



Cranberrytoday

For the most current information, visit us online at www.cranberrytownship.org

2008 WINTER EDITION

2008 Budget: More Services, Same Taxes

Cranberry Township's budget for 2008 – actually an aggregate of the 17 separate funds it manages – will continue to deliver the same high level of services, and add to them the maintenance of its newest public park, without changes to either property or earned income taxes. The \$29.7 million budget was adopted by the Board of Supervisors on November 13.

The \$30 annual employment tax previously identified as the Emergency and Municipal Services Tax was replaced by a \$52 Local Services Tax, as required by the state General Assembly. Ironically, though, the \$22 increase actually translates into a tax cut. Since anyone earning less than \$12,000 a year is now exempted, the Township actually expects to generate \$300,000 less than it did the year before.

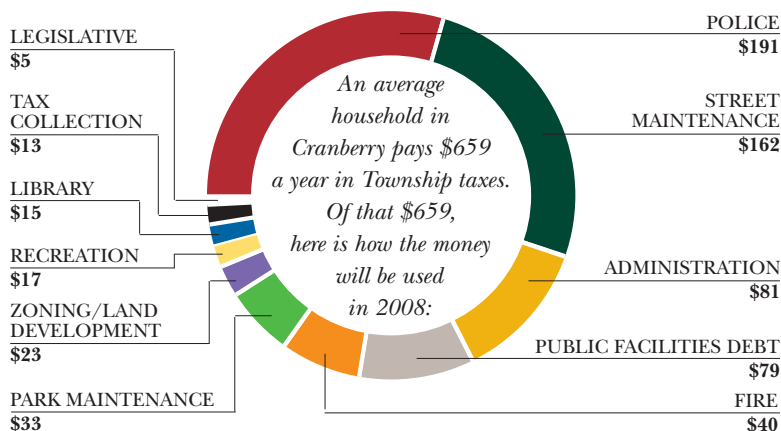
Unlike Cranberry's various enterprise funds which are supported by user fees, the

largest of the Township's funds – the \$13.4 million General Fund – comes from local tax revenue.

It supports the core services of the community including administration, public safety, public works, parks and recreation, planning and community development, engineering and debt service. This year it continues the short-term funding for its comprehensive plan, which will help prepare Cranberry for its expected buildout by 2030.

Some state funding is anticipated, however the '08 budget highlights a serious state funding shortfall in the road paving program. Among the expected state revenues: \$165,000 for recycling performance; \$577,000 for road resurfacing; \$455,000 for employee pensions; \$220,000 for fire company relief aid and \$16,000 for money collected by the state on tax-exempt property owned by utilities. In his annual

Continued on page 5.



New Freedom Road Bridge Heading For Collapse



A sudden shift in the state's political topography may have the potential to undermine

a long-planned expansion of the Freedom Road bridge over the Pennsylvania Turnpike.

The Turnpike bridge – currently a three-lane structure which was planned to be widened into a five lane thoroughfare – is key to the future of that vital east-west corridor. It was also a critical link in the long-running series of improvements to Freedom Road in which the Township has played a leading role ever since the abandonment of the Beaver County

Continued on page 3.

INSIDE *this edition*

Planning	2
Supervisor's Commentary	7
Finance	8
Tech Company Profile	9
Calendar	10
Education	12
School District	13
Fire Company	14
Public Safety	16
Public Works.....	19

Route 228 Isn't Going Anywhere, But The Traffic Is

By official count, the traffic passing through the intersection of Rts. 19 and 228 in Cranberry is exceeded by only one other intersection in all of western Pennsylvania: the West Liberty/Rt. 51 junction at the southern end of the Liberty Tubes. And if traffic growth here continues and nothing else is done, the Cranberry crossroads could someday have the distinction of becoming Number One.

That pattern is no surprise to either the Township, the Federal Highway Administration, or to PennDOT, all of whom have struggled for years to find a long-range solution, but without reaching a common conclusion. However a new fully-funded study of the intersection, and of the traffic that feeds it, is on the verge of taking place according to Cranberry's Chief Strategic Planning Officer John Trant, Jr. And the findings of that study could have a lasting impact on how traffic will be managed here for decades to come. But the study approach it uses can make a huge difference in its outcome.

The land use factor

"Cranberry Township feels strongly that in order for the Rt. 19 corridor study to succeed, we have to work closely with our neighbors in Marshall, Jackson, Seven Fields and Adams, as well as with PennDOT, to come up with a solution that marries land use with traffic analysis," Trant said. "An engineering solution just won't work. We tried to do it before, when we went through that analysis. So this time it's got to be about integrating land use and transportation.

"An engineering study would simply take generic traffic patterns, existing land uses, current development



configurations, and generate a generic background growth number – something like two percent a year. But that might have no relationship to what's actually going to occur depending, for example, on what land use changes Adams may be planning for the future."

For Cranberry in particular, which is now going through a 25-year long-range planning process, the background travel as measured by standard highway engineering trip tables doesn't necessarily reflect anything about the Township's own comprehensive plan. "The idea has got to be that we work with the surrounding communities, use any planning information they have to help model land use and traffic, and then see what happens to the Rt. 19 corridor," he said.

Some of that cooperation is already underway. An initial meeting of Cranberry with its neighbors to the east introduced the idea of coordinated planning along the 228 corridor. A joint work group to maintain and synchronize traffic signals along much of that highway using fiber optic cable and wireless



has been operating for months. And with encouragement from Cranberry, the developer of a Rt. 19 site formerly occupied by the Oak Leaf Motel is voluntarily dedicating some of its traffic impact fees to Marshall Township – which is not only a different municipality, it's also in a different PennDOT district and a different county – to help mitigate the traffic impact on our neighbors.

Parallel universe

Just a little to the east of the 19/228 intersection, where much of its traffic comes from, even more ambitious plans for easing travel are advancing. The essential idea is to create service roads which parallel 228 on either side, enabling traffic to

move east and west – as well as across a two-way flyover bridge spanning 228 – without actually setting foot on that highway.

It's a collaborative effort, funded jointly by private developers and by PennDOT – which has already programmed improvements along

"Standard highway engineering trip tables don't necessarily reflect anything about the Township's own comprehensive plan. The idea has to be that we work with the surrounding communities."

228 – as well as by the Township itself. Cranberry has made Impact Fee funding available to help develop those local roads. “What we’re doing in the 228 corridor is making sure the capacity of that road corridor is married to the land use happening there – alternative access, opening connections, parallel roads. You’ll be able to ultimately go from the proposed Simon development, or whatever development happens on the north side of the highway, all the way over to Giant Eagle in Seven Fields without having to go onto 228. And that will take a huge burden off of 228,” Trant said.

“Some of those local roads may end up being Township roads; some may end up being private. But in the end connections will be made in partnership with individual property owners and developers,” he said. “The biggest challenge we face is

working with all those entities to bring them to the table to help work toward a solution that benefits everyone. But it’s hard for some people to see that when they’re looking at just their project or just their property.”

Smart transportation

Several other road projects in the immediate area will also ease transportation through the heart of Cranberry. One is the proposed realignment of the intersections of Old Mars Cridders and Mars Road with Franklin Road. Right now, they are offset by several hundred feet and pose a danger to traffic in both directions. A reconstruction of the two into a single ‘+’ intersection is now on the Township’s official list of capital improvements.

Just to the north of 228, where Dutilh Road travels parallel with Rt. 19, another service road is being planned just to the east of Dutilh.

“The Township has recognized that the properties along the Dutilh Road corridor are likely to be developed, and we want to make sure we preserve that road’s function in helping to alleviate pressure on Rt. 19. To do that, we have outlined a plan that will provide a parallel road connection behind Dutilh Road to service the properties along Dutilh and bring the traffic out at controlled intersections,” Trant said.

“That parallel road could ultimately connect all the way through the Smith-Wisconsin connector,” he said. “The plan is that you could turn off of 19 onto Wisconsin, go behind Rite Aid and go all the way down to the future development along Dutilh without having to go out on 19. So we now have a specific plan in place that provides the framework for a partnership project with a developer or developers of those sites.” ~

New Freedom Road Bridge heading for collapse

Continued from front cover

access road proposal known as Crows Run back in the late 1990s.

“The hitch right now is Pennsylvania’s Act 44 which says that PennDOT spending must be prioritized for maintenance and repairs first, with new capacity projects taking a lower priority,” Cranberry Township Manager Jerry Andree explained. For Cranberry, that represents a major change in policy and it creates a serious challenge: after the Crows Run initiative had been abandoned, PennDOT’s District 10 pledged to work with each community between Baden and Cranberry to upgrade the road’s capacity in a piecemeal fashion. As a result, Cranberry invested a significant amount of time, money and effort in upgrades to Freedom Road.

“We said okay, the first phase we’ll help with is from Rt. 19 to Commonwealth Drive,” Andree recalled. “We told them we’ll do the right-of-way, the design, and contribute \$200,000 toward the construction cost. So we added lanes and improved the signals between 19 and Commonwealth Drive.

“Phase II of the project was for PennDOT to upgrade the three-lane bridge to five lanes so we could continue with four lanes down Freedom Road. So PennDOT moved ahead with the preliminary design and now it’s ready. Then this past summer the General Assembly passed Act 44, and now they come to us and say ‘we’ve got the preliminary design done, but now there’s no

money for final design because the current bridge is capacity deficient, but not structurally deficient.’ Therefore it’s come to a screeching halt.

“Now what do we do? How do we find the money to keep that final design moving? It might take a million dollars for the design, but then to replace the bridge itself is another \$8 or \$9 million, which is a big nut to crack,” he said.

“Our Board of Supervisors is committed to working with every elected official, at every level, to resolve this issue,” Andree said. “Improvements to the Freedom Road corridor will ultimately require a coalition of local, state, and federal officials.” ~

After Some Initial Turbulence, Traffic Is Calm On The Northwest Connector

The Northwest Connector, as the planned extension of Heights Drive eastward to Rt. 19 is known among Township engineers and planners, is rapidly advancing toward construction and its neighbors – the residents of Cranberry Heights – have become deeply involved in that process.

The project is currently entering its final design phase with construction expected to get underway later this year. The preliminary design had called for a \$2 million roadway built according to federal specifications. But the Township's efforts to secure federal funding were unsuccessful, so its design was modified. "We are redesigning it as a local road which will have a lower speed limit and a more local road design," according to Cranberry Chief Strategic Officer John Trant, Jr. "It will follow the contours more and cost less. It's actually going to end up below \$2 million; it's around \$1.4 million right now."

At an earlier stage of the project, a number of local residents had expressed strong concerns about safety, noise, and privacy issues involving the roadway. So over a

period of months, Township staff worked closely with a committee of eight representatives from the Cranberry Heights community to develop a traffic calming master plan. As a result, when the Rt. 19 connection is finally made, the traffic moving through Cranberry Heights will be significantly slower than it would otherwise have been.

"To help alleviate their concerns, we asked what they thought we could do for that corridor to introduce traffic calming," Trant recalled. "It was an extremely detailed process. The Township really rolled up its sleeves, got into a lot of detail about

the pros and cons of different traffic calming measures, and formulated a plan that will be the best way, both from the Township's and residents' perspective, to mitigate traffic in that corridor once the connection is made.

"The committee rolled out their plan at a meeting on



November 19 and the entire Cranberry Heights neighborhood was invited to the Municipal Center to look at it. The Committee, in conjunction with Township staff, presented and answered questions about the plan.

"It was a testament to our residents and their willingness to get involved and to help make sure the project really benefits the entire community. They recognized that this was an important connection to make," Trant said. "So they worked with the Township and said: okay, the connection is going to be made; now how do we mitigate traffic reasonably within this corridor as it runs through Cranberry Heights?"

"The feedback at the meeting was very positive. And the township has committed itself to work with that committee and the homeowners association which was formed to implement those traffic calming measures. It's a partnership; we worked together to come up with a solution," he said. ~

Over a period of months, Township staff worked closely with a committee of eight representatives from the Cranberry Heights community to develop a traffic calming master plan.

Township Earns AAA's Platinum Traffic Safety Award



Cranberry's traffic police unit was honored in November by the American Automobile Association's East Central division for its community traffic safety efforts. The Platinum awards were given to 14 'Commendable Leaders' for their safety efforts and enforcement activities geared toward making communities safer, according to Association officials. "It was a combination of work by Cranberry's Police, Engineering and Public Works departments," according to Public Safety Director Jeff Schueler. "They took into account the collaboration between all the different departments." Among the highlights: A coordinated series of improvements to Graham School Road; Cranberry Police Officer Bill Ahlgren, who compiled the second highest number of DUI arrests in Butler County during the previous year; and Cranberry's repeat hosting of State Farm's annual child car seat program.

Cranberry Is Outgrowing Its Municipal Center

A recent study of Cranberry's long-range needs for space in the Township's Municipal Center has run into a wall. Actually four of them. And the range didn't turn out to be that long after all.

"We don't have to look much further to find out that we've got serious issues with the size of our building down the road," Assistant Township Manager Duane McKee told the Board of Supervisors at their December 6 meeting.

"We met with all the tenants and departments in the building, and projected their needs out 10, 20, and 30 years. What we quickly found was that in the next ten years we've reached capacity within this building's first floor. So we started to look at second floor options where we can add square footage to the other side of the building," he said. Duplexing the west end of the building, as was done on its eastern side, could add as much as 24,000 square feet of usable space, although it would be costly.

"A second floor could cost three times as much as the first floor because we essentially have to build a building inside the building – a whole new superstructure. It's not just like adding a floor," McKee noted. But even that would be a temporary measure.

"It still wouldn't meet the need within a ten year period. The space that the library and Parks & Recreation feel they require is going to exceed the square footage this building is capable of," he said. "For the most part, we've reached the limits of our footprint. We can't really go out anymore. There's a little bit of room left here – about 3,000 square feet – but there's really nowhere to go. The parking is



already limited. We can't really go out the front because of Rochester Road and some of the amenities that are either planned or already in place. So there are options, but they're not really feasible options."

However some short-term measures do make sense for the Municipal Center. "We're probably going to move forward with renovating what we have on the first floor which is cost-effective and accommodates some immediate needs," he said. "And we're going to evaluate the feasibility of a second floor expansion."

But the permanent answer will hinge on, and eventually become integrated into, Cranberry's comprehensive planning effort which is now underway. That study will help to determine the Township's population in another 20 or 30 years and what the Municipal Center will have to accommodate. Those findings will most likely require relocating some portions of the Municipal Center offsite, he said, because the footprint of the current building and the size of its lot don't hold enough space for the activities that are likely to be required. ~

Budget for 2008 delivers more for the same

Continued from front cover

budget message, Township Manager Jerry Andree noted that "We are continuing to take a smaller portion of the total tax burden placed on our residents than by the School District, the State, or the U.S. government." He went on to point out that the Township's share of each resident's real estate tax dollar has declined significantly over time. In 1993 it represented 11¢; in 2003 it was 9¢, and for 2008 it amounts to just 8¢. In actual dollars, for a family living in a \$200,000 home with a household income of \$75,000, the Township tax is now \$659 a year, or \$1.80 a day. ~

For 2007 Real Estate Tax Payments, You'll Have To Deal With The County

If you haven't already paid your 2007 County/Township real estate tax or your 2007-2008 Seneca Valley School District tax, it's too late to do it the easy way; you're going to have to deal with the county's Tax Claim Bureau, according to Tax Collector P.J. Lynd. But even if your tax payments are current, if you've refinanced your mortgage in the last year or are no longer using an escrow account to pay those taxes, you should contact Lynd to make sure you get your statements on time and don't fall behind. His office is Suite 402 of the Municipal Center and you can reach him at 724-776-1103.

Citizen Advisory Panel Forms To Advance Comprehensive Plan

The Cranberry Plan – shorthand for the Township’s 25-year comprehensive plan together with a handful of other pivotal projects which will jointly shape the community’s future – now has an official vehicle for engaging residents in the planning process. And its first official meeting took place November 14.

Altogether, nearly 80 residents with a variety of backgrounds and interests volunteered to serve on the Citizen Advisory Panel, or CAP, where they meet monthly to exchange information, float ideas, and offer feedback to Township staff and consultants. Some of that involves questioning and evaluating presentations from planners and outside specialists in front of the entire CAP. But more and more of its work is taking place in smaller task forces, each focused on one particular aspect of the planning effort. All of that input will then be shared with the Steering Committee, which is ultimately responsible for crafting the plan.

“Our communications team and other staff were excited about the prospect of having a Citizen

Advisory Panel but wondering how it was going to unfold and how residents would really respond,”

John Trant, Jr, Cranberry’s Chief Strategic Officer and leader of the planning effort recalled. “Their response was overwhelmingly positive.

Residents were excited to be there; they sensed the excitement of staff as we’re moving forward with this project. They were excited to have an opportunity to get involved. So we’re going to work hard to build on that and make sure we keep that momentum, keep them engaged throughout the process in a meaningful way so that they really own this plan, because it’s theirs – they’re the residents of Cranberry Township, it’s their plan, not the Township staff’s.

“The function of the Citizen Advisory Panel is really twofold. Some people come into the process with very specific concerns. So for those people, we need to provide a venue where they can express their concerns and bring them to the table where we can help address them,” he said. “The Citizen Advisory Panel as a whole can work with those individuals to address

their issues as a group. That would be a much more productive way of coming up with solutions than an individual property owner trying to tackle that issue on their own.

“The other function is that it provides residents with the opportunity to get involved and get engaged. They may not have an individual issue that’s pressing for them personally, but they feel strongly about making sure that Cranberry Township has a successful and sustainable future. And this gives them an opportunity to get involved with that process. So it’s really about bringing people to the table who have specific issues, and then engaging people who are interested in the future of Cranberry Township as a whole.”

Cranberry’s CAP will provide one of a series of inputs to the Plan Steering Committee, which has ultimate responsibility for formulating the plan and recommending it to the Board of Supervisors for adoption. Others include a citizen survey, assorted technical and professional studies, and input from the Township’s various boards, commissions and committees as well as from public meetings. ~



“Our staff was excited about the prospect of having a Citizen Advisory Panel but wondered how residents would really respond. Their response was overwhelmingly positive.”



In The Zone

By John Skorupan, Supervisor, Cranberry Township

A lot has changed in the seven years I've been on Cranberry's

Board of Supervisors. But one of the most significant changes has been hard to see, at least directly. It had to do with zoning. Here was the change:

Even though Cranberry was an attractive location for builders in the 1990s, there wasn't any real consistency in the zoning ordinances under which they were operating or in the types of projects those laws permitted. Every proposal was treated as an exceptional case, requiring multiple staff meetings and months of public hearings and, more often than not, special project-specific legislation.

As a result, good commercial projects took a lot longer to build than they should have. And bad projects took much longer to turn down. That meant they cost more – for the property owner, for the builder, for the owner, for the tenants, for the tenants' customers, and so on – but without any clear public benefit to offset that extra expense.

Of course, no two building projects are ever exactly alike, beginning with the fact that they are never in exactly the same place. But what it meant here in Cranberry was that just about every project was either treated as a unique situation and either given some sort of conditional permit or, more often than not, that the

underlying zoning ordinance itself had to be amended to make it fit the project.

It wasn't that the Township's staff was doing a bad job. In fact, it was just the opposite: they were doing their best to apply Cranberry's creaky old zoning laws to new construction proposals as they came in, only to find there was almost never a good fit. So I made it our mission, as Supervisors, to bring more consistency to the process, starting with the zoning ordinance that controls every square inch of land use in the Township.

At the same time, though, we were also put in the position of having to develop rules clear enough so the Board could give a definitive 'no' to projects that simply didn't fit into the greater scheme of things. It's not that anyone wanted to stop development, and even if they wanted to, we couldn't. But we should certainly be able to stop bad development, and to do so quickly.

Frankly, it's taken a long time, and I'm still not ready to hang up the 'Mission Accomplished' banner. But there's been some major progress. We've made several important changes to the code to improve its flexibility, including the addition of several 'overlay' ones which allow

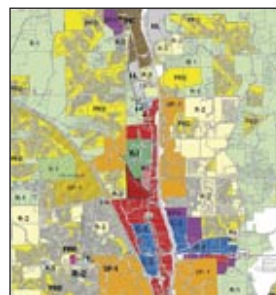
Every project was either treated as a unique situation and given some sort of conditional permit or the underlying zoning ordinance itself had to be amended to make it fit the project.

innovative projects, like Traditional Neighborhood Developments, to move forward.

Last year we improved the administrative process by simplifying the review of tiny projects, that have no impact on the Township, from big ones which would leave a lasting mark. And soon, we will be making another

important code change by considering the form – the shape and appearance of a proposed new construction project – as having more weight in our approval process than the property's intended use.

One result of these changes is that Cranberry is now considered to be in the forefront of managing its land use, so good ideas can advance, bad ones get shot down. Not only that, their end results are both more attractive and more cost-effective than before. We may never get to the point where our code is completely done. But we've seen significant progress toward making Cranberry's land use rules more valuable to everyone. And through the comprehensive planning effort which is currently underway, we hope to keep improving on that record. ~



Cranberry is now considered to be in the forefront of managing its land use, so good ideas can advance, bad ones get shot down.

You can reach John Skorupan at: skorupaj@cranberrytownship.org

Township's Paving Budget Hits A Deep Pothole

Using a 12-year resurfacing schedule and an extensive computer model, Cranberry evaluates the pavement along its 107 miles of local road every year. The goal: to determine which pieces of roadway have reached the point where resurfacing is required.

Resurfacing has historically been funded by Township Liquid Fuels allocations distributed by the Commonwealth. Those funds are derived from a portion of the state gas tax distributed to municipalities according to a set formula for maintaining local roads.

That gas tax formula hasn't changed in years. But the cost of doing the work has. In fact, just in the last five years, the cost of the oil-based material used to turn gravel into asphalt has soared from \$163 a ton to as much as \$400. That price change has led to a series of repercussions in many communities, including Cranberry.

"You're paving less with the same amount of money," Public Works Director Jason Dailey observed. "In 2004, oil was \$40 a barrel. By late

2007, it had gone to \$90. So if you were using a 12-year model in 2004, your paving schedule has started getting pretty lean."

Backlog

"In 2004, Liquid Fuels provided enough money to pave approximately 75 percent of the roads that our 12-year plan said we needed to pave," he said. "That worked because typically 25 percent of those roads, due to lower traffic volumes or any number of other reasons, could be pushed back a year or two or sometimes three. So we always carried a 25 percent backlog.

"But in the last four years it's grown to more than 50 percent, and now we're getting into roads that we can't afford to roll over for another year because we're going to lose them – meaning that they're going to reach a point of deterioration where simply resurfacing them won't be enough. And when you get past that point, you're not simply paying a maintenance cost, you're going to pay a

reconstruction cost, which is a whole lot more."

Fix roads, not funds

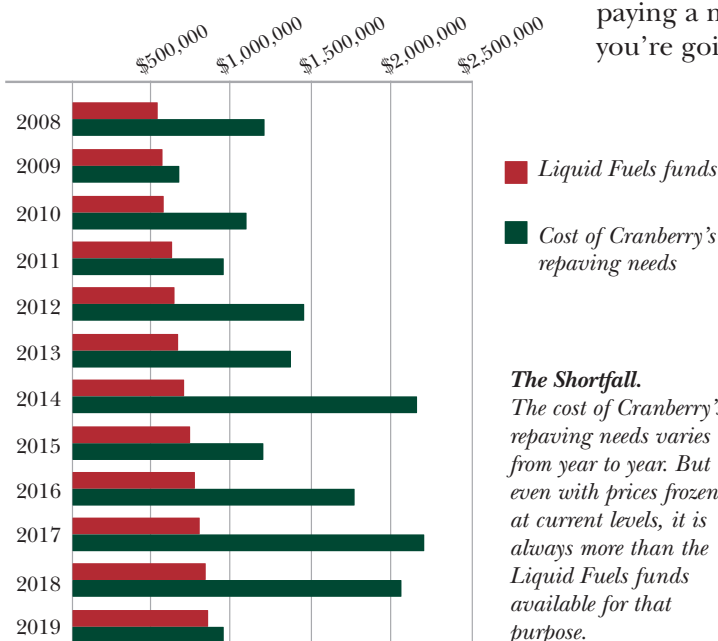
One of Cranberry's special challenges is that while the Liquid Fuels funds change only slightly from year to year, the number of road miles that require attention varies tremendously, depending on when the road was originally built. "Not all the roads come on line at the same time," Dailey noted. "There were a bunch of roads that came on line in 1985, so there was a big spike in 1997 where we had to pave 20 miles when we could only afford to pave 6 or 8. And it's different for every year. It keeps on going up and up to the point

where your 12-year plan turns into a 21-year plan. In the meantime, your roads are falling apart."

"We could probably get through several more years by patching and telling residents 'we'll get to your road next year,'" Township Manager Jerry Andree

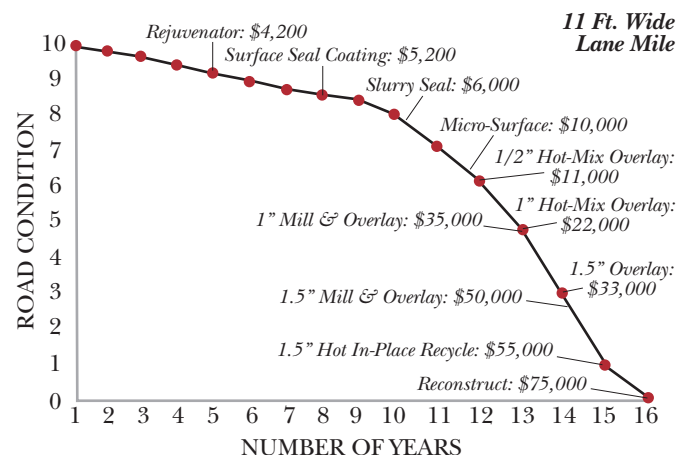
added. "But sooner or later, it's going to come down on us like a tidal wave. Deferring maintenance on the roads is not a savings. It's an irresponsible public policy." ~

"Now we're getting into roads that we can't afford to roll over for another year because we're going to lose them."



The Shortfall.

The cost of Cranberry's repaving needs varies from year to year. But even with prices frozen at current levels, it is always more than the Liquid Fuels funds available for that purpose.



The Failure Curve. Different maintenance strategies are available for keeping roads in excellent condition. But the longer you wait, the more they cost.

This Netronome Keeps Time, Only At Network Speeds

For years now, Intel – the California maker of data processing chips that power most of the world's personal computers – has used the tag line 'Intel Inside' to let customers know that an Intel product is actually the brain of their computer. But if a landmark licensing agreement reached in November between Intel and Cranberry-based Netronome Systems realizes its potential, the powerful devices that drive both corporate information systems and the Internet will someday feature 'Netronome Inside.'

However, these won't be your garden-variety PC microchips. Instead, they're the special-purpose, industrial-strength microprocessors that power the high-speed, high-capacity networks which carry electronic signals of every sort into homes, offices, and mobile devices worldwide. And rather than hiding in the recesses of your home computer, these chips are built right into the network infrastructure.

For years, the focus of the network industry had been on building more bandwidth – essentially the size of the electronic pipeline used to carry electronic traffic. As a result, according to Netronome Senior VP Jarrod Siket, those networks are now millions of times faster than they were even ten years ago.

Netronome's contribution has been to develop a family of intelligent devices which look inside those messages, inspect their contents, and deal with them as required – all at network speeds. Their products and technology are used to help the manufacturers of networking equipment to build units, which are referred to in the industry as 'deep packet inspection devices,' that sell for anywhere from \$5,000 to

\$250,000 apiece and have a variety of uses. For example, they can spot viruses and other malicious threats, check for stolen company secrets, pick up signs of terrorism, and help advertisers target their messages more effectively.

A fast-growing early-stage startup, Netronome is one of a handful of local technology companies whose origins trace directly back to two of the region's most successful high-tech enterprises of the 1990s. "The story, to me, is that you've got two parents of the high tech communications industry – FORE Systems and FreeMarkets – and the next wave of high tech startups are all children that have spun out of those two companies," Siket observed.

"Netronome and those other companies are here in Cranberry Township because this is where all the talent has come together. FORE Systems created this giant aggregation point of deep technologists who can build these types of products as well as the sales, marketing, and administrative executives who knew how to go out and sell them. So it's a logical place for us," he said.

"The talent pool is no doubt our biggest reason for locating here. It's just logical: we all worked at FORE, a large number of us live within five miles of here," Siket noted. But the advantages of Netronome's Cranberry site are not just limited to its local talent; they're also helpful in attracting recruits from outside the region. "Everything you could want outside of your job is right here," he said.



Net Speed. Senior V.P. Jarrod Siket explains how Cranberry-based Netronome is working to build deep packet inspection directly into the heart of networking products for many types of communications services.

"Cranberry Township is where all the talent has come together. FORE Systems created this giant aggregation point of deep technologists. So it's a logical place for us."

At work, though, office space is at a premium. With its staff growing at a breakneck pace, the company has repeatedly had to punch through the walls of its rented space on Emeryville Drive to accommodate new staff. "We're regularly looking at where

can we go and how can we grow," he said. "We're very happy right here. Everything we've been looking at for Netronome to grow outside of this space, has also been in the Cranberry area. There are some great buildings going up in the area. There's actually some space available on the old FORE Systems campus. So if for no other reason than the fact that most of our employees live within just a few mile radius of here, we'll be here in the Cranberry area for the foreseeable future." ~

Although widely known for its retail businesses, Cranberry is also becoming an important high technology center. Each issue of CranberryToday features the profile of a different local technology company and offers a glimpse into the Township's emerging knowledge-based economy.

TUES 1	NEW YEAR'S DAY Township Offices Closed No School – SVSD Waste Collection 1 day delay through 1/5 due to holiday schedule			WED 2	Schedule of Computer Classes available in Library		THURS 3	FRI 4	Cranberry Twp Preschool Open House Municipal Ctr, 10 am – 1 pm		SAT 5	SUN 6	MON 7	Board of Supervisors Organizational Mtg Municipal Ctr, Council Chambers, 7 pm Parks & Recreation Advisory Brd Mtg Municipal Ctr, Council Chambers, 7 pm		Waste Collection – Holiday Tree Pick Up through 1/18 on regular collection day				
MON 7	Book Discussion <i>The Memory Keeper's Daughter</i> by Kim Edwards, Library, 7 pm			TUES 8	Daytime Storytime* 4-5 years old, Library, 11 am or 1 pm Cranberry Senior Citizen Mtg Municipal Ctr, Council Chambers, 1 pm <i>How To Be A Friend To Yourself</i> Betty Tolbert, Library, 7 pm					WED 9	Family Pajama Time Library, 7 pm Kid's Chapter Book Club* Grades 1-3, Library, 7:30 pm Digital Photography Creative Memories Consultants, Library, 7 pm Relay For Life Kickoff Party Municipal Ctr, 7 pm									
THURS 10	Senior Center Monthly Birthday Party Municipal Ctr, Senior Ctr, 9:30 am Daytime Storytime* 4-5 years old, Library, 11 am or 1 pm			FRI 11	Cranberry Twp Preschool Open House Municipal Ctr, 10 am – 1 pm Friday Night Flicks <i>Ratatouille</i> , Municipal Ctr, 7 pm			SAT 12	SUN 13	MON 14	MARTIN LUTHER KING, JR. DAY Zoning Hearing Brd Mtg Municipal Ctr, Room 203, 7:30 pm			Planning Commission Mtg Municipal Ctr, Council Chambers, 7 pm <i>Getting To Know You're Pittsburgh Steelers</i> Jerry DiPaola, Pittsburgh Tribune Review, Library, 7 pm						
TUES 15	Daytime Storytime* 4-5 years old, Library, 11 am or 1 pm		WED 16	Books and Bagels Book Discussion Library, 10 am Family Pajama Time Library, 7 pm Kid's Chapter Book Club* Grades 1-3, Library, 7:30 pm				THURS 17	Daytime Storytime* 4-5 years old, Library, 11 am or 1 pm		FRI 18	SAT 19	SUN 20	MON 21	TUES 22	Daytime Storytime* 4-5 years old, Library, 11 am or 1 pm <i>The Overweight Child; How to Help</i> Bellevue Pediatrics, Library, 7 pm				
WED 23	Family Pajama Time Library, 7 pm Kid's Chapter Book Club* Grades 1-3, Library, 7:30 pm			THURS 24	Daytime Storytime* 4-5 years old, Library, 11 am or 1 pm Brd of Supervisors Mtg Municipal Ctr, Council Chambers, 6:30 pm			FRI 25	SAT 26	SUN 27	MON 28	Planning Commission Mtg Municipal Ctr, Council Chambers, 5:30 pm <i>Natural or Bio-Identical Hormones for Treating Menopausal Symptoms</i> Allegheny General Hospital, Library, 6:30 pm								
TUES 29	Daytime Storytime* 4-5 years old, Library, 11 am or 1 pm		WED 30	Kid's Chapter Book Club* Grades 1-3, Library, 7:30 pm Family Pajama Time Library, 7 pm			THURS 31	Last Day for WaterPark Early Bird Rates Daytime Storytime* 4-5 years old, Library, 11 am or 1 pm			FRI 1 Friday Night Flicks <i>Shrek The Third</i> , Municipal Ctr, 7 pm						SAT 2 GROUNDHOG DAY		SUN 3	MON 4 First Day for Picnic Shelter Reservations Parks & Recreation

MON 4		Book Discussion Library, 7 pm Call for title Planning Commission Mtg Municipal Ctr, Council Chambers, 7 pm		TUES 5		Daytime Storytime* 4-5 years old, Library, 11 am or 1 pm Parks & Recreation Advisory Brd Mtg Municipal Ctr, Council Chambers, 7 pm		WED 6		ASH WEDNESDAY Family Pajama Time Library, 7 pm		THURS 7		Daytime Storytime* 4-5 years old, Library, 11 am or 1 pm Board of Supervisors Mtg Municipal Ctr, Council Chambers, 6:3.0 pm Senior Center Monthly Birthday Party Municipal Ctr, Senior Ctr, 9:30 am		FRI 8	SAT 9	SUN 10			
MON 11		Zoning and Hearing Brd Mtg Municipal Ctr, Council Chambers, 7:30 pm		TUES 12		LINCOLN'S BIRTHDAY Daytime Storytime* 4-5 years old, Library, 11 am or 1 pm Cranbery Senior Citizen Mtg Municipal Ctr, Council Chambers, 1 pm				Why You Need To Know Your Family History of Breast/Ovarian Cancer Allegheny General Hospital, Library, 6:30 pm		WED 13		Family Pajama Time Library, 7 pm Sweetheart Bingo Municipal Ctr, 2 pm		THURS 14		VALENTINE'S DAY Daytime Storytime* 4-5 years old, Library, 11 am or 1 pm			
FRI 15	SVSD 1/2 Day of School	SAT 16	SUN 17	Historical Society Presentation Municipal Ctr, Council Chambers, 2 pm		MON 18		PRESIDENTS DAY		TUES 19		Infant Family Time Children up to 23 months, Library, 11 am and 1 pm Book Discussion Library, 10 am Call for title		WED 20		Books and Bagels Book Discussion Library, 10 am UPMC Passavant Wellness Series – Cholesterol Health and You ~ Municipal Ctr, Senior Ctr, 12:30 pm Storytime 2-3 years old, Library, 7 pm		THURS 21		WASHINGTON'S BIRTHDAY Storytime 2-3 years old, Library, 11 am Board of Supervisors Mtg Municipal Ctr, Council Chambers, 6:30 pm	
FRI 22	SAT 23	SUN 24	MON 25	Planning Commission Work Session Municipal Ctr, Council Chambers, 5:30 pm			TUES 26	Infant Family Time Children up to 23 months, Library, 11 am and 1 pm Mothers & Daughters Growing Together: Puberty From 10-13 Years Of Age Bellevue Pediatrics, Library, 7 pm					WED 27		Storytime 2-3 years old, Library, 7 pm		THURS 28		Storytime 2-3 years old, Library, 11 am		FRI 29

SAT 1	SUN 2	MON 3	Book Discussion Library, 7 pm, Call for title Planning Commission Mtg Municipal Ctr, Council Chambers, 7 pm		TUES 4	Infant Family Time Children up to 23 months, Library, 11 am and 1 pm Parks & Recreation Advisory Brd Mtg Municipal Ctr, Council Chambers, 7 pm		WED 5	Storytime 2-3 years old, Library, 7 pm Kid's Chapter Book Club* Grades 1-3, Library, 7:30 pm		THURS 6	Senior Center Monthly Birthday Party Municipal Ctr, Senior Ctr, 9:30 am Storytime 2-3 years old, Library, 11 am Board of Supervisors Mtg Municipal Ctr, Council Chambers, 6:30 pm								
FRI 7	Friday Night Flicks High School Musical 2, Municipal Ctr, 7 pm		SAT 8	SUN 9 Daylight Savings Time Begins – set clocks ahead 1 hour Morning with Mr. Bunny† Municipal Ctr, 12 pm			MON 10 Zoning and Hearing Brd Mtg Municipal Ctr, Council Chambers, 7:30 pm			TUES 11	Infant Family Time Children up to 23 months, Library, 11 am and 1 pm Cranberry Senior Citizen Mtg Municipal Ctr, Council Chambers, 1 pm Treatment of Migraines & All Chronic Headache Pains Richard Fortune, Library, 7 pm									
WED 12	Storytime 2-3 years old, Library, 7 pm Kid's Chapter Book Club* Grades 1-3, Library, 7:30 pm			THURS 13	Storytime 2-3 years old, Library, 11 am		FRI 14	SAT 15	SUN 16	PALM SUNDAY	MON 17	ST. PATRICK'S DAY		TUES 18	WED 19	Books and Bagels Book Discussion Library, 10 am UPMC Passavant Wellness Series – From Delicious To Nutritious: Heart Healthy Cooking~ Municipal Ctr, Senior Ctr, 12:30 pm Kid's Chapter Book Club* Grades 1-3, Library, 7:30 pm		THURS 20		
FRI 21	SAT 22	SUN 23	MON 24	Planning Commission Work Session Municipal Ctr, Council Chambers, 5:30 pm			TUES 25	Tackling Puberty: A Class for Dads & Sons, 10-13 Years Of Age Bellevue Pediatrics, Library, 7 pm			WED 26	Kid's Chapter Book Club* Grades 1-3, Library, 7:30 pm		THURS 27	Board of Supervisors Mtg Municipal Ctr, Council Chambers, 6:30 pm		FRI 28	SAT 29	SUN 30	MON 31

Regional Learning Alliance Grows A Third Leg

If you've never seen the Regional Learning Alliance campus in the Cranberry Woods Office Park, you are not alone. The innovative shared facility, which houses programs from 14 partner institutions, is a little off the beaten path. And so is its mission. But after a little more than three years of operation, there are now plenty of people and institutions who have discovered RLA and its unique approach to lifelong adult education. As a result, according to RLA General Manager Justin Griffith, they're already running out of space.

"We actually don't have any empty offices in our educational mall – we've filled them all, which is great," Griffith explains. But his reference to the facility as a mall is no accident; it reflects the market-based philosophy which has guided the RLA right from its outset.

"It's like going to a regular mall; you can shop at any store you want. If you have a budget and you're looking for a specific product, you go to the store that can best meet that need," he said. "It's the same with education. If you're looking for a degree, many

factors determine what school you choose or where you go: its location, what programs it offers, if it meets your need for scheduling flexibility. It's not like Wal-Mart versus Target where you've got the same product at different prices; here they're not the same product. They all offer individual programs; we don't have exact duplication."

"We create programs based on need. We have 14 educational partners, 12 of those are higher ed partners that offer degree programs," Griffith pointed out. "We try not to create programs and then see if there's interest, which is what many universities did in the past. Our approach is more about canvassing the region, finding out what interests exist, and then trying to meet the need."

In addition to hosting an assortment of degree programs, the RLA has also become a popular conference center for corporations seeking an off-site learning environment. "We're a conference center with a complete focus on education," according to Griffith. "We have addressed all the needs they're not going to find in a hotel or in a facility that doesn't have a focus like we have. Our classrooms have \$3 million of educational technology in

them. You're not going to find that anywhere else."

And it's worked, with the RLA's conference bookings growing more than 50 percent in the last year alone.

Then this past March, the RLA launched its third major initiative – a series of offerings focused on personal and professional

development that it calls Knowledge Point Academy. "An example would be if a company says 'I have three employees and they need training in conflict resolution, communicating better with customers and staff.'"

We can offer those programs," he said. "We can custom-design them. We have worked not only with our own educational partners, we've also developed a network of hand-selected training providers. These are programs which they either already have or that we ask them to create based on need."

When it was first formed, the Regional Learning Alliance – a brainchild of Slippery Rock University President Robert Smith – was a unique entity. Its dozen original partner institutions, in addition to offering different types of classes, each charged different tuitions and followed different academic calendars. Today, it is still unique, although Griffith reports that hardly a week goes by that he doesn't get a call from an educational administrator somewhere else in the country who has heard about the Alliance, asking how its collaboration works.

But most are primarily focused on creating their own new regional campus. "Our missions are just different," Griffith said. "I don't know anyone out there that has a mission exactly like we do. And I don't know of any that are coming about which would." ~

"It's like going to a regular mall; you can shop at any store you want. If you have a budget and you're looking for a specific product, you go to the store that can best meet that need. It's the same with education."



Busy day at the mall. In a classroom at the Regional Learning Alliance, a group of AARP volunteers gets an update on IRS regulations before going out to train other volunteer tax preparers. Their session was one of dozens offered that day on a wide range of topics at the RLA's high-tech Cranberry Woods 'educational mall' facility.

You Be The Judge

by Linda Andreassi, Director of Communications,
Seneca Valley School District



Earning a diploma from Seneca Valley is more than just a walk across the field. Students are asked to demonstrate and utilize knowledge and skills acquired throughout their education to complete a Seneca Valley Senior Project. They begin by choosing an area of study which interests them, then develop a thesis-driven research topic.

After completion of the paper, students continue their learning by proposing and completing a related project, keeping track of their accomplishments in a personal portfolio, and finally, presenting all their findings to a panel of judges made up of secondary faculty and community members.

There are two ways for community members to become involved in the senior project. First, many people in and outside our community have given willingly of their time in past years to mentor students through the development and completion of the project phase of the senior project. We would like to provide students with a list of people in the community who would be interested in mentoring a student in a particular area. Potential mentors must be at least 21 years old and will have the opportunity to meet with the student, review his or her project proposal, and read the mentor guidelines before committing to the mentoring process.

Secondly, many community members have volunteered for several years to read and assess student portfolios and sit as judges for the senior boards in May. Our goal is to have at least one community member participate on each senior board. We strongly encourage recent graduates over 21 years of age to participate as most have completed a senior project and would be a valuable resource as judges.

If you would like to serve as a community judge of a senior board, you will be required to attend a one hour in service training and to volunteer several hours reviewing student portfolios. The training and review of portfolios will take place during the second and third week of May. The senior board presentations will be held during the afternoon hours on May 28 and 29, 2008.

To become a mentor, you simply need to provide a list of the career areas you would like to mentor a student, along with your name, address, phone

number and e-mail contact to:
SV Senior Project Coordinators,
Seneca Valley Senior High School,
128 Seneca School Rd., Harmony, PA 16037.

If a student is developing a project that falls within your area of expertise, he/she may contact you about becoming a mentor.

If you would like to become a senior board community judge or are a returning judge, please list in order of preference the boards on which you would be willing to serve and send it with your name and address, phone number and e-mail contact to the address listed above:

- **Academic/Humanities:** An academic project in the humanities allows a student to actively acquire knowledge relevant to subject matter in disciplines such as Language Arts, History, Health, Music, Philosophy, Sociology, Anthropology, etc.
- **Academic/Sciences:** An academic project in the sciences allows a student to actively acquire knowledge relevant to subject matter in disciplines such as Biology, Physics, Chemistry, Mathematics, Geology, Environment, Agriculture, Robotics, etc.
- **Career/Entrepreneur:** Projects in this area are designed for students to explore career and lifetime interests.
- **Mechanical Design/Construction:** Projects in this area encompass many 'hands on' design and construction opportunities from a variety of disciplines.
- **School/Community Service and Improvement:** Projects in this area are designed to benefit and enhance the school and/or community either physically or intellectually. These projects must foster and maintain a strong community and school relationship.
- **Visual/Performing Arts:** Projects in this area encourage students to challenge their talents in expressive arts. These projects should build upon talents and require students to take them to a new level.

Once received, the senior project community coordinator will contact you with additional information.

Profile of a firefighter:

Former Fire Chief Takes Cranberry Experience Countywide

In his thirty years of fighting fires, former chief

and now Lifetime member of the Cranberry Township Volunteer Fire Company Wayne Kovac, 57, vividly remembers the incident that frightened him most.

A call had come in one frosty spring morning in 2000 when the roads were covered with snow. A Jeep had overturned on Freedom Road and the young driver was pinned beneath it. But it wasn't until Kovac got close to the Jeep that he realized the true horror of the situation – gasoline was pouring from its tank and onto the driver, the paramedics and the firefighters. And one of those firefighters was Kovac's son, Brian.

"The guys did some quick thinking, set up airbags, inflated them, lifted the kid out, got him on a helicopter and onto a hospital," Kovac recalled.

The rescue took only about five minutes, but during that time, "It could have been all over at any moment," Kovac remembered. "I

could see the fear in the paramedics' eyes. I'll never forget those faces. They were standing in fuel and trying to keep the victim comfortable. Everyone was soaked in gasoline."

To Kovac, the incident demonstrated how Cranberry's emphasis on training and state-of-the-art equipment has paid off.

In fact, training had been high on Kovac's agenda ever since joining the fire company in 1973 when there were only 17 members, including an ambulance corps which later split off. Even before he became an officer, Kovac took a leadership role in negotiations toward the Fire Company's landmark 1982 agreement with the Township. Out of that agreement has evolved one of the largest, most progressive, and best-trained volunteer fire companies in Butler County.

The Township's support for its volunteer company has continued. As an example, Kovac cited the dedication of a new training center in Butler when he was president of the Butler County Fire Chiefs Association. Fire departments from all over the county were there. But the only elected officials Kovac could identify were from Cranberry which had sent its township manager, public safety director, and three supervisors to represent the community.

When Kovac asked them what prompted them to come, they replied, "We knew how important this was to you and we wanted

to be here to support you; that's the kind of support you get in Cranberry Township."

Reflecting back, Kovac considers his most important contributions to the fire company to be his emphasis on firefighter training, a fire safety house for educating kids in fire safety, and the 1982 agreement.



Though he doesn't have exact figures, he recently learned that at least 30,000 young people have gone through the fire safety house teaching experience.

Today, Kovac is Coordinator of Fire and Hazmat training programs at Butler County Community College where he oversees the training of 11,000 students in 500 classes a year. Overall enrollment in the 26 Western Pennsylvania counties they serve is down, he said, probably owing to the amount of training now required to get the basic Firefighter 1 designation. But in Cranberry, the numbers are going the other way, with 60 volunteers currently active in the fire service.

But it's been an uphill struggle; state-required training has grown from 16 hours, when Kovac first became a firefighter, to 166 today. Add to that the 600-plus calls the Cranberry Company responds to each year and many members consider it a second job, even though they don't get paid. But for most, it's the one they say that provides the greatest satisfaction. ~

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

Fire Fashion Goes To Xtremes

They are considered classic apparel in their own specialized area of business. Except that they cost twice as much as new Brooks Brothers business suits and, as with other fine garments, are crafted with custom tailoring arranged through individual fittings by the clothier.

But the timeless style and distinctive detailing of the newly arrived outfits being worn by Cranberry Township Volunteer Fire Company members are actually minor compared to their durability under stress. The suits, known as turnout or bunker gear by those in the fire service, are designed to provide personal protection to firefighters under the most extreme conditions and to keep taking that sort of punishment for as long as ten years.

The manufacturer's sewn-in label offers hints of that precarious mission. It reads, in part: "Fire fighting is an ULTRA HAZARDOUS, UNAVOIDABLY DANGEROUS activity. Neither this garment nor any other will protect you from all burns, injuries, diseases, conditions or hazards." It then goes on to offer this reassurance: "You may be KILLED, BURNED, INJURED OR SUFFER DISEASE OR ILLNESS with NO WARNING and NO SIGN of damage to this garment."

Like any custom tailor, Globe Manufacturing Company – maker of the Globe-Xtreme firefighter suits

which Cranberry's Fire Company recently bought to outfit 49 of its members – includes a number of thoughtful touches. Extra-deep telescoping sleeve wells keep the water out – a welcome

comfort feature when you're operating a high-pressure fire hose. And each jacket collar includes a rescue device, essentially a pull-out harness strap allowing someone to drag a downed firefighter to safety without all the fuss and bother of actually picking them up.

Of course, it costs a lot to dress a firefighter properly. "A full suit costs \$1,800 to \$2,000 depending on the size," according to Fire Company Administrative Assistant Mark Nanna. "It's like buying a shirt; when you buy a Triple-X it's \$12 where a Small is only \$10. And that's not including the boots, the hoods, the gloves, the helmets. If you fully equip one firefighter, it's about \$5,500. Then when you add the breathing apparatus, it's another \$4,500."

Fortunately for local residents, those costs are paid through a dedicated state business tax fund administered locally by the Fire Company's independent Relief Association chaired by veteran Dave Berneburg. In 2007, Cranberry's allotment came to \$219,000, which paid for the



Nice Touches. *The Globe Xtreme firefighter suit includes a number of refinements you won't find in your ordinary garden jacket.*

new suits as well as for \$80,000 in equipment for the Company's rescue truck. A task force of firefighters including Dave Mack, Paul Pesanka, Dan Cochran, Brian Kovac and Bill Spiegel researched a number of competing vendors before recommending Globe.

But even though their outfits are custom-tailored, they remain Fire Company property. "When someone has to leave the company, we keep the gear and hopefully we'll get somebody coming in at close to the same size," Nanna explained. "That's why we put the names on with Velcro. We can take their name off the back and then give it to them when they leave. When we get new probationary members coming in, we try to outfit them with the best gear we can. But you don't buy them gear right away; you wait to see if they're going to make probation and stay on."

"And we've always been one of the best-looking fire companies," Nanna continued. "That's a given." ~



Hot Fashion. *New turnout gear from Global Manufacturing Company, worn here by Cranberry firefighter Mike Hanks, will protect Fire Company volunteers for another ten years.*

Digital forensics experts in Cranberry's police department are...

Making Computers Spill Their Guts

The same digital revolution that makes our personal lives more interesting and our work lives more productive also has a dark side: it helps to make many types of crime easier to perpetrate and their damage more extensive. But law enforcement professionals have increasingly tuned into the illegal uses of these electronic tools and become more sophisticated in using those same technologies to trap criminals, crack cases, and secure convictions in court.

Cranberry Police Lt. Kevin Meyer works closely with his counterparts in other Pennsylvania police departments who are members of a network where information relating to e-crimes is shared and analyzed. That cooperation is paying off. "We recently had a situation in one of the department stores where fraudulent checks were being passed," Meyer recalled. "The patrolmen saw a laptop computer inside the gentlemen's vehicle. The computer was seized. We ended up getting a search warrant for evidence in that computer and were able to determine that he was manufacturing those checks on that laptop computer. We were actually able to go in and view the checks he had printed and Word documents he was using to create fraudulent Ohio identification cards to coincide with the checks he was making. And he had it all incorporated into this one laptop. It's probably going to seal his fate in court."

Grand theft auto

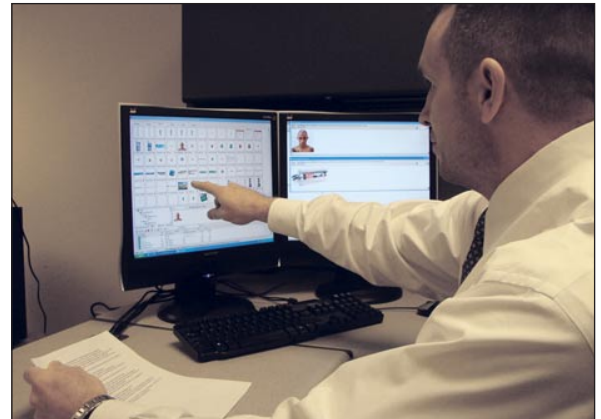
At a dual-screen workstation in the back of his office, Meyer scans a mosaic of lists, text boxes and photos, many of which show cars, or at least pieces of cars. It is evidence in a massive auto theft case that he and his associates have been working on for months. "We've siezed six or

seven computers as a result of that investigation," he pointed out. "We were able to go into them, create reports, and on one of the drives we actually got an admission: we found a text file, a letter that was written immediately after one of the suspects was arrested, and it was basically spelling out why she did what she did and what transpired. It was pretty damning.

The password-cracking digital investigation system which Lt. Meyer is using to put the suspect's computer contents on view is one of several software suites the department uses to develop leads and evidence. This one is called 'Forensic Toolkit,' and it not only displays the contents of an impounded computer's hard drive, it also finds and exhibits whatever contents have been erased, moved, or otherwise hidden from normal view. Its images of those contents are admissible in court. And their power to shape the outcome of a case is by now well-established.

Pedophile patrol

In another corner of his office, a different computer is sounding a series of pings. It is part of a trawling operation that Meyer has set up to identify child predators and pornographers lurking in private chat rooms and hidden online venues carrying titles like 'young girl sex.' The pinging sounds signal him that someone has responded to an online profile that Meyers made up. One of them uses the login name 'thechieff.' With a few deft keystrokes, Meyer finds the man's IP address. Another program quickly identifies the network hosting that address as being based in Amsterdam.



Digital Detection. Cranberry Police Lt. Kevin Meyer uses specialized software to see and index every file on the drive of an impounded computer where e-criminals typically leave a trail of incriminating evidence.

"He's out of the country," Meyer shrugs. "He wouldn't be somebody I would concentrate on. But there was a guy I did earlier this morning who was operating on Verizon out of Reston, Virginia. So if that guy were to send me any type of child pornography, for example, I'd have a log running so it would be documented. I'd be able to prepare a search warrant, send it to Verizon, and they would tell me who was subscribing to that IP address. With that information, I would contact his local jurisdiction, and pursue the investigation that way. Typically if we get one piece of child pornography there's going to be loads of it on the computer. They may move it onto CD or DVD format. They may put it on a thumb drive or other ways to attempt to conceal or hide it. But they almost never delete it."

Browsers beware

It's easy to find yourself an unwitting victim online. Some cyber schemes are already well known, like the Nigerian nobleman who claims he needs to transfer money into your account. Or the email that tries to pass itself off as coming from eBay, PayPal, or a bank saying your account has been compromised and that you need to verify your

password. But others are not as well understood. For example, someone driving by with a laptop can log into the signal from your unprotected home wireless network and use it to cover their footprints in an Internet fraud case. And a popular work-at-home scheme promoted online that seeks 're-shippers' to open, repackage, and mail out parcels, is simply a way of obscuring the origins of stolen goods and goods purchased with stolen credit information, according to Meyer.

Of course, common sense and conventional prudence can go a long way toward helping you steer clear of shady characters online. But Meyer also suggests that you look for other, more subtle telltale signs in unsolicited messages.

"A lot of times these emails are generated from overseas; they don't speak the English language well and they don't write it very well, either," he said. "You'll notice that there are a lot of misspelled words, poor grammar, bad punctuation – things you won't see on eBay or PayPal Web sites."

And there's one more thing: "Kids in high school are carrying PDAs, they're carrying cell phones, they're taking pictures of themselves, they're taking pictures of friends, they're sharing digital files with one person, who then shares it with another person. They take one shot and it snowballs," he cautions. "I don't think they understand that when they do things like this, that picture is out there forever." ~



Meyer Named Head of Township Police Operations

Kevin Meyer, an eleven-year veteran of the Cranberry police

force, was promoted to Lieutenant with day-to-day operational responsibilities for the Township's 28-member police department at the Board of Supervisors meeting on December 7. Meyer, who most recently served as a detective, was involved with the investigation of hundreds of criminal cases and was the department's resident expert in computer forensics. He succeeds Jeff Schueler in his new capacity following Schueler's retirement from uniformed service with the department.



Jeff Schueler Named Township Safety Director

Jeff Schueler, a former Marine and 28-year veteran of the Township's Police

Department, was named Director of Public Safety at the December 7 meeting of Cranberry's Board of Supervisors. His responsibilities include oversight of the Township's emergency services including police, fire, and the emergency management agency, as well as coordination with the independent local ambulance service. Lt. Kevin Meyer, a Detective in the department, will assume Schueler's former post with day-to-day operational responsibility for Cranberry's police.

Schueler succeeds Steve Mannell, who had been recruited to implement a private firm's contract to operate gate entry security for 15 Air Force bases in the eastern U.S. Before joining Cranberry in 1995, Mannell had been Brigadier General in charge of the Air Force Military Police.

The Township's Public Safety Department structure, which Mannell put in place during the '90s, will remain unchanged, according to Schueler. And the higher levels of training which have been mandated by state and federal authorities will stay the same.

Cranberry will also continue providing police service to Seven Fields by contract and its priorities will remain the same. "Traffic is

our Number One complaint. Aggressive driving. One of our officers, Cpl. Dan Hahn, has done a lot of work with grant money to attack the problem," he said.

"Our other issue is the Detective Division. With Kevin Meyers moving out of there, we will need to replace him and we need to look at expanding the division because we're getting busier and busier. We've been seeing an increase in identify theft and Internet crimes which are complex to investigate and very time-consuming. Major crime investigations have the same challenges. Kevin is a perfect example; he was tied up for months on just one case." ~

Preparing For The Worst

Cranberry Township was spared the massive ice storm which hammered the plains states and shut everything down for days in December. But the lessons of that event – as well as of other major emergencies, epidemics and natural disasters – should not be lost on local residents, according to Public Safety Director Jeff Schueler. Schueler recently attended a Pandemic Planning seminar for public officials where two key lessons emerged. The first is that regardless of the cause of that emergency – natural or manmade – the survival drill is essentially the same. The second is that for practically every sort of emergency, the key is self-preparedness.

“For a pandemic, the biggest issue is that government won’t be able to help everybody,” Schueler said. “You’re looking at a 30 to 40 percent reduction in staff during the height of the pandemic. Asian Bird Flu was the pandemic we were training on, but it could be any type of disease.”

For starters, normal delivery systems break down. “Your truck drivers are going to be sick. Your supplies aren’t coming in. Your grocery stores are going to be understaffed,” he noted. “Who’s going to provide food



and medicine? Government can’t provide it. State and federal government officials have already told us they’re going to be of limited use. So it’s up to each person to be prepared. Y2K was a perfect example; everybody was prepared for things that were going to happen and we were going to have to rely on ourselves. What are we going to do if 30 or 40 percent of our police officers or firefighters don’t show up for work because they’re sick?”

It isn’t hard to find lists of recommended supplies to keep on hand in the event of major emergencies. Red Cross and others have them posted online. FEMA has theirs broken down into first aid supplies, medicines, sanitation and hygiene items, equipment and tools, food and water, clothes and bedding supplies, and documents and keys. And most preparedness strategies are common to all types of disasters, FEMA advises. So plan once, and you will be able to apply your plan to all types of hazards.

“Self-help is the key,” Scheuler notes, because the Township’s ability to help will be limited. “Every

day we’ll have to see what resources we have and do the best with what we’ve got. And we’ll have to keep

other people in the loop because what happens if we get sick ourselves and can’t come to work? Somebody else has to know about it in order to manage it.

“A lot of it is just developing relationships with people in other units of government. So in the future if we get involved with a county-wide incident for example,

we’ll have those relationships; we’ll know how to work with each other,” he said. “You can’t be going into a conference room and start planning once you’ve got an emergency going on.”

But preparing your household for emergencies doesn’t need to focus on a major disaster; it can be for something as common as a power outage. “People are not in the habit of thinking they’re responsible for themselves to a large extent,” Scheuler said. “It’s hard to change that thought process. We take everything for granted – food, water, phone, electricity. But what if we lose power for 3-4 days? What are people going to do?” ~

“State and federal government officials have already told us they’re going to be of limited use. So it’s up to each person to be prepared.”



Lake Arthur’s Bottom Exposed!

What’s below Lake Arthur, the 3,000+ acre body of water in Moraine State Park? How about farms, abandoned coal mines, coal towns, and a railroad? On November 4, the Cranberry Township Historical Society hosted a graphic presentation in a packed Council Chambers by Wayne Cole of Darlington, Beaver County. Wayne, the author of seven books about abandoned railroads, went into particular detail about the construction and demise of the Western Allegheny Railroad – the now-submerged rail line which at one time had a stop

on the Harmony Line – a trolley service that passed through Cranberry Township between 1908 and 1931 on its way from Pittsburgh to New Castle. Information about future programs and Society membership can be found on the society’s website, www.explorecranberry.org, or by picking up a brochure at the Society’s Municipal center kiosk.

Public Works @ Work



Green Christmas.

The festive lighting on the 25-foot tree in front of Cranberry's Municipal Center

was a little greener this year. But it's not just from the color of its bulbs. Instead, as part of the Township's ongoing effort to conserve resources and become more environmentally friendly, the incandescent bulb strings which illuminated the tree last year have been replaced by Light Emitting Diode lamps, or LEDs. And while the difference in appearance may be subtle, the difference in energy use is not; in place of the twelve strings of fifty 7-watt bulbs which had been used in previous years, each of the 12 new LED strings holds 120 bulbs and consumes a mere ten watts of power for the entire string. That's a savings of more than 4,000 watts.

Brush Creek Lab Receives EPA Accreditation.

It's official now; Cranberry's Brush Creek wastewater treatment plant is legally authorized to test the water it releases into the creek and to use those results to keep its federal discharge permit current. Until now, it had to pay a commercial lab to perform the required testing. Like Brush Creek, every treatment plant that discharges water into Pennsylvania waters needs to have a permit and the only way treatment plants can meet those permit requirements is through lab tests. To help, EPA developed a certification program and audits all the labs to make sure they're performing the right tests with the right chemicals and getting accurate results. Their goal is to generate solid, admissible data in the event of any legal proceeding.



Odor Control Unit Startup Rescheduled.

There's been a little slippage in the new carbon adsorption unit's startup timetable, originally expected for mid-January. A two-week delay in one contractor's work on the site has had a ripple effect. A technician from the unit's maker had been scheduled to fly in from California and do the startup once the installation was complete. But he requires three weeks advance notice, and can't start the unit up at all if it's too cold outside. The problem is that it's hard to forecast winter weather here with any real precision three weeks ahead. And if the technician's trip has to be cancelled, it would be another three weeks before his visit could be rescheduled. However the unit itself as well as its associated equipment have all arrived and are largely in place. But the fiberglass pipe installers need some warm days to complete their work. Their most critical issue: balancing the air flow pressures and temperatures between the three scrubbers. Even so, it should all be operational before spring of this year, according to Plant Manager Mike Sedon.



Water Leaks Detected.

A three-week leak detection survey conducted this past fall identified and repaired 15 leaks in the Township's water system responsible for a combined loss of 150,000 gallons a day. Another three were found on private property. If left alone, those leaks would have released approximately 55 million gallons a year and cost ratepayers an extra \$154,000. The identification of leaks in Cranberry's water system is part of an annual survey conducted

by contractor Municipal Management Corporation under the supervision of Cranberry's Public Works department. The surveys are designed to improve maintenance, conserve water, and reduce the system's cost to both the Township and its water customers.



Surviving Winter's Wrath.

It's still not too late to prepare yourself for the worst of

winter weather, according to Cranberry's Public Works Department. Here are a few quick tips for making it through the season in reasonable comfort and safety.

1. Don't let your fire hydrant get buried in snow; keep it clear in case of fire.
2. Winterize your in-ground lawn sprinkler system so it won't freeze and break.
3. Unless you have frost-free hose bibs, turn off the water supply to your outside faucets.
4. If your water meter or indoor water pipes are in boxed-in areas, make sure they get some warm air.
5. Don't park or let your guests park on snowy streets; they block the snow plows.
6. Pull any freestanding basketball hoops back from the street so they don't get hit by plows.
7. Clear snow and ice from around your garbage and recycling carts; otherwise the collection trucks may not be able to empty them.
8. Shovel snow to the right side of your driveway as seen facing the street; otherwise a plow might push it back where it came from.
9. Turn your headlights on when it's snowing so that plow operators can see you coming. ~



Former West Deer Township Manager Named Public Works Director

For several months after Public Works Director Duane McKee was appointed Cranberry's Assistant Township Manager for Operations, he held down both jobs, an exhilarating experience perhaps, but one that can get old fast. In September, however, he got lucky.

West Deer's Township manager, Jason Dailey, had asked the state for a peer review as an outgrowth of his interest in combining certain services with neighboring Middlesex Township, and the state asked McKee to perform it. Over conversations during the course of that evaluation, McKee told Dailey about Cranberry's search for a new Public Works manager. And in the end, Dailey applied.

Early on in his career Dailey, a 1997 graduate of Waynesburg College, had conducted legislative research for the state. His particular focus was on the intersection of state and local issues – pavement problems, drainage, and signage, for example. "I was able to make a lot of good contacts with the state and learned some of the back channels through state agencies in getting things done," he recalled.

That proved to be a huge help when he later applied for the position of manager for Crescent Township – an Ohio River community with fewer than 2,300 residents and just ten employees. "It gave me a really good opportunity to see every aspect of the municipal government from the administrative level down to the code enforcement level; you really had a chance to see a lot," he said. During his free time, he earned a masters degree in business with a concentration on finance. And

when he wasn't busy studying business, he would teach history at Robert Morris University.

After five years in Crescent, Dailey was tapped by the larger community of West Deer to become its first appointed manager – a position which had just been created through a razor thin election. "The referendum to have an appointed manager passed by two votes," he recalled. "If one person had changed their vote, it would have been a tie and the elected manager position would have stayed."

Today, as Director of Cranberry's 34-member Public Works Department, Dailey is learning his way around a much larger community where someone else is township manager. But he has no regrets. "I'm glad I made the move when I did," he said. "I feel like I made an impact on the communities that I've left and I left them better than I found them." ~

For the most up-to-date information, visit us online at www.cranberrytownship.org



CRANBERRY
• TOWNSHIP •

724-776-4806

www.cranberrytownship.org

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

Board of Supervisors

Richard Hadley, CHAIRMAN

John Skorupan, VICE CHAIRMAN

Bruce Mazzoni

John Milius

David Root

Jerry Andree, TOWNSHIP MANAGER

Steven Czetli *Contributing Writer*

Cindy Marzock *Communications Assistant*

Shelley Notaro *Layout and Design*

Peter Longini *Director, Communications*

PRSRT STD
US Postage

PAID

Permit #25
Cranberry Twp., PA

POSTAL PATRON

CRANBERRY TOWNSHIP, PA 16066