to 3:00. To register, call the customer service desk of the Cranberry Police Department at 724-776-4806, ext. 1400. ~

### EMS Preps For New Community Services

Last year, the Cranberry Township Volunteer Ambulance Corps changed its name to Cranberry Township Emergency Medical Service, or EMS. Next year, it may need to reconsider the “E” word. That’s because this fall it will be rolling out several important non-emergency services to create a healthier Cranberry Community.

There are two parts to the organization’s new Community Medicine Project initiative. The first is a program called Safe Landing, for new and expectant parents. In it, technicians from the EMS schedule a time to visit the family’s home to teach infant CPR and first aid, to do a car seat check and installation, to do a home safety check, and to talk about the proper ways of putting babies back to sleep.

Through partnering with a nonprofit foundation, Cribs for Kids, EMS personnel are being trained for their new assignment. If they find any unsafe cribs, the foundation will donate replacements, allowing the unsafe ones to be pulled out of service. The home

safety check involves child-proofing the home and includes such things as moving potentially harmful items to places where infants can’t reach them, putting cabinet locks on, covering electrical outlets, and so on.

The other program is called Community Wellness Check. It is designed to check up on people with chronic medical conditions, although it is available to anyone. It can be either a weekly, bi-weekly, or three visits a week program, depending on what level the subscriber signs up for. It can include a vitals check, a weight check, and making sure the person is taking all their medications. Technicians can help them answer questions about medical issues, set up doctor’s appointments, and arrange transportation.

They will also check the home for safety –

looking for risks such as loose throw rugs and fall hazards, and then helping to correct those issues.

Both programs are set to launch this fall. However, at least for now, they are not covered by health insurance. But the rates are very reasonable. The Safe Landing Program is \$150. As many as 12 people – including friends, neighbors and guests – can attend the training portion, although the home safety and car seat check is only for a single household. For Community Wellness Checks, a month’s subscription is \$140 for one visit a week. Details about

pricing and registering for the program are available from EMS Deputy Director Ted Fessides at 724-776-4380, ext. 4. ~



## No Flashing, Please. It's A Sign Of The Times.

Are 'dancing hot dogs' good for you? According to Cranberry Township Community Development Director Ron Henshaw, they're not. But it has less to do with diet health than with driving safety.

The current generation of electronic signs – essentially oversize versions of the screens found on home PCs, TVs, and mobile devices – are perfectly capable of presenting a nonstop parade of animated characters and special effects in brilliant color. Problem is, if you happen to be driving past one, it's awfully easy to get distracted – to take your eyes off the road in order to watch the moving display. That's almost as bad as texting behind the wheel, and it's something the Township is eager to prevent.

Until this spring, however, Cranberry's strategy had been to simply ban what it now refers to as electronic message center signs. Static signs were the only ones allowed, and even then, only within certain restrictive covenants. At the same time, however, the Township allowed for various exceptions. Gas stations, for example, were permitted to electronically show current fuel prices. Banks could display time and temperature. Churches could show any message they wanted. And so could the Township itself.

Although well-intended, it was difficult to legally reconcile those distinctions. And signage is a matter of great importance to retail businesses for whom being visible to traffic is a critical success factor. As a result, issues involving signs

have always been the top reason for cases argued before Cranberry's Zoning Hearing Board – a body empowered to grant waivers and variances to portions of the Township's zoning ordinance.

- *Signage is a matter of great importance to retail businesses for whom being visible to traffic is a critical success factor.*

which included examining dozens of ordinances from other communities struggling with the same issue – was an attempt to balance what are sometimes seen as conflicting objectives.



On top of that, falling prices and improved capabilities of electronic signs were making it clear that use of the new sign technology is almost certain to continue growing. So last year, the Township decided it was time to take another look at its sign ordinance.

### Blending safety with prosperity

"We really had to dig into the technical aspects of those signs," Henshaw acknowledged. "How they function, how they look in daylight, how they look at night, how they change, move and animate. We looked into brightness and resolution. What we were trying to do is to make driving safety and economic prosperity blend together."

Finally, at its meeting this past March, Cranberry's Board of Supervisors adopted the first of what may be a series of revisions to those regulations – starting with electronic signs. The outcome of the Township's review –

For example, electronic signs are allowed, but only on those portions of Rt. 19, 228, and Freedom Road where commerce is currently concentrated. Electronic messages can change, but only at a measured pace. Posted messages must be static, not animated. A brief interval of black between adjacent messages is required; no elaborate transitions are permitted. Message illumination can only fall within certain levels of brightness. No flashing is allowed. And there are limitations on the size of message center signs, tied to the size of the business development associated with it.

"We spoke with sign company representatives about the technical aspects of electronic signs and we learned a lot," Henshaw said. "Then we sorted through that information and used the most important aspects to create an ordinance that makes sense and accomplishes the Township's goals." ~



**Monster-Free Zone.** Although commercial message center signs are now permitted in Cranberry with certain restrictions, there are other types of signs which are not allowed in the Township at all. Inflatable advertising novelties, including those promoting 'monster' sales, are among the prohibited types. Pennants flown outdoors are not allowed either under Cranberry's recently revised sign ordinance. Business owners should consult with the Township's Community Development Department before investing in new business signage.



### Firefighter Profile: Hot On The Trail: Following Cranberry's Junior Firefighters

To the eyes of young children, firefighting is one of the most appealing careers anywhere. No wonder. The spectacular sights, commanding sounds, and awesome equipment associated with a job that combines courage, strength and skill, make firefighting a captivating occupation.

So it's no surprise that volunteer fire companies would be eager to capitalize on their enthusiasm. But they face some important limitations. Among the most significant are state child labor laws – legislation designed to protect minors from injury and prevent the exploitation of children. And for inherently dangerous jobs like firefighting, those restrictions carry particular weight.

There is, however, a middle ground. Junior Firefighters – programs for those under 18 who want to get as close as permissible to the action – have been formed in volunteer fire companies throughout the country. Cranberry has had one for years. It currently includes nine young people, ages 14 to 17, who have felt the lure of firefighting.

Some of them have adult relatives already in the fire service. In fact, for Cranberry's program, only those who have an adult relative actively serving in the CTVFC are eligible to join as 14 and 15 year olds. Others need to wait until they turn 16. But, following a

probationary period, all of them are issued turnout gear and the older ones receive pagers as well.

State law and fire company policy limit the things people under 18 are allowed to do at the scene of an incident. They cannot, for example, climb ladders, operate high pressure hoses, run an aerial platform, or use certain kinds of cutting equipment. And for the youngest of the Junior Firefighters, there are further restrictions including a prohibition against riding to the scene in fire engines or participating in firefighting activities.

At the same time, however, Junior Firefighters are eligible to take most of the same basic training that adult firefighters are required to have. The only exception is the final module of firefighter essentials training which involves entering a burning building; that part needs to wait until the trainee turns 18. But the practical result is that within just a few months of a Junior Firefighter coming of age, the fire company can have a new, fully trained and legally certified firefighter on call.

The attraction to work with a fire company, although strong, works somewhat differently for every individual. Daniel Hayden, who just completed 11th grade in Seneca Valley High School, wanted to follow in the footsteps of his older brother, Sean, with whom he used to hang out at the fire station. Phoebe Walback, a 10th grader who found a display of firefighting equipment at her school to be extremely



**Don't play with fire.** Cranberry Township Volunteer Fire Company's Junior firefighters at a recent training session include, top row left to right, Andy Schultz, Taylor Rickert, Sean Howley, and Daniel Hayden. Front row, left to right, Tyler Kimmel, Alex Corson, Phoebe Walback. Not pictured: Brian Burger and Matthew Pristas.

cool, joined with her parents' blessings to pursue that new fascination.

Taylor Rickert, a Seneca Valley junior, was drawn into it by several of his high school friends. Tyler Kimmel, a freshman in Seneca Valley whose father and brother are both members of the fire company, just recently became eligible to join. Sean Howley, who had been planning a career in protective services as others in his family have done, saw it as the fulfillment of a dream. Even his dad, who had not previously been part of the fire service, was convinced to sign up at the same time.

Regardless of their motives, what all of them share is the adrenalin surge that comes with responding to emergencies and making a real difference by serving their community.

Firefighters Timothy Morgan and Ryan Kahsar mentor Cranberry's Junior Firefighters program – answering their questions and making sure they keep their grade point averages where they need to be. And the program appears to be paying off. "There are actually quite a few fire company members who were formerly Juniors," fire company Chief Brian Kovac pointed out. "I started out as a Junior myself. There are a lot of guys here like that. It's surprising." ~

**State law and fire company policy limit the things people under 18 are allowed to do at the scene of an incident.**

*Cranberry welcomes new Fire Company volunteers throughout the year. To learn more, call 724-776-1196.*



## Act like a grown-up.



You were mesmerized by fire engines as a kid. You followed the flashing lights and sirens as a teen. Now that you're grown up, what's next?

How about driving that fire engine and helping people in trouble? Or teaching fire safety to local residents? Or directing traffic around emergency locations? Or pre-planning the best approach to burning buildings? Or maintaining life-saving safety gear? Or scheduling training? Or managing fire company finances? Or being its news media liaison?

Keeping a fire department at the ready involves hundreds of essential tasks. It requires people with different backgrounds to do them. And they all learn new skills, too. Could that include you?

Cranberry Township's Volunteer Fire Company would love to meet you and find out. Drop by either station, any time. Stop in for a meeting. Kick our tires. Do something real. And act like the grownup you've become.



The Cranberry Township  
Volunteer Fire Company

1629 Haine School Road and 20727 Route 19

Cranberry Township, PA 16066

724-776-1196

[www.ctvfc21.com](http://www.ctvfc21.com)



## Fire School Alfresco

Members of Cranberry's Volunteer Fire Company will soon be able to take their training in a fresh air environment. A \$13,000 State Fire Academy grant is financing an Outside Field Training Classroom. Built like an open-air pavilion with a solid back wall for whiteboards and props, the classroom has picnic-style seating so that firefighters training in the nearby tower and fire pads, instead of trekking into the new enclosed Public Safety Classroom building for a post-event critique, can go directly to an outside classroom while still wearing their wet

and muddy turnout gear. Cranberry's Public Safety training buildings are available for use by all of Cranberry's Mutual Aid partner companies, provided that someone from the Township's fire company is present to admit guests through the secured gates. ~

## Dynamic Duo Rescue Cranberry's Wastewater Treatment Plant

Two years ago, Cranberry's Brush Creek treatment plant entered a contest sponsored by a leading supplier of plant control equipment. It submitted a Township-produced sci-fi parody video featuring a pair of superheroes as its entry into a nationwide competition among industrial and municipal wastewater plant operators. The prize was \$50,000 worth of electronic instruments used in state-of-the-art sewage treatment facilities. And Cranberry won.

But it turns out the heroes weren't just fictional.

Typically, plants that win the company's annual competition don't have the ability to install that equipment in-house, so most of their winnings are eaten up paying outside vendors to install them. But Cranberry's plant is different. Its staff includes several operators who are just as comfortable with software and process logic control boards as with mechanical valves and switches. And both men are largely self-taught.

*Several operators are just as comfortable with software and process logic control boards as with mechanical valves and switches.*

During the late '70s, driven by nothing more than natural curiosity, Joe Corraini picked up some Basic computer programming language in high school.

**No Spandex, thank you.** Learning on the fly, Cranberry wastewater treatment plant technicians Joe Corraini, left, and Frank Houser picked up the know-how to troubleshoot and repair the Brush Creek facility's increasingly automated process control systems.

He later acquired a Texas Instruments 44 computer – regarded as the first home computer – which sported such innovative features as lower case text and an onboard memory of 256 bytes, as well as a modem which was essentially a cup placed over a standard phone receiver. He began work at the Cranberry plant in 1988.

Frank Houser took a different path. In the early '90s, he began working for a company that built machinery used in the wastewater treatment industry. Along the way, he picked up a working knowledge of the electrical components of the equipment, and from there went into its engineering department to focus on designing the systems. Cranberry was one of his customers. Eventually, though, the company folded, and after a short time on his own, he joined the plant's staff.

### Into the 21st century

Corraini and Houser's arrival at the plant came at an opportune time. In 2000, the plant experienced a major upgrade and expansion. From its original design as a largely manual operation with few electronic parts, the rebuilt plant emerged as an increasingly automated facility with sensors, controllers, logic boards, monitors, and more.

For the most part, it ran quite well. But there were also some crises. "We purchased a basic system to run pumps," Plant Manager Mike Sedon recalled. "A programmer came out to do the setup. Joe Corraini was inquisitive

and started watching over the guy's shoulder. For the next two or three years, we would troubleshoot and tweak the system, and Joe was very instrumental in that process.

"So, based on that success, we decided to put in a similar system at our Wolf Run lift station. We got a contractor to come out. He did the programming, got on a plane, and went back to Minnesota. Two days later, the whole thing quit working. We tried to call the technician back, but he couldn't get back here for another two weeks.

"That was when Joe really started learning on the fly. He would call the contractor in Minnesota, do the programming locally and eventually got the station to work as designed. So then we decided to automate the old water booster station. Its contractor hired a college kid to write a program to open and close the valves. It worked really well – until one of the computers finally broke. Then we went looking for the program. But the kid must have had it on his laptop, and by then he was long gone.

"So we got a new controller and Joe was able to take the parameters from a different valve and load them onto that one. And Frank's job was to program the logic controller boards. The two of them speak and write the same language. So for us, that makes them the Dynamic Duo for troubleshooting and making changes to our treatment plant's systems."



## Scouts Do Their Duty

To mark the start of National Public Works Week in mid-May, local Boy and Girl Scout troops spent several days emblazoning seven of the truck-mounted snow plow blades used by Cranberry Township with designs of their own creation. Plow painting, which had previously been done by art students at Rowan Elementary and Haine Middle schools, is part of a Township effort to raise awareness among young people about the work required to maintain their community throughout the year. Altogether, the Township outfits 14 trucks with plows and salt spreaders for the duration of the winter season. The decorative themes painted onto the plow blades, which range from 8 to 11 feet across, were designed by the Scouts themselves and jointly selected by Cranberry's Public Works Department and Scout troop leaders. A protective coating of polyurethane was applied to the blades by Township staff at the conclusion of the project. ~



## Cranberry's High Watermarks

What's really in the water you drink? Find out in Cranberry's annual water quality report, now available online and in print. The federally-mandated report documents the results of hundreds of water samples tested during

the previous year for substances which could impact human health. The detailed report, which reflects 2012 findings from the Township's water supplier – the West View Water Authority – as well as from points sampled throughout Cranberry's own 170-mile distribution network, found no contaminants in violation of allowable limits. The full report is available on the Township's website at [cranberrytownship.org/WaterQualityReport](http://cranberrytownship.org/WaterQualityReport). Print copies are also available from the Township's Customer Service Department and Municipal Center take-one racks. ~

## What's on TV?

The electronics recycling event held at the Cranberry Public Works Operations Center at the end of April collected more than 26 tons of



old electronics from 453 vehicles driving through over a four-hour period. TV sets were the single most recycled items, although computers and their peripherals were also well represented. The previous Township record for e-collections had been 30,000 pounds and 250 vehicles. The great majority of those dropping items off were Cranberry residents, although residents of other municipalities throughout the three-county area also showed up. Contributing to the turnout was a new state law which went into effect January 24 that prohibits haulers from collecting electronics at the curb for disposal in landfill sites. Volunteers from a variety of organizations including Grace Community Church, the Seneca Valley Marching Band, Ambridge School District, Battery Giant, and several Cranberry Township departments all participated along with the project's vendor, Hy-Tech Recyclers. ~



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724-776-4806

[www.cranberrytownship.org](http://www.cranberrytownship.org)

2525 Rochester Rd, Ste. 400, Cranberry Twp., PA 16066

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Cranberry Township will lend you – free of charge – a recycling rack with bags for recyclables and another rack for the party trash.

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