



The Armstrong Beat

A newsletter of the Armstrong

County Tourist Bureau

Fall 2007
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In This Issue

Partner Up!
StrongLand Home Expo
A Successful Seminar
Cure Cabin Fever
New Members
"PIC" Picks Officers
Newsletter Inserts

Feature Members

Chambers Jewelers
Armstrong County
Historical Society

Come. Play! Discover...

The Heart of Western
Pennsylvania!

Armstrong County
Tourist Bureau

125 Market Street
Kittanning PA 16201
724-543-4003
armstrongcounty.com



pennsylvania
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Partner Up!

Deadline: December 31, 2007

It's that time of year for us to secure partnerships in order to better serve the tourism needs in Armstrong County. In 2007, we partnered with 188 businesses, organizations, and individuals to promote Armstrong County as a destination for visitors.

Dues are structured a little differently this year and are as follows:
Business/Business Association - \$75
Non-profit Organization - \$60
Individual/Family - \$30

The membership benefits are tremendous for this low membership fee. Here are just some of the benefits:

- Listing with description in the Official Guide to Armstrong County
- Reciprocal link & listing on ArmstrongCounty.com

- Representation at consumer and trade shows
- Newsletter insert opportunities
- Use of lighted display areas at our office (monthly)

To be included in the 2008 Official Guide to Armstrong County, membership must be paid by Dec. 31, 2007.



StrongLand Home Expo '08

The StrongLand Chamber of Commerce and Pittsburgh Mills Mall have announced a new partnership to present the regions' largest, free to the public, indoor home show to take place on February 8th, 9th, and 10th, 2008.

Formerly held at the former Ward's or Penney's building in Lower Burrell, the StrongLand Home Expo has attracted thousands of people per year for the past five years with results that rival the major professional home shows in southwestern Pennsylvania. Arrangements have been made for over 240 booths to serve
(continued on page 2)

StrongLand HOMEXPO (Cont'd)

the needs of the members of the StrongLand Chamber of Commerce, as well as members of other Chambers throughout the Alle-Kiski Region.

Those wishing to find out more about getting involved in the 2008 StrongLand HomeExpo can do so by calling the Strongland Chamber of Commerce at 724-845-5426.

The Armstrong County Tourist Bureau will have two booths at the Expo. One of these booths is being made available to members at a co-op rate of \$250/table – 2 tables are available. If you are interested in a table for this event, please contact Jessica by January 15th, first come first served. We will also be representing all of our members with Armstrong County Guides and a number of brochures.

Please make sure that we have plenty of your brochures if you want them to be distributed!

Feature Member Chambers Jewelers

415 Ford Street, Ford City, PA

(724) 763-3522

Hours: Tues-Fri 9 am - 6 pm
Sat 10 am - 4 pm

Zach Chambers is proud of his heritage as a jeweler, carrying on a family business since 1938. Here's his story:

My Grandfather, Charles Chambers, started as a master watch maker and jeweler at a young age. By 1938, he had opened his first store in West Virginia, which my Grandmother ran while he served in WWII. My father, Charles Chambers, Jr., followed in his footsteps and went to school for the trade and ran the store as well. After years of working for his father, he opened his own store in West Palm Beach, FL. This is where I learned the trade and studied under the Gemological Institute of America (GIA). I married Melissa (Guthrie) and she trained under my father and I to learn the trade as well. Eventually, we decided to move to Armstrong County to be near her family, and we opened our own store to serve the



traditional and custom jewelry needs of this community.

We hope you will visit us soon at Chambers Jewelers and let us provide you with remarkable personalized service. We offer custom designs, remounts, stone settings, repair work, certified appraisals, and much more! *"Come See The Difference"*

- Zach & Melissa Chambers

A Successful Seminar

Not only did we have an outstanding meal from Lenape Tech Culinary Arts at our annual luncheon on Oct. 18th, but the marketing seminar was truly remarkable.

A special thanks to all who made this event a great success this year, including: The Belmont Complex, Lenape Tech Culinary Arts, Armstrong County Tourist Bureau Directors and Staff, Dennis Spiek of The Printing Company, Tiffany Bennett of Allegheny Graphics, and Kim Hanna Hall of KH2 Design.

Seminar participants were given a comprehensive introduction to effective marketing efforts, including using a website to boost image, recognition, and sales. Each participant received a copy of Jay Levinson's *Guerrilla Marketing* and a chance to win a \$300 voucher for print and design services. Congratulations to the winners: Father Lewis of Christ Prince of Peace Church, Ford City; Ron Olsen of 10th Street Station, Ford City; Mary Bowlin of Freeport Renaissance Association, Freeport!



Feature Member Armstrong County Historical Society

300 N. McKean St., PO Box 735
Kittanning, PA
(724) 548-5707

The Armstrong County Historical Museum and Genealogical Society was begun in 1924. The complex houses a Federal Style museum and a genealogical library in the Carriage House on the grounds. The McCain House was built around 1842 and became the home of the Society in 1971. The Mildred Lankerd Thomas Genealogical Library was founded by Thomas in 1973 and moved from the museum to the Carriage House in recent years.

The museum and library are operated by an all volunteer staff. There are no paid employees, including the curator and librarian. The complex is open April through mid-November three afternoons a week.

Our annual Christmas Open House is scheduled for December 1-2, when we will share the Stories of Christmas: Nutcracker, Nativity, White Christmas, A Visit from St. Nicholas, Polar Express, Dolls' Christmas and Little House on the Prairie. You will also enjoy local stories, vintage photographs, war letters,



and Collections of Christmas. There will be musicians each hour, holiday refreshments and good cheer. Don't miss the Train Display in the Carriage House too!

Pictured here is a George Hetzel painting of Kittanning in 1878. Hetzel is considered one of Pennsylvania's most significant landscape, portrait and still life painters of the nineteenth century. The Hetzel painting was discovered in the attic of the Museum some years ago. It was sent to the Westmoreland Museum of Art in Greensburg, PA to be cleaned and has been on view for the public at the museum.

Prints are available at the Tourist Bureau in two sizes:

14" x 28"	\$39.50
8.5" x 14"	\$24.50

If you would like to be considered as a feature member in the next issue of The Armstrong Beat, please contact Jessica Coil at the Tourist Bureau.

Welcome New Members!

Arts on the Allegheny
Disaster Relief of Armstrong County
Armstrong County Mounted Posse
American Cadet Alliance
Rodeway Inn

Cure Cabin Fever!

The Pennsylvania Tourism Office is once again sponsoring Cabin Fever Month, a January promotion offering visitors a two-for-one deal "buy-one-night-get-another-night-free" with any participating lodging property when they book through visitPA.com.

Cabin Fever is open to hotels, motels, and B&B's - sign up today to enjoy the great promotions during this slow time of year. You only have till December 14 to sign up. For more information and to sign up, visit www.visitPA.com/cabinfever.



"PIC" Picks Officers

Pittsburgh and Its Countryside (PIC), has announced its new slate of officers to promote tourism in 12 Western Pennsylvania counties including Allegheny, Armstrong, Beaver, Butler, Fayette, Greene, Indiana, Lawrence, Mercer, Somerset, Washington and Westmoreland.

New officers taking the helm through June 30, 2010 include:

President: Jack Cohen, Butler County Tourism & Convention Bureau
Vice President: Annie Urban, Laurel Highlands Visitors Bureau
Secretary: Tinsy Lipchak, VisitPittsburgh
Treasurer: Peggy Mazyck, Mercer County Convention & Visitor's Bureau

"Our newly elected leadership team is excited about the opportunities we have to promote our region," said Jack Cohen, PIC president and executive director of the Butler County Tourism & Convention Bureau. "We have some great ideas on how to enhance our marketing partnerships so that our region can continue to be a great tourist destination."

Consumers who log onto www.visitpittsburgh.com can access a variety of visitor information about the scenic countryside surrounding the city of Pittsburgh. Great trip-planning resources are available, as well as links to each PIC member's web site also are featured.



Armstrong County Tourist Bureau

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pennsylvania PA
STATE OF INDEPENDENCE

Newsletter designed by
Kim Hanna Hall, KH2 Design

Newsletter Inserts Advertise with Us!

For just \$50, you may insert up to an 8.5 x 11 flyer or brochure in this publication which reaches all 188 (and growing) members of the Tourist Bureau, all municipalities in Armstrong County, local elected officials, and many, many more businesses and organizations. If interested, let us know and provide us with 500 copies by February 15 for the next edition.

ArmstrongCounty.com

Have you viewed our website lately? Enter your event on our calendar OR photo into our photo gallery by just the click of a button. All submissions are approved and added within a couple of days.



About Our Organization

Established in 1963, the Armstrong County Tourist Bureau is the official tourism promotion agency for Armstrong County. Our mission is to promote tourism, tourism development, and the interests of the travel and hospitality industries of our region, thereby contributing to the economic growth and well-being of the area. The Armstrong County Tourist Bureau is a non-profit, membership organization.