

### Top Five Reasons to Buy Local:

1. **Buying local creates jobs.** Small business creates 60% of all new jobs.
2. **Small business fosters community.** When a neighborhood has a bustling small business district it is usually said there is a strong community there.
3. **Buying local keeps the dream alive.** By supporting small business you are allowing someone to live their dream of entrepreneurship.
4. **Buying local boosts your local economy.** There is an economic ripple effect that occurs when you support a small business.
5. **Buying local creates a ripple in society.** One successful small business begets others.

This Top Five List adapted from Barbara Wold. Learn more about Barbara at <http://www.linkedin.com/in/barbarawold>.

## Oakland Holiday Shopping Guide



These Oakland boutiques offer great gifts, clothing, accessories, jewelry, shoes, books and much more!

1	Three D's Tobacco Shop
2	The Book Center at the University of Pittsburgh
3	New Balance Pittsburgh
4	Touch of Gold & Silver Jewelry Store
5	Maggie & Stella's Cards & Gifts
6	Ace Athletic
7	Selection Boutique
8	The Exchange
9	Got Used Books

All this shopping is sure to make you hungry, so stop into one of our many restaurants for a quick bite. Learn more about promotions, and restaurants at [www.OnlyInOakland.org](http://www.OnlyInOakland.org)



2010 Final Edition

Happy Holidays!

## Welcome New & Returning OBID Board Members!

Congratulations to the following individuals who were elected to the 2011 OBID Board of Directors of the OBID!

Phyllis Wechsler  
*Property Owner*

Ron Bennett,  
*University of Pittsburgh Police*

Kelly McBroom  
*Dollar Bank*

Larry Schiller  
*UPMC*

Florence Schwartz  
*Oakland Real Estate*

Michael Glasser  
*Medical Center Opticians*

Nick Pawlenko  
*Peter's Pub*

Louise Cavanaugh Sciannameo  
*Carlow University*

## Oakland Business Leader to Present at Breakfast Series



The OBID business district is a grateful beneficiary of the Oakland Neighborhood Partnership Program, a collaborative funded by Dollar Bank, PNC Bank, UPMC Health Plan and the PA Department of Community and Economic Development. Mark your calendars for Friday, December 10th at 7:30 a.m. Mona Generette, PhD, Dollar Bank Vice President of Community Development will present "Finding Opportunity in the Strangest Places—Business and Community Reinvestment" as part of the Women Business Leaders Breakfast Series. To learn more or to register, visit [www.chatham.edu/cwe](http://www.chatham.edu/cwe) or call 412-365-1253.

## The OBID Welcomes Mark E. Anderson, OBID's New Real Estate Marketing Agent Volunteer

The OBID is excited to announce a new opportunity for our members! In an effort to reduce the commercial vacancy in Oakland and to enhance the economic vitality of our business district, OBID has aligned its efforts with a professional marketing agent to help OBID promote Oakland. As OBID's Marketing Agent Volunteer, Mark will assist OBID with attracting local and national retail opportunities for our members' consideration and he will also act as the clearing house for interested retailers that contact OBID.

Currently the Vice President of Pennsylvania Commercial Real Estate, Inc., OBID is honored to include Mark on our team. We encourage all OBID members to reach out and contact Mark directly; 412-391-3500, [manderson@penncom.com](mailto:manderson@penncom.com).

## Notice Something Different?

In an effort to reduce paper printing and with the increasing availability of continuous communication with our OBID members, we are relying more on email outreach. Stay in touch with us in between newsletters by making sure that we have your email address. Please send an email to [mary@oaklandbid.org](mailto:mary@oaklandbid.org) with your email address and affiliation with OBID and we will be sure to get you on the proper email list serve.

In the meantime, check out our website: [www.onlyinoakland.org](http://www.onlyinoakland.org).

## OBID 2010 Annual Report

Check out the OBID's 2010 Annual report by visiting [www.OnlyInOakland.org](http://www.OnlyInOakland.org) and reading about the accomplishments of OBID this year. To request a printed copy, please contact Mary. [mary@oaklandbid.org](mailto:mary@oaklandbid.org), 412-683-6243.