

Brook Park Journal

May-June 2016: Issue 4-5

A publication of the Brook Park Civic Association

Cookbooks for Sale

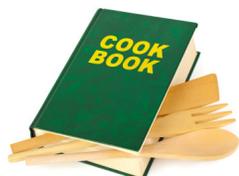
Brook Park Cookbooks make great gifts.

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For more information or to purchase a cookbook, contact

Lisa Kocent at

LisaKocent.BPMCA@gmail.com



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This is a great way to get the word out quickly when you have items for sale, requests for contractor recommendations, advertise your services, etc. Spread the word and LIKE the page today!

Check us out at: www.facebook.com/brookparkmanor.



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	Heather Byers byers_heather@hotmail.com (412) 364-1054	Jessica Deible jessdeible@aol.com (412) 367-7356	Nicki Gronsky nwikert@gmail.com (412) 298-3500

Crime Watch Program Now In Effect

How it works:

1. Call 911! That is always the first step.
2. Send Lisa Kocent an email at: LisaKocent.BPMCA@gmail.com. She will send a mass email out to neighbors informing us of the situation and what to be aware of.
 - a. If you are not on her email list and wish to be added, please forward your email address to her and request to be added to receive Crime Watch reports. (Please note: you will also receive emails not pertaining to Crime Watch such as items for sale, etc.)

A Crime Watch sign will be posted at the entrance to our neighborhood.



Please watch out for these activities in our neighborhood:

- Someone running from a car or home.
- Someone screaming. If you can't explain the screams, call law enforcement and report them.
- Someone going door-to-door in the neighborhood or looking into windows and parked cars.
- Someone asking about past residents.
- Someone who appears to have no purpose wandering through the neighborhood.
- Unusual or suspicious noises that you cannot explain, such as breaking glass or pounding.
- Vehicles moving slowly without lights or without an apparent destination.
- Business transactions conducted from a vehicle. This could involve the sale of drugs or stolen goods.
- Offers of merchandise available for ridiculously low prices. The merchandise might be stolen.
- Someone walking or running while carrying property at an unusual time or place.
- Someone removing property from unoccupied residences.
- A stranger entering a neighbor's home which appears to be unoccupied.
- A stranger in a car who stops to talk to a child.
- A child resisting the advances of an adult.

Most all of us have phones with cameras. Please use this tool to video any suspicious activity if possible. Note license plate numbers.



Fassinger Lane Resurfacing

At the Town of McCandless Council meeting on March 28, Town Council approved the street paving plans for this year. The list included Fassinger Lane.



The resurfacing will be from Rochester Road to Broadmeadow Drive. A specific date has not been identified. More information will be shared when available.

Neighbor in the News—Cliff Miller

By: Pittsburgh Post-Gazette:

The Smiley cookie was a mere bit player on the Eat'n Park menu when Cliff Miller first noticed it.

To hear him tell the story, the advertising executive was having breakfast in 1990 with the president of the regional restaurant chain — a client of the Ketchum Advertising agency in Pittsburgh that employed Mr. Miller at the time.

Sitting in the restaurant in Robinson where Eat'n Park had its headquarters then, he noticed tiny type promising a free cookie for children. When he discovered the treat was a hefty 4-inch sugar cookie with a cheerful expression, inspiration struck.



“This is your advertising critter and you don’t know it,” Mr. Miller recalls telling Basil Cox, then-president of Eat’n Park. By advertising critter, he meant a marketing personality like the Jolly Green Giant or the Trix rabbit.

“I’m going to make Smiley famous,” he vowed. “He could be your Mickey Mouse.”

These days, even people who don’t patronize the chain now based in Homestead think of Eat’n Park when they see the Smiley image, said Kevin O’Connell, senior vice president of marketing for the Eat’n Park Hospitality Group. It’s so well known that dropping it into television ads has even been proven to help viewers recall what the commercial was for, something that’s often a problem with restaurant ads, he said.

Mr. Miller, 66, is retiring today from his job as vice president of creative services for the company, ending a relationship that began in the late 1970s when he was in the agency world and continued off and on for five decades.

He officially joined the company as an employee in 1997 and has done more than promote a cookie. Like working on the new TV commercials he’s wrapping up this week to promote Eat’n Park’s pick-up windows. And making in-house training videos and so on.

He didn’t create the Smiley cookie. That was chairman Jim Broadhurst’s doing in the 1980s, and Mr. O’Connell helped mastermind the expansion of the cookie empire by doing things like making them available to ship around the country.

But Mr. Miller, who worked at ad agencies Creamer Dickson Basford and Ketchum before working for Eat’n Park and was inducted into the Pittsburgh Advertising Federation Hall of Fame in 2010, seems to have secured his legend at Eat’n Park for his role in making Smiley a star.

One of the earliest uses of the original version of Smiley image was on table top advertising for breakfast, something that puzzled Mr. Cox since cookies aren’t usually a breakfast food. Mr. Miller said he just kept adding the image to things like menus and outdoor boards.

A year after the revelatory breakfast meeting, Mr. Miller and his Ketchum team proposed new marketing using the tagline — still in use today — “Eat’n Park’s the place for smiles.”

Men's Night 2016

Join your fellow men of the neighborhood for a politically incorrect evening of drink, guy food, stories, and fire. Bring your cigars too, if you want. If you've been to any of the last several years' Men's Nights, you know what it's about. If you haven't, well... your loss.

Bring whatever you want to drink, beer or otherwise. Bring some manly food to share, if you want. But most importantly bring yourself!

If you have a graduation party or other event to attend that day, don't think of it as a schedule conflict, think of it as pre-gaming to warm you up for Men's Night. We'll start at 7 p.m. and typically go to well after midnight (2 a.m. or later is not uncommon), so if your other event wraps up before midnight, just roll from that one to Men's Night. This is a rain-or-shine event; we have the pavilion for cover.



When: Saturday, June 25, 2015

Time: 7 p.m. until very late

Where: Pool Pavilion

Cost: FREE for Pool members (including Sustaining)

\$5 for Pool non-members

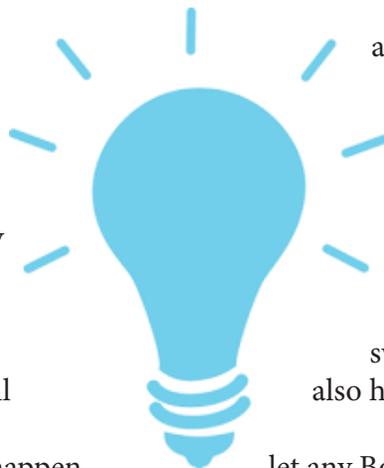
RSVP: Dennis Moul at dennis-bpm@hq99.net

Wanted: Event Ideas

Do you have an idea for a neighborhood "someone should organize" interested in hearing your ideas. We do always room for more!

Just this past year we added a smashingly Bonfire - it was a wonderful time, it to be an annual tradition. Upcoming Christmas Tree lighting event (with the red-suited, white-bearded fellow who will

So if there's something you'd like to see happen, or even if you want to stop by the monthly Civic Association meeting. You can be the inspiration for the next great neighborhood tradition!



activity or event? Have you ever thought a _____?" The Civic Association is lots of cool stuff already, but there's

successful Christmas Caroling and attended by over 70 people. We expect this year we expect to also add a switch to be thrown by a certain jolly, also have candy canes for the little ones).

let any Board member know by email, in person,

Easter Egg Hunt Recap

The Annual Brook Park Easter Egg Hunt took place on April 2, at Wall Memorial Park. The weather was chilly, but sunny. We had a small turnout this year, with a total of 20 children participating in the Egg Hunt.

Three children found a golden egg and won cash prizes and treats! The children also enjoyed playing on the outdoor play set, corn hole, and ring toss. Thank you to everyone who donated cookies and to those who came out early to help set up this event. Finally, thanks to the Egg Hunt Coordinators--Nicki Gronsky, Rachel Tengowski, Tennille Bunger, for getting things done in a very short timeframe.

Brook Park Annual 5K Recap



The 8th Annual “Race for Joe” was held in Brook Park Saturday, March 26th. This year’s race had over 345 paid participants raising \$10,800 to fund scholarships for North Allegheny athletes in remembrance of our neighborhood’s Joe Guzzetti. The winning time for the 3.1 mile race was 17:26 for the men and the fastest women’s time was a very respectable 20:57. Race organizers thank the residents of Brook Park for volunteering and being patient with the travel restrictions.



Save the Date Calendar

**Local Borough/Township dates of interest will be included when information is available — For a more comprehensive list, refer to your Borough/Township website, calendar, or office.

May 28, 2016	12-8 p.m.	Pool Opening Day
June 5, 2016	7 p.m.	Civic Board Meeting @ Sir Pizza Party Room
June 18, 2016	10 a.m. - 2 p.m.	E-Waste Collection—McCandless Town Hall
June 25, 2016	7 p.m.	Men’s Night at the Pool
July 10, 2016	7 p.m.	Civic Board Meeting @ Sir Pizza Party Room
August 7, 2016	7 p.m.	Civic Board Meeting @ Sir Pizza Party Room

Upcoming Pool Events

What: Pool Opening Day

When: Saturday, May 28, 2016

Time: 12 – 8 p.m.

What: Memorial Day Party

When: Monday, May 30, 2016

Time: 12 – 8 p.m.

What: PreSchool Party

When: Wednesday, June 1, 2016

Time: TBD

What: Elementary School Party

When: Thursday, June 2, 2016

Time: 4:30-6:30 p.m.

What: Middle School Party

When: Monday, June 6, 2016

Time: 8 - 10 p.m.

What: Adult Mixer

When: Saturday, June 11, 2016

Time: TBD

What: Men's Night

When: Saturday, June 25, 2016

Time: 7 p.m. - 12 a.m.

What: Fourth of July Picnic

When: Monday, July 4, 2016

Time: 12 - 8 p.m.

What: Mexican Fiesta

When: Saturday, July 23, 2016

Time: 5 - 10 p.m.

What: Ladies Night

When: Thursday, August 11, 2016

Time: 7:30 - 11:30 p.m.

Other events to be scheduled.

Resale Certificates Available

When you sell a house in an area covered by a Homeowner's Association, you are supposed to provide a document called a "Resale Certificate" that explains to the potential buyer the financial and legal status of the Association. The Civic Association Board has created this document for our neighborhood. It explains our voluntary nature and social organization functions, and also how the Brook Park Swim Club and its dues work. If you are selling your house, contact Brook Park Treasurer, Dennis Moul, for a free Resale Certificate for your property (some HOA's charge a lot of money for these, Brook Park provides them for free). Your realtor and your buyer will appreciate you having this official documentation in advance.

Order a Resale Certificate

Please remember to provide your realtor and/or potential buyers with a copy of the protective covenants covering your phase of Brook Park when selling your Brook Park home. Doing so will eliminate potential issues with the closing of your sale. View and print a copy the protective covenants at www.brookparkmanor.com.

Civic Association Dues Are Due

Use PayPal to Pay Civic Dues

Civic Association Annual Dues for 2016/2017 are now due. Invoices were mailed in early February. If you have not yet paid your dues, please plan to do so now.

Membership Dues can be paid via PayPal account or credit card. To pay using PayPal:

- Visit www.brookparkmanor.com
- Click on "Pay Now"



Past Brook Park Residents and Field Club Social Memberships

The Civic Association Board offers Social Memberships to past residents of Brook Park and Field Club residents. A Social Membership offers the ability to participate in events and activities sponsored by the Civic Association and Women's Club (it does not include voting rights). Do you know of someone who would be interested in joining? Membership Fee is \$30 per year. Checks are payable to: BPMCA and should be forwarded to: Lisa Kocent, 999 Broadmeadow Drive, Pittsburgh, PA 15237. Forward any questions to Lisa at LisaKocent.BPMCA@gmail.com.

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Contact Mila Kalcevic.

Call: 412-548-3215 or 412-726-4868

Email: mmkalcevic@gmail.com and kalcevicm@edc.pitt.edu

(Interviews welcome!)

- Babysitting in the Brook Park area for over a year for a handful of families
- Available most weekdays and weekends (can stay late if needed)
- Will always arrive with activities and will certainly help with chores and homework too

References are available.

Elementary Tutor Pet & House Sitter



Jessica Dougherty, Age 14
(412) 318-2907

jdoc312@yahoo.com

References Available

Feeling tired or stressed?

Need some alone time away from the kids?

I'm more than happy to make your life a little easier by:

- **Tutoring elementary school-aged children (\$5/hour - tutoring and babysitting)**
- **Pet and/or house sitting while you're away on vacation (\$7/day - pet sitting; \$2/day - house sitting)**

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Contact:

412-508-4244 or haley.longo@yahoo.com

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