



# Cranberrytoday

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2009 FALL EDITION

## Mock Disaster Tests Emergency Readiness

At three minutes past nine on a bright September morning, a terrifying message crackled through Cranberry's emergency radio network. A fuel tanker truck had exploded next to Rowan Elementary School and was now engulfed in flames, it said. An unknown number of children had been hurt, the dispatcher continued, and all emergency services in Cranberry were needed immediately. Within minutes, they were there.

According to eyewitness accounts, 19 children were strewn across the school's playground, not far from the tank truck, many with gruesome-looking head and face wounds. Their conditions were unknown, and time was clearly

of the essence. So was an exceptionally high level of coordination among the three major emergency services – police, fire, and ambulance – to evacuate the injured, secure the site, and put out the flames.

However, if you didn't hear about the disaster, that's understandable; it was actually a mock drill, on an otherwise quiet Sunday morning. Minutes before it began, Cranberry Ambulance Corps Executive Director Steve Tedesco, who planned and coordinated the exercise, was forced to change its original scenario – which had involved fire and entrapment resulting from a school bus

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**Playground Catastrophe.** Firefighters rescue the 'injured' from the scene of a mock tank truck fire at Rowan Elementary School on a clear Sunday morning in September. The drill tested the coordination of fire, police and ambulance services from various communities in responding to a large-scale disaster.



## Freedom Road Stakeholders Visualize Mix Of Uses

What will Freedom Road look like when the funds eventually become available to improve that heavily trafficked state road? Cranberry's working assumption is that it will become a four lane boulevard, rather than the narrow two-lane road it is today and that additional turning lanes will be added at its signalized intersections.

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## Freedom Road stakeholders visualize mix of uses

But the ultimate character of Freedom Road in Cranberry – whether as a residential street, a limited-access highway, a commercial thoroughfare, or something else altogether – was easily the most contentious issue throughout the year-long development of Cranberry's comprehensive plan.

Since the roadway's traffic has steadily grown, many current residents felt strongly that their properties should be rezoned from residential to commercial, allowing them to move out and sell their land at a premium. Others, particularly residents with homes adjacent to the properties which actually front on Freedom Road, felt just as strongly that such a shift should not take place.

As a result, the Cranberry Plan's future land use map currently shows several large blanks along the Freedom Road corridor. But with such a high level of specific interests affecting Freedom Road, the Board of Supervisors determined last December that rather than including it in the initial comprehensive planning process, they would authorize a separate process, engaging stakeholders along that corridor, to focus specifically on Freedom Road and bring the issue to a conclusion.

### *Cranberry Plan's future land use map currently shows several large blanks along the Freedom Road corridor.*

On September 22, after more than half a dozen meetings which followed formation of the Freedom Road Stakeholders Commission, a final gathering of the group succeeded in bringing some measure of closure to the matter. But it had become confused, in the effort's concluding weeks, by 'for sale' signs carrying the insignia of a local real estate agency's commercial division, leading people to erroneously conclude that the property had, in fact, been rezoned commercial. It had not.

"The original premise with the Freedom Road stakeholder committee was to identify a vision for the corridor in terms of land use and transportation," Cranberry's Chief Strategic Planning Officer, John Trant, Jr. said. "Then, when funds became available, they would be used to implement a vision based on contributions from stakeholders in the corridor."

As part of the process, each of the three study groups which were formed to advance the planning effort generated lists of acceptable land uses for the undeveloped properties along Freedom Road within their individual study areas. They included a mix of residential and low-impact non-residential types of construction such

*Continued from front cover*

as bakeries, florists, doctor's offices, and churches. Other uses, such as gas stations, didn't make the list.

"We developed some productive recommendations out of those meetings which will now be advanced by taking them to the Planning Advisory Commission," Trant said. "The Commission will then hold its own public meetings and, if it accepts the recommendations, they will be presented to the Board of Supervisors for additional public input and eventual adoption of any zoning changes.

"A lot of information from residents and property owners was collected," he said. "A lot of time and resources were expended on this process; now it's time to move forward."

"The Freedom Road corridor is the Township's Number One transportation priority," Dick Hadley, Chairman of the Board of Supervisors confirmed. "The Township will continue, as it has for the last several years, to advance projects along that corridor in partnership with PennDOT, the Turnpike Commission and private developers. Although additional funding has yet to be seen, it makes good sense to have a master plan in place so that as we do receive funding – and Congressman Altmire and Senators Specter and Casey have all expressed their support for this corridor – we will be ready to go ahead with a project we can implement." ~



### **Carbon Footprint Study**

*A study sponsored by the state's DEP to catalog Cranberry's carbon footprint and its contributions to greenhouse gas emissions is now underway. The study, which is being conducted by an intern from Sustainable Pittsburgh, began by taking an inventory of the Township's municipal functions and their energy use. Later, the study will expand Township-wide, leading to plans for reducing that footprint. The study is expected to be completed by mid-January.*

## New Ordinances To Dress Up Properties Along Route 19

A pair of proposed zoning ordinances designed to enhance the appearance of properties up and down Route 19 is now in the works.

One of them, which creates a “TND Corridor Overlay District,” provides the owners of properties along Route 19 with an alternative they didn’t have before. While developments using the current commercial zoning code will still be allowed, the new ordinance adds the option of creating smaller mixed-use traditional neighborhood developments, or TNDs, with the look and feel of a pre-war small town main street, on larger land parcels along the Route 19 corridor.

“Think of it this way: if you have a sizeable lot next to Route 19, the TND concept is to have buildings close to the street, to have that downtown Sewickley, Beaver, Butler kind of feel,” Township planner Eric Kaunert explained. “That’s not going to happen directly on Route 19, but an internal street system on properties right off of it could be created as a part of this ordinance.

“Internal street systems are for larger properties; obviously you’re not going to do a one-acre lot with an internal street system. And the ordinance provides for that; you have the option to do 100 percent commercial on that site. The way the ordinance is written, you’re required to provide a mix of uses only if you have five acres or more.

“It is a form-based zoning ordinance,” Kaunert continued. “It’s like a picture book; there’s a written component that identifies what’s required, and then a lot of pictures. It shows different types of residential units as well as commercial units and it gives you an idea of what we’re after. It outlines different architectural features to provide

aesthetic enhancement, playing down garage doors and using alley systems so that you just see the front façade.”

“What’s new is that it adds another layer of options,” he said. “The baseline of zoning that was previously in place, remains in place. But the TND Corridor Overlay, which was not recognized under earlier legislation, now is. It folds right into the current TND 1, 2, and 3 Ordinance.”

While the TND overlay applies to the design of buildings, a companion ordinance, the Streetscape Enhancement Overlay, applies to the land that lies between those buildings and Route 19. However, unlike the TND ordinance, the streetscape ordinance is mandatory for any properties along the highway which apply for a land development permit involving at least 1,500 square feet or for a major use change. It was designed to create a more refined, more coherent, more vibrant streetscape for both motorists and pedestrians.

*“What’s new is that it adds another layer of options. The baseline of zoning that was previously in place, remains in place.”*

“The streetscape ordinance regulates street trees, street lighting, and what planners call ‘street wall,’ ” Kaunert said. “A street wall is primarily landscape – a hedge row that would run contiguously down the corridor. It also provides for the corners of prominent streets, like the 228/19 intersection, to do an “L” shape brick wall or wrought iron fence. So when it’s completed, if you were to look straight down on it, you would see four “Ls,” and radiating out from there would be hedge rows.

“Then, on the other side would be sidewalks, street lighting, and street trees. But where it makes sense, it also calls for little parklets at prominent corners where you might have a bench and a little garden area or something like that. A lot of municipalities have that requirement; Pine has one, and so does Marshall.”

The two ordinances apply to most of the properties along Route 19. They are identified by yellow zoning notices posted in front of each parcel. ~



## Rt. 228: A More Modest Vision

The plans for a series of visionary improvements along Route 228 which PennDOT completed in 2007 have now officially been set aside. But a more limited scope of projects, particularly in Cranberry, have been put into place and, in one instance, already completed.

In a message from the agency's District 10 Executive, Joseph Dubovi III, which appeared in the district's Summer 2009 newsletter, fulfillment of the nine-mile Urban Boulevard concept, which was originally programmed to be built as four major projects which fit the funds available two years ago, has now been replaced by an approach focused on smaller, more affordable 'rightsizing' projects consistent with the road's original master plan.

Four of those projects are in Cranberry, all of which involve adding or improving ramps between Rt. 228 and I-79. The first – the addition of a new auxiliary lane on the eastbound side of the road between the current Interstate exit ramp and the entrance to Cranberry Woods Business Park – was begun and completed in record time.

Three others, which are currently in design, are shown on the map above.

What prompted PennDOT's rethinking of its approach to the 228 corridor project was the sharp runup in oil prices last year which led to a staggering 40 percent increase in the already high cost of the original plan. That sent shock waves through the Commonwealth and forced officials to revisit their transportation priorities.

"It was a huge project," explained PennDOT Safety Press Officer Sean Houck. "And Secretary Biehler made it clear that with the

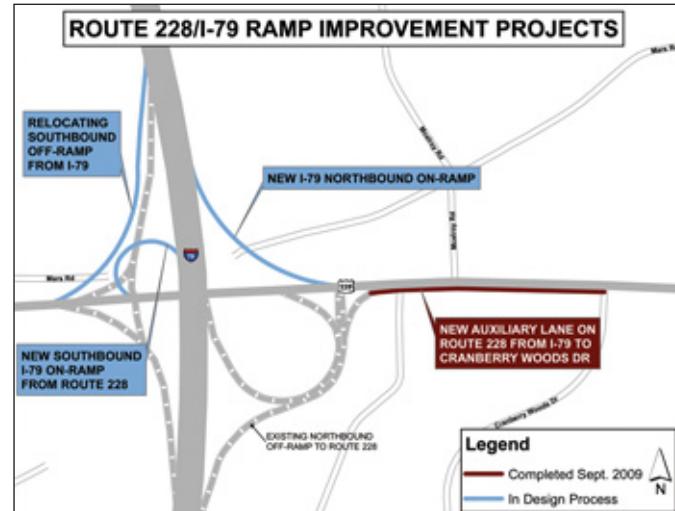
financial needs right now in the Commonwealth, we're not going to take on projects of that size any longer; it's going to be: let's build what we can afford.

"The 228 project is going to be a sectional type improvement, based on need," Houck said. "Starting where we have the most congestion, the most crashes, and can make the greatest impact on motorists most quickly. It's going to be phased in little by little."

Of course, circumstances can change. Future Governors will have their own priorities and the underlying economy could improve as well. Then, too, what goes up can also come down. The spike in oil prices which wreaked havoc on so many contractors, has now eased considerably.

"Contractors who bid on some of these projects couldn't afford to build them," Houck recalled. "They put in a bid thinking that asphalt was going to cost so much per cubic foot and then all of a sudden it tripled; that can put you out of business in a hurry. This year, though, we've seen a lot of bids on projects come in lower than what we speculated. That's good news for the taxpayers; we can actually use those savings to build additional projects."

Deciding which projects deserve attention doesn't happen by whim, Houck noted. "It's not just PennDOT, it's not just a legislator saying they want



***PennDOT recognized the need to pick up the ball, move forward and use the resources we had available.***

something done, it's the people who live in that area. We encourage people to come to public participation panels where they can give testimony on improvements they think need to be made. It may take 10, 12 years for that particular thing to come up, but it does happen. And it's a process that works very well."

Yet even PennDOT's scaled-back menu of improvements for 228 are a tremendous help. "Lots of people and agencies have a long history with the 228 project," Board of Supervisors Chairman Dick Hadley observed. "Everyone agrees that it is a source of economic development in the region and transportation issues need to be addressed. Despite all the challenges faced over the last several years, PennDOT recognized the need to pick up the ball, move forward with something, and use the resources we had available. They did a great job of identifying those ramp projects and moved extremely quickly to get the funding in place and get things moving." ~



## Keeping Up Appearances Along Rt. 228

Ever since Rt. 228 in Cranberry was rebuilt as a four-lane highway eight years ago, the vegetation in its central planter islands has taken a beating. Some plants have been damaged by vehicles. Mulch fires have hurt others. And accumulated road salt has soured the soil's chemistry. Although the highway itself is

a state road, its planters are the responsibility of Cranberry Township, and local officials recognized that they had to make some changes in order to restore the islands' garden-like appearance.

Yet even with the passage of time, their reasons for installing the planters remain unchanged. In fact, their use has now become a defining feature of the design concept known as the 'urban boulevard.' And today, road patterns with a cross-section identical to 228 in Cranberry form an integral part of PennDOT's long-term vision for that highway all the way east to Rt. 8.

The idea for central planters in Cranberry had been part of the Board of Supervisors' vision as far back as the Township's 1995 comprehensive plan. Years earlier, PennDOT had paved over the grass medians on Rt. 19, north of 228, to reduce maintenance. But the loss of its green space also diminished the roadway's character. This time, Township officials were determined to get it right. Their goal was both to improve the aesthetics of the area adjacent to the planters and to create a gateway into Cranberry that would let visitors immediately know that they had arrived at a very special destination.

*Just as attractive planters can telegraph a uniquely positive message to motorists, degraded ones send just the opposite message.*

But just as attractive planters can telegraph a uniquely positive message to motorists, degraded ones send just the opposite message. So last month, a crew began removing dead vegetation, planting hardy new species, and replacing certain areas of fire-prone mulch with gravel.

"The lifespan of plantings on major highways is eight to ten years," Duane McKee, Cranberry Township's Assistant Manager, pointed out. "The corridor is so heavily traveled that the vegetation gets hammered with salt and cigarette butts and debris. Although we aggressively manage it, some significant refreshing needs to happen on a regular basis. So we are embarking on a first phase of refreshing that landscaping this fall.

"We're fixing the irrigation water lines as we re-landscape, but now we won't need to use the system as much as we did in the past," he noted. "Watering had been a necessity to keep the mulch fires down, but it was a waste of resources. Using gravel to replace some of the mulch will help reduce fires as well as the need to run the sprinkler so often. That will also reduce the burden on our Public Safety and Public Works departments to protect and maintain the islands.

"We're going to plant more day lilies because they have worked well for us in the past and they bloom over a long season," McKee said. "Also junipers. And we're changing the



**Reality Island.** The planter islands along Rt. 228 in Cranberry are being re-landscaped with hardy plants which are able to better withstand the punishment of traffic along the busy corridor.

tree type to ginkgos, which are extremely hardy. They have much higher tolerance; they've been around since the dinosaur age. So we're keeping it simple and using hardier stock."

At approximately the same time that the islands were being re-landscaped, a new, full-size 'Welcome to Cranberry' sign was erected, at least temporarily, in front of the Marriott near the I-79 off ramp to 228. The two-sided sign welcomes visitors to the Township in seven languages, as suggested by the Cranberry Plan's Culture and Diversity task force. The sign also includes the website address for the Butler County Convention and Tourism Bureau, which was a partner in its construction. ~



## Regional Economic Leaders Upbeat About Local Economy

The factors which propelled western Pennsylvania into becoming an economic powerhouse back in the 19th century may also hold the keys to its future.

On September 21 – just days before the leaders of the world's most powerful economies met in Pittsburgh to wrestle with a series of global economic issues – a group of regional economic leaders convened at the Cranberry Marriott to share their views on the local economy with a particular focus on the Rt. 228 corridor. Approximately 150 interested guests attended the Economic Champions Summit, and there was good news: notwithstanding the steep national recession which began last fall, speakers were optimistic and cited a number of reasons for their upbeat assessment.

For one thing, as PNC Bank Senior Economist Craig Thomas pointed out, the Pittsburgh area had not been hit with the same sort of housing bust that ripped through the economies of the country's fast-growing sunbelt communities. "Pittsburgh won't miss what it never had; no housing boom, no housing bust," he noted. "The underlying economy of Pittsburgh is based more on education and healthcare."

But it was the natural resources of the region, including a long history of coal, oil and natural gas together with its acquired expertise in nuclear engineering, that many thought would emerge as mainstays of its future economy. William Fustos,

Chief Operating Officer of Warrendale-based East Resources, Inc., pointed to the massive reserves of natural gas in the layer of

Marcellus Shale which lies more than a mile beneath a broad swath of Pennsylvania from Greene County to Scranton.

As a result, the natural gas industry is on the cusp of a major turn, he observed. Some of the world's biggest energy companies want to get into the act and the potential is huge – enough to power the entire United States for 25 years. And the Rt. 228 corridor is where a lot of those companies will be looking for possible bases, Fustos said.

PPG Industries is also keenly interested in energy according to Vicky Holt, the company's head of glass operations. But its focus is slightly different, emphasizing energy conservation, solar panels, and affordable energy costs.

Altogether, according to keynote speaker Joseph Belechak, Senior Vice President of Nuclear Fuel for Westinghouse Electric, the region is well positioned to become an energy center not only within the United States, but globally as well. Fossil fuels and nuclear power combined represent 99 percent of the domestic power supply, he noted. And the demand for power will continue to grow, both at home and abroad.

Because of an emerging world consensus that fossil fuels are major contributors to climate change, a move toward alternative power sources, including nuclear power, is growing everywhere, he said. And Westinghouse, whose power reactor designs are both safer and less costly than previous generations of nuclear power plants,

***Many thought that the natural resources of the region would emerge as mainstays of its future economy.***

stands to play a major role in meeting the growing demand for proven, safe, and clean electric generation technology.



"The local job potential is huge, all along the supply chain," Belechak pointed out. Even though a final answer to what he calls 'closing the fuel cycle' – the disposition of spent nuclear fuel – has not yet been realized, he feels it represents a gap which is not essential to the future of nuclear energy.

At the same time, however, speakers and panelists cited other issues which require attention if the full economic potential of the region is to be realized: national energy policy is still unclear. Local programs of technical education need to be re-established. Current immigration policies are chasing away some of the world's brightest American-educated grad students. Local educational excellence is uneven. Litigation and health care costs are high. Regional governing institutions are weak. And welcoming a more diverse and global workforce into local communities has become critical.

While embracing change can be difficult, it's also essential. Slippery Rock University President Robert Smith put it this way: "Economic development means moving forward, not holding on to the old ways."

The Economic Champions Summit was organized and sponsored by the Rt. 228 Regional Corridor Alliance, an advocacy group comprised of business, government and community leaders from Butler and Allegheny Counties, with major underwriting from Mine Safety Appliances. ~

# Lessons Learned: What Holding Elective Office Has Taught Me

by John Milius, Supervisor, Cranberry Township



At the end of 2009, after 18 years, I will conclude my tenure as a member of Cranberry's Board of Supervisors.

Those years have been a time of tremendous change for the Township, and it has been an incredible journey for me as well. So I'd like to share some reflections on what I've seen and what I've learned along the way.

Back when I first decided to run for the Board of Supervisors in 1991, I was a research chemist at Mine Safety Appliance. I had grown up in Carrick, moved here with MSA in the '80s, and never held any sort of public office. But right around then, someone began promoting the development of a race track in Cranberry, and the idea appeared to be advancing very quickly, despite the fact that nobody here seemed to want it. So I talked to my brother in-law, who at the time was the manager of Upper St. Clair, and he encouraged me to get involved, perhaps by seeking an appointment to Cranberry's Planning Commission.

But it turned out that later the same year, two of the Township's elected Supervisors were planning to rotate off the Board. So along with another MSA colleague, I threw my hat into the ring.

That proved to be one of the best decisions I've ever made. And it taught me an important lesson: that even though the position of Township Supervisor is an elective office, chosen through the standard political process, politics as usual actually interferes with governing

effectively in Cranberry. Partisanship, favoritism, patronage, and confrontation don't work here. What does work in Cranberry are professionalism and consensus – crossing traditional lines of party and demography and economics to cultivate an informed majority behind any new initiative.

That's not always easy. And in some cases, not even possible. But while you'll almost never get 100 percent support for anything, unless you try, you'll never know. So we've made it a practice to meet face to face with stakeholders who are concerned about an issue the Board is focused on and to work with them so we can understand their concerns, find ways to accommodate them, and build coalitions around common interests. When you communicate clearly, and treat everyone fairly, and show them genuine respect – even if at times they seem unreasonable – the results can be very powerful.

Here in Cranberry, they have led to an amazing string of successes: Graham Park, Cranberry Highlands, the WaterPark, the Cranberry Connector, the Collection Connection, The Cranberry Plan, the Library, Westinghouse, and more. It gave us a uniform code of Township ordinances, merit-based

staff evaluations, consolidated tax collection, and one of the highest ratings from Moody's financial service available for municipal government.

So for me, as a newly elected official, it was like suddenly finding myself in Camelot; I was in the right place at the right time with the right people to really help make a difference. And even with the benefit of hindsight, I wouldn't change a thing.

Of course, there's still much to do in Cranberry, and there always will be. For example, as a boy who grew up riding the streetcar we called the 'flying fraction' – the 77/54 – I developed a fondness for public transportation, which is just as important for Cranberry as it is for Pittsburgh, but financing transit here

has been elusive. I'd also like to see more done to accommodate the performing and visual arts in the Township. And there are other areas where I'd like to see progress as well.

But I'm very optimistic about Cranberry's future. So even though we've sold the family home we bought before I ever became involved in Township government, we're

looking forward to moving into our brand-new townhouse near Graham Park and continuing to be a part of this remarkable community. ~



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## Pittsburgh China Center Opens – In Cranberry

Most American associations that promote global commerce are focused on helping U.S. companies export their goods for sale overseas and gain a foothold in foreign markets. But the new Pittsburgh China Center, begun this past summer by former Pittsburgh Regional Alliance executive Roger Cranville, has an essentially opposite mission: to help Chinese companies invest, develop, and create jobs in the Greater Pittsburgh region.

China, with foreign exchange reserves in excess of \$2 trillion, has emerged as America's largest and most important trading partner. Attracting Chinese companies to invest some of those reserves in the United States has become a major strategy for stimulating economic development at home. And the Pittsburgh China Center, through a combination of consulting services, business information, and practical assistance, is working to position Pittsburgh as a primary U.S. destination for Chinese business investment and growth.

Ironically, however, the Pittsburgh China Center is not physically situated in the City of Pittsburgh. It actually opened in Cranberry.

“There are three reasons for choosing Cranberry,” Cranville explained. “First, Cranberry has a nice, open, green, pleasant, welcoming feel to it, underscored by the reception we’ve had from the Township. Second, Cranberry has a visionary and forward-looking plan

for growth and wants to continue to be globally connected. And third is Westinghouse Electric, which is the poster child for Chinese business growth in the Pittsburgh region right now. So its long-term strategy and global connections make Cranberry an ideal place.”

Already, Cranville’s startup organization has been asked to serve as the region’s unofficial liaison to distinguished guests from China. For example, in July, a delegation of private business owners came from the city of Wuhan; the High Commissioner of Hong Kong came in on September 3; the following week, a 23-member delegation from Hubay Province arrived. And more visits, particularly in connection with the Westinghouse power plant projects in China, are also in the pipeline.

“The China Center is indicative of the Pittsburgh region’s involvement in the global market and of Cranberry as part of the Pittsburgh region’s economy,” the Township’s Chief Strategic Planning Officer John Trant, Jr. pointed out. “A lot of Cranberry businesses have connections globally, including connections with China. So it’s important to help to bridge the

gaps between the two countries to promote economic development, accommodate visiting employees of businesses in the area, and welcome new residents from those countries.

***“Its long-term strategy and global connections make Cranberry an ideal place.”***



where two nuclear power plants are currently under construction. Westinghouse credits its business in China for more than 1,000 jobs in Cranberry.

“All these little indicators were pointing exactly in the same direction – towards Cranberry,” he said, noting how key elements of the new China Center were beginning to fall into place. “When we had the opening discussion with John Trant, he was very receptive. Jerry Andree has also been very warm. Everybody’s been wonderful. We think the feng shui of Cranberry is unsurpassed.”

The China Center’s website can be found at [www.pittsburghchinacenter.org](http://www.pittsburghchinacenter.org).

~

### *Do's and Don'ts for Americans meeting Chinese*

#### **DOs:**

- *Shake hands (bowing is Japanese)*
- *When greeting Chinese friends, say “ni hao” (pronounced knee-how) to help break the ice*
- *Present your business card with both hands with the card facing the person*

#### **DON'Ts**

- *Speak too loudly – it won’t help you to be understood and it may appear rude or disrespectful*
- *Assume that Chinese people don’t speak English; many Chinese visitors do*
- *Touch, hug or kiss*

## Millennium Pharmacy Systems Delivers The Goods

Your grandmother's frail health may already be getting an important boost due to the innovative work of a high-tech pharmacy based in Cranberry. And if the company's brisk growth continues, so will a lot of Grandma's counterparts up and down the eastern seaboard over the next few years. Those gains are the outgrowth of a privately-held, technology-savvy service venture which currently employs over 325 people, including 160 at two locations in Cranberry Township.

Until the end of the 1990s, the company's Founder and President, Cranberry resident Gary Duty, either owned or operated a number of conventional pharmacies serving local long-term care institutions – nursing homes, rehabilitation centers, and retirement communities. It was a segment of the drug market he came to know very well, and some of what he learned wasn't flattering. For example, there was a tremendous amount of waste. There were far too many opportunities for error. And instead of caring for patients, nurses were forced to spend much of their time on administrative and record-keeping chores.

Unlike acute care hospitals, which have been receptive to new technology for quite some time, long-term care remained a tradition-bound segment of the health care industry which, in Duty's view, was ripe for improvement. But instead of making small tweaks here and there, Duty decided to reinvent it from scratch. It was, after all, the dawn of the new millennium. So starting from a blank sheet of paper, he sketched out three key areas of pharmacy interface with long-term care institutions: accurately communicating drug orders to the pharmacy in real time; the pharmacy

dispensing the ordered medications with minimal errors; and the administration of the right drug to the right patient at the right time, along with the associated documentation and record keeping.

What resulted was a company – Millennium Pharmacy Systems – with an automated process that integrates those steps in ways that help the nursing home operator, the medical professional, and the patient. It is a fully-integrated electronic system – where every nurse's cart is wirelessly connected to a central database that provides instant notification of any changes in a patient's prescriptions. Once orders are keyed in by the nurse or doctor, the database is automatically scanned for possible drug interaction effects as well as for whether the patient's insurance applies to that medication. If it's for a drug that isn't covered by their plan, the system suggests alternative medications which are. A pharmacist at the dispensing pharmacy then verifies the order one more time.

For logistical reasons, the company limits its customers to institutions within a two-hour delivery radius and only fills prescriptions for three days of medication at a time. So to serve a broader client base, Millennium has been expanding its network of hub and satellite distribution centers. But the heart of the company remains in Cranberry, where its shared business services are headquartered.

*"For every new location we open, no matter if it's in Florida, New England or the Mid-Atlantic region, we add headcount here in Cranberry because our shared services are here."*

This is where our development and information technology are, our accounting and finance department

is here, our call center is here,"

Duty explained. "This building was designed to support upwards of 250 employees; so we have a lot of room to grow."

Earlier this year, the fast-growing company moved its operations from Wexford into Cranberry Business Park on Kensinger Drive. "The building we had been in really wasn't functional for our needs, so we started a real estate search," he said. "We were looking at space near the airport and at several other places in Cranberry. There were two reasons we selected this location: it was a brand new building that could be built out to our specs. And the experience with the landlord was the best I've ever had. So it was the right decision.

"The fact that I live two minutes from here had nothing to do with it," he solemnly declared. ~



***The Envelope, Please.*** Millennium Pharmacy Systems' Founder and President Gary Duty demonstrates an automated packaging machine in the company's dispensary on W. Kensinger Drive.

*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.*

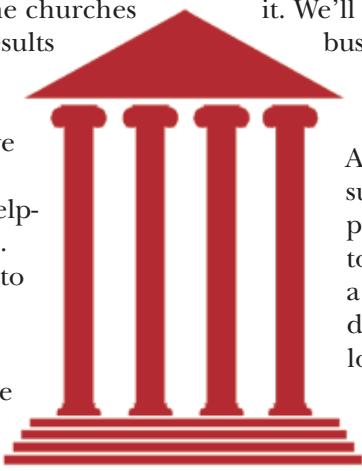
## Pillars Of The Community Stand Together

Can all of Cranberry speak with a single voice? Maybe not about everything. But a coalition which is now in its early stages could help provide a coherent platform for advocacy on behalf of Cranberry's interests and for taking actions that benefit Township residents and businesses.

The Cranberry Alliance, as the new organization is being called, grew out of the efforts by Township Supervisor and Community Chest president Bruce Mazzoni to update local business, church, and nonprofit organization leaders on the progress of Cranberry's comprehensive plan during 2008. Over the course of a year, Mazzoni gave more than 100 presentations to individuals and small groups outlining the Township's strengths, weaknesses, and future prospects.

"We went out to the business community to talk about the comprehensive plan," Mazzoni recalled. "We talked about the three pillars of a successful community: good government, good business, good nonprofit/civic groups that work together to make a place successful. At the time, it seemed too difficult to go into the churches and give them the results of our research. But when we started dealing with them, we found that they were very receptive and helpful in a number ways. That's how we came to have four pillars."

The initial public announcement of the Cranberry Alliance formation was



made at a July luncheon celebrating the Township's nonprofits and kicking off its 2009 Community Days celebration. "The four pillars are concerned with the overall direction of Cranberry Township," Mazzoni said. "We use the new comprehensive plan as our bible in setting the direction for growth of the Township."

At the outset, Mazzoni anticipates that the Alliance will take on smaller assignments. One is the prospective H1N1 flu pandemic. "That could be our first project; we're looking to work with the churches to identify at-risk households – older people and people who, if someone got sick in their household, may not have access to people who could look in on them – that type of thing.

"We're looking to work with the churches on supplying members to identify at-risk homes. We'll be asking for two or three members to be a part of this overall program. The Township will be coordinating it. We'll also be working with businesses so that they have a plan of action in case of pandemic situation."

Another idea involves suicide prevention programming directed toward young people – a project which will also be done in conjunction with local churches.

But projects involving heavier hitting are also

on the radar. "Look at how \$250 million of development went down the drain because we had no entity in this community to help lobby the

Rt. 228 situation," Mazzoni said. "We lost another business park. We lost \$80 million of road improvements that would have taken us forward for the next 25 years because we had no heavyweight entity. That's our true mission. We want to take baby steps to build up our

capabilities. But we know that something else is going to occur, and when it does, we want to have the muscle to make it happen."

While Cranberry residents may be the most immediate beneficiaries of the Alliance's work, they would not be the only ones. "Businesses ultimately would benefit from any project that took place in the Cranberry community, too," Susan Balla, the immediate past President of the Cranberry Area Chamber of Commerce pointed out. "They would be part of the project, a part of the vision, and a part of whatever the subsequent benefits would be. It's about a united focus on important values and continued prosperity of the community using the Cranberry Plan as its guide."

The new organization, whose founding members include the Township, Community Chest and the Chamber of Commerce, will operate under the direction of a board whose composition, according to its bylaws, can fluctuate anywhere between nine and fifteen members. ~

***"We lost \$80 million of road improvements that would have taken us forward for the next 25 years because we had no heavyweight entity."***

***"We want to take baby steps to build up our capabilities. We know that something else is going to occur, and when it does, we want to have the muscle to make it happen."***

## Local Chambers Merge

The footprint of the 500-member Cranberry Area Chamber of Commerce is about to grow significantly larger. In July, the Chamber announced that it would be merging with the comparably sized Northern Allegheny Chamber of Commerce, based in Wexford, starting in January.

A name for the merged Chamber had not been selected as of press time, but the combined organizations will be among the three largest in western Pennsylvania. Even after the merger, however, several significant functions of the two will remain localized including networking events and office-based services.

Susan Balla, immediate past president of the Cranberry Area Chamber board, noted that "We will now be a 1,100 member organization. And because of our combined resources, we'll be able to provide more programs, better programs. It gives us a great opportunity to be a more significant force and a business voice for legislation and economic development in all of our municipalities."

In a press release announcing the merger, Edward Malinowski, president of the Northern Allegheny

County Chamber said that "by combining our resources and building on our individual strengths, we can provide our membership with enhanced networking opportunities, a stronger local, regional and national legislative and economic voice, and provide value to our members through the development of world-class programs and services."

Chambers of Commerce, including both the Cranberry and North Allegheny organizations, are private, voluntary networking organizations whose dues-paying members are typically the proprietors of businesses operating in the geographic area served by that Chamber. Worldwide, there are more than 13,000 Chambers which range widely in size, scope and mission. The area represented by the two newly merged North Hills chambers is extensive and includes Cranberry, Etna, Franklin Park, Hampton, Mars, Marshall, McCandless, New Castle, Pine, Richland, Ross, Seven Fields, Shaler, and Zelienople.



***"We have a great working relationship with the Cranberry Chamber. They are our conduit to the business community."***

"We have a great working relationship with the Cranberry Chamber," Township Manager Jerry Andree pointed out. "They are our conduit to the business community. The Township is looking forward to continuing that relationship with the merged organization."

In addition to providing its members with practical programs and services, the stated mission of the merged chamber is to unify regional businesses, to leverage resources, to strengthen their members' collective legislative and economic voice, to foster a positive climate toward business growth, and to enhance the quality of life in the communities it serves. ~



### See Cranberry On The Small Screen.

*A series of short streaming videos, each focused on a different aspect of life in Cranberry, are now available via the Township's website. The seven videos, prepared by Rochester-based CGI Communications, were produced at no cost to the Township. Instead, a number of local businesses have become participating sponsors. Logos with links to their websites, videos and other material surround the perimeter of the viewing screen, which you can access from the 'Video Tour' button on the left side of the Township's home page.*

## OCTOBER

THURS 1	4 and 5 Year Old Storytime • Library, 11 am or 1 pm	FRI 2	Farmers' Market Municipal Ctr, rear parking lot, 3:30 – 6 pm	SAT 3	Computer Class: <i>Internet II</i> • Library, 9 am Farmers' Market Mashuda Dr. entrance to Community Park, 10 am – 1 pm	Cranberry's 7th Annual Tennis Tournament † Community Park, 9 am	SUN 4	Cranberry's 7th Annual Tennis Tournament Finals † Community Park, 9 am	MON 5	Planning Advisory Commission Mtg Municipal Ctr, Council Chambers, 7 pm Book Discussion <i>The Diving Bell and the Butterfly</i> , Jean-Dominique Bauby, Library, 7 pm	TUES 6	Senior Computer Time Library, 9 – 10 am 4 and 5 Year Old Storytime • Library, 11 am or 1 pm
WED 7	Family Pajama Time Library, 7 pm Chapter Book Club grades 1–3, Library, 7 pm Promoting Positive Behavior Bellevue Pediatrics, Library, 7 pm	THURS 8	Senior Center Monthly Birthday Party Municipal Ctr, Senior Ctr, 9:30 am 4 and 5 Year Old Storytime • Library, 11 am or 1 pm	FRI 9	Farmers' Market Municipal Ctr, rear parking lot, 3:30 – 6 pm	SAT 10	Computer Class: <i>Online Services, what can you do from home</i> • Library, 9 am Farmers' Market Mashuda Dr. entrance to Community Park, 10 am – 1 pm	SUN 11	MON 12	Columbus Day Twp Offices open Library closed		
TUES 13	Senior Computer Time Library, 9–10 am 4 and 5 Year Old Storytime • Library, 11 am or 1 pm	Cranberry Senior Citizen Mtg Municipal Ctr, Council Chambers, 1 pm Homework: <i>A Parent's Survival Guide</i> Huntington Learning Ctr, Library, 7 pm	WED 14	Parks & Recreation Advisory Brd Mtg Municipal Ctr, 7 pm Family Pajama Time Library, 7 pm Chapter Book Club grades 1–3, Library, 7 pm	THURS 15	4 and 5 Year Old Storytime • Library, 11 am or 1 pm	FRI 16	Farmers' Market Municipal Ctr, rear parking lot, 3:30 – 6 pm	SAT 17	Computer Class: <i>Beginning Word</i> • Library, 9 am		
SAT 17	Teen Read Week Kick Off Read-a-Thon & Pizza Library, 10 am – 4 pm Farmers' Market Mashuda Dr. entrance to Community Park, 10 am – 1 pm	SUN 18	MON 19	Zoning Hearing Board Mtg Municipal Ctr, Council Chambers, 7:30 pm	TUES 20	Senior Computer Time Library, 9–10 am 4 and 5 Year Old Storytime • Library, 11 am or 1 pm Pumpkins in the Park † Community Park, Jaycees Shelter, 1 pm	WED 21	Strengthening Exercises for Seniors UPMC Wellness Series, Municipal Ctr, Senior Ctr, 12:30 pm Books & Bagels Discussion <i>Curious Incident of the Dog in the Night-time</i> , Mark Haddon, Library, 10 am	MON 22	Family Pajama Time Library, 7 pm Chapter Book Club grades 1–3, Library, 7 pm		
THURS 22	4 and 5 Year Old Storytime • Library, 11 am or 1 pm	FRI 23	Farmers' Market Municipal Ctr, rear parking lot, 3:30 – 6 pm	SAT 24	Computer Class: <i>Intermediate Word</i> • Library, 9 am Farmers' Market Mashuda Dr. entrance to Community Park, 10 am – 1 pm	SPOOKAPALOOZA † Municipal Ctr, Senior/Teen Ctr, 12–2 pm Fall Hayrides at Cranberry Highlands † 2–5 pm	SUN 25	Fall Hayrides at Cranberry Highlands † 2–5 pm	MON 26	Planning Advisory Commission Mtg Municipal Ctr, Council Chambers, 5:30 pm 20's & 30's Book Discussion <i>Frankenstein</i> , Mary Shelley, Library, 7:30 pm		
TUES 27	Senior Computer Time Library, 9 – 10 am 4 and 5 Year Old Storytime • Library, 11 am or 1 pm Adult Fright Night <i>Night of the Living Dead</i> Library, 7 pm	WED 28	Pittsburgh Paranormal Society Library, 6:30 – 8:30 pm Family Pajama Time Library, 7 pm Chapter Book Club grades 1–3, Library, 7 pm	THURS 29	4 and 5 Year Old Storytime • Library, 11 am or 1 pm Board of Supervisors Mtg Municipal Ctr, Council Chambers, 6:30 pm	FRI 30	SAT 31	Halloween Trick or Treat in Cranberry Twp 6–8 pm Computer Class: <i>Troubleshooting Your Computer</i> • Library, 9 am				

## NOVEMBER

SUN 1	Daylight Savings Time Ends set clocks back one hour after 2 am	MON 2	Book Discussion <i>East of Eden</i> , John Steinbeck, Library, 7 pm Planning Advisory Commission Mtg Municipal Ctr, Council Chambers, 7 pm	TUES 3	ELECTION DAY Senior Computer Time Library, 9 – 10 am 4 and 5 Year Old Storytime • Library, 11 am or 1 pm	WED 4	Family Pajama Time Library, 7 pm Talking With Your Teen: <i>Bridging The Communication Gap</i> Bellevue Pediatrics, Library, 7 pm	THURS 5	4 and 5 Year Old Storytime • Library, 11 am or 1 pm	FRI 6	Board of Supervisors Mtg Municipal Ctr, Council Chambers, 6:30 pm	
SAT 7	Computer Class: <i>Beginning Excel</i> • Library, 9 am Farkleberry Craft Show Municipal Ctr, 9 am – 3:30 pm	SUN 8	MON 9	TUES 10	SVSD – Early Dismissal Senior Computer Time Library, 9 – 10 am Cranberry Senior Citizen Mtg Municipal Ctr, Council Chambers, 1 pm	SAT 11	VETERAN'S DAY SAT Prep Workshop: <i>Prepare, Achieve, Succeed</i> Huntington Learning Ctr, Library, 7 pm	WED 12	SVSD – Act 80 Day Parks & Recreation Advisory Board Mtg Municipal Ctr, 7 pm	THURS 13	Senior Center Monthly Birthday Party Municipal Ctr, Senior Ctr, 9:30 am	
FRI 13	Movie Release Party <i>New Moon</i> , Library, 7 pm	SAT 14	Computer Class: <i>Intermediate Excel</i> • Library, 9 am	SUN 15	MON 16	Zoning Hearing Board Mtg Municipal Ctr, Council Chambers, 7 pm	TUES 17	Senior Computer Time Library, 9 – 10 am	WED 18	4–6 Grade Book Club Library, 7 pm	THURS 19	Cranberry Twp Light Up Night Santa arrives via fire truck, Municipal Ctr, 6 pm
TUES 24	Senior Computer Time Library, 9 – 10 am Board of Supervisors Mtg Municipal Ctr, Council Chambers, 6:30 pm	WED 25	SVSD – Holiday Vacation	THURS 26	THANKSGIVING DAY Twp offices/Library closed SVSD – Holiday Vacation	FRI 27	Holiday Waste Collection 1 day delay Municipal Ctr/Library open, Administrative Offices closed	SVSD – Holiday Vacation	SAT 28	SUN 29	MON 30	SVSD – Holiday Vacation Planning Advisory Commission Mtg Municipal Ctr, Council Chambers, 5:30 pm
TUES 1	Senior Computer Time Library, 9 – 10 am	WED 2	THURS 3	Board of Supervisors Mtg Municipal Ctr, Council Chambers, 6:30 pm	FRI 4	SAT 5	Computer Class • Schedule available, Library, 9 am Milk & Cookies with Santa † Senior/Teen Ctr, 10 am or 12 pm	SUN 6	Cranberry Women's Club Christmas House Tour † advanced sales only, 4–8 pm	MON 7	Planning Advisory Commission Mtg Municipal Ctr, Council Chambers, 7 pm	

## DECEMBER

TUES 1	Senior Computer Time Library, 9 – 10 am	WED 2	THURS 3	Board of Supervisors Mtg Municipal Ctr, Council Chambers, 6:30 pm	FRI 4	SAT 5	Computer Class • Schedule available, Library, 9 am Milk & Cookies with Santa † Senior/Teen Ctr, 10 am or 12 pm	SUN 6	Cranberry Women's Club Christmas House Tour † advanced sales only, 4–8 pm	MON 7	Planning Advisory Commission Mtg Municipal Ctr, Council Chambers, 7 pm	
TUES 8	Senior Computer Time Library, 9 – 10 am Cranberry Senior Citizen Mtg Municipal Ctr, Council Chambers, 1 pm	WED 9	Parks & Recreation Advisory Board Mtg Municipal Ctr, 7 pm	THURS 10	Senior Center Monthly Birthday Party Municipal Ctr, Senior Ctr, 9:30 am	FRI 11	SAT 12	HANUKKAH Begins Computer Class • Schedule available, Library, 9 am Milk & Cookies with Santa † Senior/Teen Ctr, 10 am or 12 pm	SUN 13	Milk & Cookies with Santa † Senior/Teen Ctr, 10 am or 12 pm		
MON 14	Final Week for yard waste collection	TUES 15	Senior Computer Time Library, 9 – 10 am	WED 16	THURS 17	Board of Supervisors Mtg Municipal Ctr, Council Chambers, 6:30 pm	FRI 18	SAT 19	Computer Class • Schedule available, Library, 9 am	SUN 20	MON 21	Zoning Hearing Board Mtg Municipal Ctr, Council Chambers, 7 pm
THURS 24	CHRISTMAS EVE SVSD – Holiday Vacation	FRI 25	CHRISTMAS DAY Twp offices/Library closed SVSD – Holiday Vacation	SAT 26	SUN 27	Waste Collection 1 day delay according to holiday schedule	MON 28	SVSD – Holiday Vacation Planning Advisory Commission Mtg Municipal Ctr, Council Chambers, 5:30 pm	TUES 29	SVSD – Holiday Vacation	WED 30	SVSD – Holiday Vacation
THURS 31	NEW YEAR'S EVE SVSD – Holiday Vacation	MON 1	MON 2	MON 3	MON 4	MON 5	MON 6	MON 7	MON 8	MON 9	MON 10	MON 11

## How To Tell A Toilet From A Trashcan

Every morning, right below a slowly revolving screen at the main intake to Cranberry's Brush Creek wastewater treatment plant, there's a hopper full of soggy items which were fished out of the incoming sewage flow overnight. Most are hard to recognize; some are easy. But none of them belong there.

"You find all kinds of things," pretreatment administrator Mark Wolinsky explained. "Candy wrappers, toys, golf balls, feminine hygiene items, pieces of PVC pipe, contraceptive devices, and, on occasion, paper money. Of course, it's not the

money we're so concerned about.

It's just the fact that there are lots of things going down there.

"A lot of it is some sort of wipe material – baby wipes or some other type of sanitizing wipe," Wolinsky noted.

"Most people think that if they put a baby wipe down the toilet it's no

problem whatsoever; but it doesn't decompose very well in a sewer system. Baby wipes are very sturdy. Most of them say that they're 'disposable,' but disposable doesn't mean the toilet; it means the trash can. Maybe they go down the toilet, but they're eventually going to clog your pipes, or cause us grief at the plant.

"If you had a septic system, you would know that none of those products belong there; but people think it's okay to do that in a municipal system," he said. "In reality, they should be just as careful in the sanitary system as they are with a septic system. Because not only can it cause us problems, it can also cause them more plumbing problems than they would like."

Anything that ends up in your toilet can potentially impact local streams,

Wolinsky pointed out.

So keeping household wastes such as cleaning products, unused or expired pharmaceuticals, fats, and

paper towels out of toilets and into your garbage can also make an important contribution to the environment.

~



**Which Is Which?** Many local residents fail to make the distinction – a failure which has serious consequences for the wastewater treatment plant.

### What NOT To Throw Down The Toilet: A Primer

- baby wipes
- rags and towels
- cotton swabs
- syringes
- candy and food wrappers
- cleaning sponges
- toys
- plastic items of any sort
- aquarium gravel or kitty litter
- latex gloves
- cigarette butts
- sanitary napkins
- hair
- underwear
- disposable toilet brushes



**Is This Your Sponge?** Every morning there's a hopper full of baby wipes, condoms, sanitary napkins, cigarette butts and food wrappers which have been screened out from the Brush Creek wastewater treatment plant's main inflow line. None of it belongs there.

*Profile of a firefighter:*



## McDonalds' Flame-Broiled Service: They're Lovin' It

Brothers Ray and Ryan McDonald were raised together in Cranberry.

Both pursued careers in the motor service trade, both wanted to be firemen since they were little, and both ended up joining the Cranberry Township Volunteer Fire Company on the very same day four years ago. When speaking, they finish one another's sentences, although they deny being twins – a claim that their two-year age difference seems to support. But their enthusiasm for the life of a volunteer firefighter is essentially identical.

Unlike some other fire company members, the McDonald brothers did not inherit the fire gene from an older relative, although both parents encouraged their ambition. Some years ago, their father attempted to join, but constant travel kept him from spending the time required to train and stay in the company. Their mother, although supportive of her sons' fire service work, frequently worries. And an older sister, who has since left home, had no interest in the fire company at all.

Ryan, who at age 20 still lives with his parents, simply can't get enough of the emergency service energy. This year, in addition to his front-line brigade work, he is serving on the Fire Company Board of Directors learning about the business side of the Fire Company and doing a tremendous job of it, according to Company President Bruce Hezlep.

Older brother Ray, who moved into his own Cranberry home last year, cites the firefighters' practice of constantly covering each other's backs as the aspect of fire service he appreciates most.

"We treat every fire alarm as a working fire," Ryan said. "Any time an alarm comes in, there's the potential of it being a serious fire and we treat it that way – to get there in time safely, to go in with a breathing apparatus, because you never know what it's going to be."

"If something's under construction with a lot of dust, we sometimes get several alarms from the same place. Although every time we receive an alarm, we treat it as a potential emergency. You never know what could happen. We receive numerous alarms when winter arrives caused by people turning on their furnace and dust setting off an alarm. We always check it the same way, as if there's a potential problem."

Despite their close synchrony in and out of their firefighter roles, the brothers never work together in the same tactical team at a fire scene. "It's a matter of Fire Company policy that family members aren't allowed to be on the same tactical team, due to the inherent risks of the job," Ryan explained. We would both be able to enter the building, but we would be on separate tactical teams."

But ironically, to both Ray and Ryan, the notion of brothers in the fire

service includes more than just themselves. They each characterize the Fire Company as a family of 50 brothers and sisters – a family whose bonds are strengthened by training, responding to emergencies, and simply hanging out together. Then too, there's the unique satisfaction of community service.

"I just got my EMT certification; I plan on trying to run with the Cranberry Ambulance too," Ray announced.

"I'd like to volunteer with them as well. I like doing stuff in the community. You build really good friendships where you can call on anyone at any hour and they're there to help you." ~

***"It's a matter of Fire Company policy that family members aren't allowed to be on the same tactical team, due to the inherent risks of the job."***



**No Sibling Rivalry Here.** Brothers Ryan and Ray McDonald, who wanted to be firemen from the time they were little, have been fulfilling that ambition in Cranberry for the past four years. Each year they compete for supremacy in the Community Day's popular Battle of the Barrel.

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



**Don't Get Burned** *An ordinance adopted by Cranberry's Board of Supervisors this summer broadens enforcement of the law which bans open burning of trash, yard waste or construction debris to include police officers in addition to the Code officers who previously enforced the provisions.*



**Park Bench Dedicated.** *A bench carrying a plaque dedicated to the memory of Maggie Campbell, a 14-year old Seneca Valley student from Cranberry and an enthusiastic soccer player who committed suicide last spring, was installed in Graham Park on September 15. The bench memorializing Maggie, who was remembered as a bright, sensitive, and caring young woman, was purchased with funds raised by her closest friends and contributions from the Seneca Valley Soccer Association.*

## Mock disaster tests emergency readiness *Continued from front cover*

collision with the tanker – when the bus which had been expected to show up at the site failed to materialize.

Scouts and other volunteers had arrived ahead of time, their bloody makeup already in place, to play the role of injured children. Worried parents were also on hand, prepared to ignore emergency workers' pleas to stand back. And experienced evaluators, clipboards in hand, monitored the scene to make sure the various capabilities – hazmat, triage, hospital response, mutual aid, decontamination, unified command, emergency operations coordination, and communications – were all in order.

Wayne Whittington, a long-serving member of the neighboring Adams Area Fire Company, was one of the evaluators. His checklist included prompt identification of the affected vehicles, the specific materials involved, hot zones that needed to be avoided, and knowing the whereabouts of the injured.

His checklist went on to include whether the hose lines were the right size for the job, whether onlookers were allowed to walk through the emergency site unrestrained, whether those buildings which were on fire had been established, whether evacuees were carried through the fire scene or around it, and much more.

"You can always find things that people overlooked in responding to an emergency situation," Whittington said. "There are always mistakes."

The value of these simulations is to help people identify things that they might think about differently next time."

"This was a very good learning experience," Fire Chief Bill Spiegel reflected. "We had multiple agencies involved. We had the opportunity to activate Cranberry's Emergency Operations Center to assist us as if it were a large-scale incident. I was

in contact with them via cell phone throughout the whole incident. The Public Works Department also assisted because some fluid got into the drains and into the watershed. All the organizations worked together on this so it was a very good learning experience."

"It was valuable," Police Lt. Kevin Meyer concurred. "We always learn things from these types of drills. It's great to get all the agencies together so we all see how each other are going to operate in a stressful

***"The value of these simulations is to help people identify things that they might think about differently next time."***

situation. This was primarily a Cranberry emergency service drill, but we also had units from Harmony, Callery, Marshall and Ross. In an actual emergency, we'd have all the mutual aid

agencies here and a much bigger turnout. But it's beneficial to those other agencies, too. Each agency had an evaluator who's going to do an evaluation and then they'll each do their own debriefing." ~



## The Flu And You. A Survival Guide.

Public health and safety officials in the Cranberry

area have been busy preparing for a major outbreak of H1N1 Influenza – the virus formerly known as Swine Flu – whose severity remains to be seen. But the World Health Organization designated it a pandemic several months ago, and a number of outbreaks have already been reported in Pittsburgh. So if it spreads through Cranberry – and some organizations, including Butler County Community College, believe that as many as 75-80 percent of their students could come down with it this year alone – local hospitals, clinics and care givers would quickly become overwhelmed. So you need to take responsibility for yourself and your family. Here's what you should know:

Vaccines against the normal seasonal flu virus are now available and recommended for most individuals, particularly those at greatest risk of complications. That includes the elderly and anyone with certain underlying health conditions such as asthma, diabetes, suppressed immune systems, heart disease, kidney disease, neuromuscular disorders or pregnancy.

Regular flu shots work against regular seasonal flu, but they don't work against H1N1. H1N1 vaccine – for which children under ten will require two doses – is not expected to be available in quantity until mid-October. And while both types of flu spread in the same ways and require the same sorts of personal hygiene to keep from infecting others, unlike the seasonal flu, H1N1 appears to affect younger people – those under 25 – more

than those 64 and older. However no one is immune to H1N1 because it is a virus new to humans.

The symptoms of H1N1 include fever, cough, sore throat, runny or stuffy nose, body aches, headache, chills and fatigue. A number of people have reported diarrhea and vomiting. The disease spreads easily from person to person, mainly through coughing, sneezing and touching infected surfaces. So if you do come down with the flu, go home and stay home for at least 24 hours after your fever breaks.

A flu pandemic could spread quickly, leaving you little time to prepare once it begins. So start stocking up on nonperishable foods, over-the-counter drugs, batteries, plastic bags, paperware, soap, pet food and other provisions so you won't have to go shopping while you're sick. Remember that store workers and public service personnel are also at risk, so their organizations may not operate at normal levels during an outbreak.

Many initial news reports about H1N1 during the spring of 2009 included information, as well as misinformation, which people still find confusing. Livestock, for

example, has nothing to do with it. Most people who get it, get over it quickly and without complications. Their death rate is about the same as it is for those who get normal seasonal flu. But normal seasonal flu can be a serious disease.

During an average year in the United States, 36,000 people die from flu-related complications and 200,000 more are hospitalized with flu-related causes. Of those hospitalized, 10 percent are children under 5; 60 percent are adults over 65. The elderly also account for 90 percent of flu-related deaths.

*Start stocking up on nonperishable foods, over-the-counter drugs, batteries, plastic bags, paperware, soap, pet food and other provisions so you won't have to go shopping while you're sick.*

There's plenty of information about the flu online. ReadyPA.org is an excellent resource. In the meantime, here's what the CDC recommends about how you can minimize the spread of H1N1:

- Cover your nose and mouth with a tissue when you cough or sneeze, then throw it away.
- Wash your hands often with soap and water or alcohol-based hand cleaners.
- Avoid touching your eyes, nose or mouth.
- Try to avoid close contact with sick people.
- Avoid crowded enclosed places ~



*Gesundheit! Pigs have been taking a bum rap. H1N1 was originally called 'swine flu' because tests showed that its genes were similar to viruses that normally occur in North American pigs. But further study showed that was wrong. However, pigs are susceptible to catching the virus from humans. So stay away from livestock if you get sick.*

## Ambulance Corps Recovery And Growth Continues

The amazing rehabilitation of Cranberry Volunteer Ambulance Corps following a serious accident several years ago is continuing. With a major reorganization including a new board of directors, a first-ever executive director, and a new agreement with the Township government now under its belt, operations at the 40-year old EMS service have stabilized and staff morale is on the upswing.

“The accident really damaged our reputation in the community,” Executive Director Steve Tedesco acknowledged. “One of the biggest challenges I wanted to accomplish is to get back the reputation of being a great service and knowing that Cranberry residents can trust their local ambulance service and the personnel who care for them. I also wanted to let the residents of Cranberry Township know that they will continue to be cared for in a compassionate and competent manner; regardless of the situation.” Tedesco, a paramedic who is also a Lieutenant in Cranberry’s Fire Company, accepted an offer to become the Ambulance Corps’ Executive Director in May.

“Prior to the restructuring, people were concerned about the viability of the company,” he said. “But we were able to show the employees that we were able to turn the place around and get it back to where it needed to be. And morale has dramatically changed. People enjoy coming to work. Everybody’s

close with each other – friends inside and outside of work. And I’m always listening for suggestions from the staff.”

Even so, the service still faces major challenges. Perhaps the most serious is financial. “The biggest revenue generator for us is reimbursement for services that we provide,” he explained. When we transport someone to the hospital, we bill for those services. The patient provides us with the insurance information, we send it to the insurance company, and they pay for the services.”

But those payments are declining. “Unfortunately, because of change in Medicare fee schedules, a lot of insurance companies won’t pay 100 percent; they only pay a portion of it. But subscribers to the ambulance service don’t have any co-pay in a 911 call. And their subscriptions are also honored by our mutual aid EMS services in the area.”

National health care legislation, which Tedesco is watching closely, could further reduce the fees paid for ambulance services.

There is also a long-term decline in the number of volunteers working with the ambulance service; of the Corps’ 37 members today, only six are volunteers. “There are still some people out there who enjoy volunteering



their time, who want to help out their community,” he said. “We constantly solicit for volunteers. But I think in the next 5 to 10 years, local volunteers will be unheard of.”

That decline has been exacerbated by costly malpractice insurance and the expense of maintaining the certifications required of EMS personnel. But it’s also a reflection of the dwindling amount of free time resulting from the growing competition for people’s available time and attention.

But Tedesco is looking ahead to better times. “Residents should look for the upcoming subscription drive,” he said. “It will be coming around soon. Subscribers know that when the ambulance comes, they’re going to be taken care of and they won’t be responsible for any additional costs that aren’t paid by the insurance company. But this year we’re going to do our subscription drive a little bit differently. So look for some positive changes.”

“We’re also going to be doing a business-commercial fund drive and a residential fund drive in the near future. We’re in the beginning stages of that now, and any donations will be greatly appreciated. We see a positive road ahead for our organization and especially for the residents of Cranberry Township.”

~



***“We were able to turn the place around and get it back to where it needed to be. And moral has dramatically changed. People enjoy coming to work.”***

## Police Department Awarded Technology Upgrade Grant

A \$100,000 federal grant to the Township's Public Safety Department, together with a portion of a separate federal grant to Butler County, will allow the Police Department to take its kit of electronic crime-stopping tools to a new, higher level. Some of the funds, which were awarded in September, will be used to install faster computers in patrol vehicles, allowing police to corroborate information with state and federal databases in a heartbeat.

"The goal is to set up the patrol cars so that for police officers, it will become their working office where they can do everything, like getting access to J-Net, state records and auto registration," Police Lieutenant Kevin Meyer explained. "It will give them access to drivers' licenses, photos, and complete histories. That can be done now, but with the new equipment, we will not only be able to access our own records, but also those of the other police departments participating in the Records Management System, or RMS. So, for example, if Jackson Township made a traffic stop early in the morning, Cranberry Township would be able to see if they had contact with that individual.

"The RMS will be loaded on all the cars. It will eliminate the need for data entry by office clerks," he said. "The goal is to more seamlessly acquire and transmit information from a patrol car.

A lot of times our officers have to come back to the office to type up incidents. So this will allow us to put more time and effort into being out in the

community, making it safe, doing police work."

The grant will also allow for the installation of dashboard video cameras in every police car; until now, only one Township vehicle had been outfitted with a camera.

Any time the patrol car's lights go on, its camera records.

"It's just like on your TV," Meyer explained. "When your television DVR works, you back up and grab data from the previous minute. So when an officer turns the car's overhead lights on, they'll also be able to go back a minute and grab that video, pre-event. Then when the lights turn off, they'll get a post-event minute. So in the case of a traffic stop, you'll be able to see probable cause developing at the beginning of the triggering event – you could see swerving on the roadway, or running a red light, or whatever."

Officers can monitor their dashboard cameras while still inside the vehicle. Or they can go to the station, sit down at one of the computers, pop in an 8-GB flash memory card, and watch it on a larger screen. Alternatively, the video



**Smile.** Cranberry Police Lt. Kevin Meyer demonstrates the operation of a patrol car dashboard camera. A new federal grant will allow all twelve Township police vehicles to be outfitted with the versatile video cameras.

The goal is to set up the patrol cars so that for police officers, it will become their working office where they can do everything.

**for police officers, it will become their working office where they can do everything.**

can be wirelessly uploaded to a police department computer as the car pulls into the station.

Seeking state and federal grants to support its work is an ongoing activity for Cranberry's Public Safety department. "All the emergency services are actively looking for grant money," department Director Jeff Schueler pointed out. "The Fire Company recently

submitted a fire prevention grant for \$81,000. An application for a COPs grant to hire new officers went in for around \$550,000.

"We try to finance as much from grant money as we can," he said. "But when you're requesting funding, you can't do it for something you've already budgeted for; if you have needs outside of your general budget, that is where you can find it. If we had set aside funding for video cameras or computers or records management, we couldn't have asked for that grant. So these funds are for expenses above and beyond what's in our budget." ~

## Seneca Valley Prepares To Whack Bullying

*You got a problem wit dat?*

School yard bullies had better watch out; the Seneca Valley School District is determined to crack down on their abusive behavior. A series of district-wide kick-off events for the Olweus Bullying Prevention Program began in September and will continue through October. In Cranberry, Haine Middle School launched the program with a pair of pep rallies on September 11 – one for students, another for their parents.

Bullying, in different forms, is a problem throughout the country. Nearly half of all students report that they have been bullied at one time or another during school. Repeated, unprovoked acts of aggression or harassment by individual students or groups of students against others – the essence of bullying behavior – is nothing new. But the understanding of its harm is growing.

The Pennsylvania School Boards Association, for example, notes that bullying – whether verbal or physical – creates an atmosphere of fear and intimidation, detracts from the safe environment necessary for student learning, and often leads to more serious violence. Beyond that, at least for some victims of bullying, the abuse can lead to depression, physical illness, and even suicide.

Bullying and intimidation covers a variety of actions, actors and targets.

Hostile conduct directed against suspected gay and lesbian students, bullying under the guise of initiation rituals, online or cyber bullying, sexual harassment, relentless teasing, aggressive name-calling and other forms of coercive behavior all erode the sort of safe environment needed for students to learn.

Yet bullying is often tolerated, ignored, shrugged off as normal harmless fun, or rationalized away by the claim that bullying only helps to make its victims tougher. And many students believe that even if their bullying is reported, nothing will be done or, even worse, that retaliation will follow. But effective programs of intervention have been developed in different places, all of which involve raising awareness and actively engaging adults in the reduction or elimination of bullying.

As a result, school-based programs designed to sharply reduce bullying are being introduced into a number of Pennsylvania's public schools,



**Bully Break.** More than 600 students and faculty from Haine Middle School attended the September 11 kickoff of Seneca Valley's anti-bullying program at a rally in Community Park.

### **Gimme Dat Lunch Money!**

*Bullying has come to be recognized as a major issue in schools across the country. This year Cranberry police will be working with Seneca Valley administrators, teachers and students on reducing the incidence of intimidation in local public schools.*



including Seneca Valley's. The Township's police department applauds the school district's initiative and will focus its educational priorities on the support of their anti-bullying efforts. ~

***Nearly half of all students report that they have been bullied at one time or another during school.***



**Raccoons Immunized Against Rabies** Regional public health agencies are working to reduce the incidence of rabies in raccoons which can pose significant problems for people and their pets. In August and September, small bags of bait which include an anti-rabies vaccine were dropped from aircraft, tossed from vehicles, and placed by volunteers into brushy areas which are typical raccoon habitat. The fish-scented bait bags, each the size of a matchbook, are not harmful to most people or pets, but unless you need to move them, they should be left alone for the raccoons to find.



## Just a Click Away

By Linda Andreassi, Communications Director, Seneca Valley School District

Today, Wikipedia has replaced the hard-backed Encyclopedia Britannica and Google has replaced the "live and in-person" library research. With just the click of a mouse, you can purchase almost anything online, search singular topics or even earn an advanced academic degree. Technology is a fast-paced, ever-changing part of our society and Seneca Valley is keeping up with a host of new, improved and efficient online services for students, parents and the community. For more information about all of these and other programs, as well as their related links, please visit our Web site at [www.svsd.net](http://www.svsd.net)

**CompassLearning Odyssey** (<http://clo.svsd.net>) – During the school year, CompassLearning Odyssey, the Internet-based language arts, reading and math program, is used to provide extra instructional and learning opportunities to K-8 students during the school day. This online program assesses each student's understanding of key objectives. Using this data, students are taken through a personalized learning path of engaging activities that addresses the specific skills or concepts that the student requires.

**Classroll.com** ([www.classroll.com](http://www.classroll.com)) – Classroll.com offers a full-featured electronic gradebook for students in grades 5-12, communicating things like homework, assignments, lesson plans, state standards, individual scores and more.

**Cyber Service** – The Seneca Valley Cyber Service Program utilizes top-notch instruction from E2020, Penn Foster and Blackboard, online courses/platforms that have proven to enhance student achievement. Students can utilize this virtual education to create a more flexible schedule, explore career options and ultimately earn credits toward graduation. In fact, we're pleased to announce that Seneca Valley Cyber Service student will earn a Seneca Valley School District Diploma. For more information, call Denise Manganello, cyber service and secondary assistant principal, at 724 452-6040, ext. 246.

**Destiny** (<http://destiny.svsd.net/>) – This powerful and easy-to-use automated library software system is web-based and allows students and staff to search for a school library book. It gives you title details, reviews and the number available at the library of your choice.

**Events Calendar** ([www.svsd.net](http://www.svsd.net)) – Seneca Valley's new athletic and school calendaring system combines all district activities and allows users to filter lists to pinpoint specific organizations or schools.

**Personalized Web site** – Seneca Valley is the only school district to use this online personalized Web site service to save parents time, conserve paper and, most importantly, maintain accurate student data. Each parent/guardian was provided with a personal and secure Web site and password to access each child's data and review it for accuracy. If you have not updated your child's information this year, please contact Karen Schomaker, registration coordinator, at 724 452-6040, ext. 227.

**Pearson Success Net** ([www.pearsonsuccessnet.net](http://www.pearsonsuccessnet.net)) – Use this site to access the many K-6 mathematics resources teachers utilize in the classroom. You'll also find extra activities, games, and help.

**mySchoolBucks.com** ([www.mySchoolBucks.com](http://www.mySchoolBucks.com)) – New to the Food Services Department this year is School Bucks, an online food pre-pay service. This service will help eliminate or reduce the need for students to carry cash or exchange money in the cafeteria. Parents will also be able to use the service to monitor, for free, their child's food purchases.



Cranberry Township Supervisor Bruce Mazzoni has been named Public Official of the Year by Pennsylvania Citizens for Better Libraries. In their letter announcing the honor, the organization states that "the award is presented to a local official who has been very supportive of his or her local library." Support for the Cranberry Public Library has been a well-established pattern for Mazzoni.

His involvement with Cranberry's library began while he was still an executive of Cannon USA and his two grown daughters were still young girls. Along with his wife Connie, Mazzoni would bring them to the library each week, encouraging them to read and to discover for

## Supervisor Named Public Official Of The Year By State Library Group

themselves. It was during one of those visits that he asked each library staff member to select a book they would like to add to the collection. He then bought them all and donated them to the library in honor of its staff.

When there was an open position on the library's board, former Library Director Carol Troese approached Mazzoni about filling the vacancy. From January 2003 until December 2005, he served on its board as well as on the board of the affiliated Butler County Federated Library System.

When Mazzoni won a seat on the Township's Board of Supervisors in 2006, he had to relinquish his position on the library board. But he continued his involvement by serving as its liaison to the Cranberry Library, where he not only identified issues of importance to the organization, he also spearheaded actions to deal with those issues.

In 2006, he was instrumental in securing funding for the library to purchase two self-service check-out kiosks and a security unit. And earlier this year, he requested the Township Supervisors' approval to expand the library's Internet bandwidth. "The cost of these projects amounted to more than

\$45,000," Chief Librarian Leslie Palotta pointed out. "They provide valuable services that simply would not have been possible had Bruce not lobbied on the Library's behalf."

Mazzoni was a founder, and remains a current member, of Friends of the Cranberry Public Library. Every election day, from a table set in the heart of the Municipal Center, he helps the group serve coffee and pastries to voters. Those who partake are invited to make a small donation, but the library's greatest benefit is increased visibility for its programs.

In 2008, Bruce and Connie established a Cranberry Library Endowment through the Cranberry Township Community Chest's Legacy Foundation program. Today, in his role as president of the Community Chest, he is actively recruiting others to follow his lead in ensuring a secure future for the Library.

Pennsylvania Citizens for Better Libraries, an advocacy group based in Camp Hill, focuses its efforts around building support for public libraries and for organizations of library friends throughout the Commonwealth. Mazzoni's award will be presented at the organization's annual luncheon in Harrisburg on October 19. ~

***"These projects provide valuable services that simply would not have been possible had Bruce not lobbied on the Library's behalf."***

**Bye, Bye Discount.** If you haven't paid your Seneca Valley School District real estate tax bill yet, you've just missed the two percent discount period which ended September 30. But it can still be paid at face value through November. If you've recently refinanced, paid off your mortgage, or are no longer using an escrow account to pay your property taxes, contact Tax Collector P.J. Lynd in the Municipal Center at 724-776-1103 to arrange payments or to answer any questions.

## In Briefs



### Moving Mountains.

The tall dirt pile which greeted visitors to

Graham Park at its Grand Opening has been flattened and relocated. Starting in late August, two earth-movers, known as pans, began to systematically take down the pile, moving it to a nearby lower lying area which will eventually become the site for the park's next phase of development. With a bulldozer pushing from behind, the pans scoop up yards of dirt at a time, transport it to its destination, and then deposit it without the use of dump trucks.



### Listening For Leaks.

A contractor under supervision of Cranberry's

Public Works department completed the Township's annual water leak check last month. The survey of Cranberry's 170 mile network of water lines, including all 5,000 of its hydrants and related valve clusters, was conducted using a device that listens for sounds which indicate underground leaks. Since 2003, each survey has found an average of 15 leaks representing water losses totaling as much as \$200,000 a year.

### Census 2010.

The formation of a Complete Count Committee in Butler County as a run-up to the April 1, 2010 census date is currently in the works, according to regional Census Bureau media specialist Pamela Golden. The committees, which are being formed in locations throughout the country, traditionally include business, labor, nonprofit,



education, faith based communities and the media. The focus of the upcoming census questionnaire will be on forming an accurate profile of the nation's ethnic, racial, gender, and age makeup.



### Robots Roam Sewer Lines.

A squad of sophisticated robots, each about the size of a cat,

were lowered into a select group of sanitary sewer lines in Cranberry this summer to check for leaks, cracks, blockage and other potential problems. The contractor, Pittsburgh-based RedZone Robotics, has developed robots for inspecting some of the world's most hazardous venues, including the Chernobyl and Three Mile Island nuclear plants. Cranberry was included in a pilot test of the robots' suitability for use in municipal wastewater system maintenance.

### Taps.

Cars passing the Park Fire Station on Rt. 19 honked their support



as Cranberry volunteer firefighter John Pristas sounded taps on the morning of September 11. Pristas is a member of Bugles Across America, a ten-year old organization whose website matches more than 5,000 volunteer buglers throughout the country with the families of veterans whose funerals are entitled to have a uniformed service member fold the flag and perform taps.

**A State Of Grace.** Nearly a thousand members of Cranberry's Grace Community Church took part in a Day of Service on Sunday, September 13. Among their

accomplishments on behalf of the Township: repainting the playground equipment at North Boundary Park, buying and planting 40 trees along the fence line of the Rotary Dog Park, weeding in Graham Park, painting over graffiti sprayed on a culvert along Parkwood Drive, and writing thank-you notes to CTCC donors.

### CUP Founder Honored.

Realtor Cathy Cortazzo, who ten years ago started what has now grown to become one of Cranberry's pre-eminent annual fund-raising and community-building events, was selected by the Pittsburgh Post-Gazette as a 2009 Jefferson Awards winner. The Jefferson Awards program is part of a national volunteer recognition program founded in 1972 by Jacqueline Kennedy Onassis. The Cranberry CUP golf outing and adult softball tournaments have raised approximately \$700,000 which is used to benefit local families in need.



### Always In Touch.

Follow Cranberry on Twitter for quick updates on news and events. And sign up for Nixle, a free Twitter-like cell phone and email alert service from Cranberry's Public Safety and Public Works departments, for messages concerning local cancellations, road closures, emergencies, events and other time-sensitive advisories. You can also follow Cranberry on Facebook and become a fan of its Library and Waterpark. Links to all of those services, as well as to the Cranberry Blog, are posted on the home page of Cranberry's website, [www.cranberrytownship.org](http://www.cranberrytownship.org). ~



## Special Events Usher In The Holiday Season

An assortment of family-friendly seasonal events, including several sponsored by the Township's Parks & Recreation department, will be welcoming the arrival of Cranberry's fall and winter seasons.



**Spookapalooza.** The Teen/ Senior room of the Municipal Center will be the site of Cranberry's annual Halloween

celebration with games, crafts, refreshments, and recitations of horrid stories by the ghastly Witch Hazel on Saturday, October 24 from noon until 2:00. Registration is through the Parks & Recreation department. There is a program fee of \$13 per child — \$10 for Township residents.

**Fall Hayride.** Cranberry Highlands Golf Course will host several hayrides on Saturday, October 24 and Sunday, October 25 from 2:00 until 5:00 PM. A registration fee of \$10 per child will include a hot dog, drink, and a caramel apple as well as a small pumpkin. Registration is available through Parks & Recreation either in person or online. Children must

be accompanied by an adult; adults ride free.

**Farkleberry Craft Show.** The Cranberry Women's Club will hold its yearly market for holiday gift and decorative goods produced by 75 crafters on Saturday, November 7 in the Municipal Center from 9:00 AM until 3:30 PM. Food items will also be available for purchase and a Chinese auction raffle will be held for select items. Admission is free.

**Light Up Night.** Santa and Mrs. Claus will make their annual pilgrimage to Cranberry aboard a specially decorated fire truck at 6:00 on Friday evening, November 20. Upon arrival, they will greet Township residents and illuminate the tree in front of Cranberry's Municipal Center to kick off the holiday season. Children who want an individual audience with Santa will be able to do so during his follow-up visits on December, 5, 12, and 13. Registration for Milk and Cookies with Santa may be arranged



through the Parks & Recreation department. There is a program fee of \$12 – \$9 for Township residents.

**Christmas House Tour.** A self-guided tour of homes in Cranberry and the surrounding area featuring beautiful holiday decorations will be outlined in a booklet with maps and home histories created by the Cranberry Women's Club. The tour, on December 6 from 4:00 to 8:00 PM, will include carols by the Cranberry Civic Chorale and other surprises. Tickets are \$20 per person; all proceeds benefit Habitat for Humanity. Call Juliet Abel at 724-779-6548 for more information.

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For the most up-to-date information, visit us online at [www.cranberrytownship.org](http://www.cranberrytownship.org)



724-776-4806

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

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