



# E-Blast

March 2005

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### Greetings!

Our anticipation for the first ever April Cool's Day Party is growing as more and more tickets are sold. Space is limited, so reserve your tickets as soon as possible if you want to join us in celebrating and highlighting the winners of the first ever cool space awards!

In this month's E-Blast we share with you information about one of our new services, introduce you to placed-client EADevices, and feature the City of Greensburg in Westmoreland County.

Enjoy, and as always we appreciate your feedback on the E-Blast and other Cool Space Locator services!

#### What's so great about the city?



The city offers many places for people to meet and greet friends, as well as make new ones. Many of us know that coffee houses are a favorite escape to pass the time reading or people-watching.

DV8 Espresso Gallery in Greensburg (pictured above) offers this and more. While tasting a new flavor of

#### • April Cool's Day Party

Join us to celebrate cool spaces and discover the winners of the 1st ever Cool Space Awards. Party to the urban vibe of DJ Soy Sos. Enjoy food, drink, and much more!

Details:  
April 1, 2005  
8 pm - 11 pm

The Catalyst Building in Lawrenceville  
(41st and Foster Streets, near the 40th Street Bridge)

Last Chance for Tickets! Buy Now!  
\$40/person or \$20/student (ID Required)

By Credit Card - call 412-683-5790



coffee or tea you may strike up a conversation with local artists and Seton Hill University students or wander around the double store-front space viewing exhibit pieces in their art gallery - paintings, prints, sculpture, jewelry - there's something for everyone's taste and budget!

What do you love about *your* city? If you have a photograph of urban life that you would like to see featured here, please send it to us, and be sure to tell us what you love about your community.

By Mail or Fax - download an RSVP form at [www.coolspacelocator.com](http://www.coolspacelocator.com)

Ticket required for admission. Must be 21 or over.

The Cool Space Awards and the April Cool's Day Party are presented by Cool Space Locator and PNC Bank. Other sponsors include The Sprout Fund, Aiello Development Group, Mellon Financial Corporation, and The Soffer Organization.



- **Space Planning 101**

Coming this spring 2005, Cool Space Locator will offer educational workshops for start-up and existing businesses. Are you thinking about starting you own business and don't know the first thing about the current commercial real estate market? Or are you an existing business with future downsizing or expansion space needs? Space Planning 101 (SP 101) will provide you with basic and essential tools necessary in finding the right office or studio space for your business. The workshop will help you identify your true space needs (from choosing the right location to buying or leasing property) and make effective space planning decisions. SP 101 is designed to empower you to make financially healthy space decisions in moving your business forward.

Please contact Kilolo Luckett at [kilolo@coolspacelocator.com](mailto:kilolo@coolspacelocator.com) or call (412) 683-5790 x24 for information and stay tuned for more details.

- **Biotech Placement**

**Who**  
EADeVICES

**What**  
EADeVICES (for energy assisted devices) is a medical device company that has developed EANeedle, an ultrasonic biopsy system that reduces tissue damage in patients undergoing biopsy and assists in early cancer detection.



## Where

247 Fort Pitt Boulevard, Suite 400  
Downtown Pittsburgh

## Why

EADevelopes was previously working in a 100 square foot space in Carnegie Mellon University's entrepreneurship center, a tight squeeze for six people! They needed a larger space in which to grow their company. The principals of EADevelopes had started an independent search for space but only found drab, boring, corporate-looking spaces that didn't reflect their company; they wanted a unique, youthful, and professional space where they could create. EAD also needed approval from their investors, which meant that they would need to be 'frugal'.

EAD was referred to Cool Space Locator through a colleague at CMU and were happy to find that CSL wanted to get to the essence of what their company was about so that they would only tour spaces that would suit their needs. Inexperienced in real estate, EAD's principals were also extremely pleased that CSL was working on their side, looking out for the company's best interests. EADevelopes (and the investors) are extremely happy with their short-term lease downtown, where they enjoy red and purple carpet, colorful painted brick walls, and a view across the Monongahela River of Station Square and Mt. Washington.

## What Else?

Approached at CMU by Indianola, PA-based Medrad, Inc. to develop one of their medical technology ideas, principal Josh Gerlick, a business student at the time, worked with a team to develop a business plan, which has won numerous competitions worldwide, including the Pittsburgh Technology Council's EnterPrize Business Plan Competition and the 2004 Moot Corp. new venture competition. With the attention of investors, EADevelopes opened the NASDAQ Stock Market on August 6th, 2004.

Josh moved to Pittsburgh from Chicago to attend school at CMU, and he intends to stick around. He found that Pittsburgh is a great place for businesses to get their start. According to Josh, "while it may be tough to get the initial financing, once you get it your business will be given the assistance to be successful!" He's excited to be working in Pittsburgh because of the opportunities available to help companies succeed, including those that helped EAD: The Pittsburgh Life Sciences Greenhouse, The

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:: [email us](#)  
:: [visit our site](#)

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phone: 412-683-5790

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Idea Foundry, and Innovation Works.

For more information about EADevelopments, visit them online at [www.eadevelopments.com](http://www.eadevelopments.com).

- **Featured Neighborhood: Greensburg**

Greensburg, PA sits in the foothills of the Appalachian Mountains, about 35 miles southeast of Pittsburgh in Westmoreland County. The small city of 16,000 residents



in five square miles offers a metropolitan existence without the loud atmosphere associated with larger city living. The city has three major parks within its boundaries; combined the parks have an outdoor amphitheatre, an 18-hole golf course, an ice arena, swimming pool, jogging trails, and a summer concert series, among other amenities. Residents also enjoy Community Days, the much anticipated annual Memorial Day celebration with live entertainment, food, crafts, and fireworks.

On a hill overlooking the City is Seton Hill, founded in 1883 by the Sisters of Charity, chartered in 1918, and earning university status back in 2002. The co-ed Catholic liberal arts university has been increasing enrollment with new educational and athletic offerings for students in recent years. Athletics now includes a total of ten sports for women and eight for men, including lacrosse and equestrian for both men and women.

A partnership between the City of Greensburg, Seton Hill University, the Westmoreland Trust, and Greensburg Salem School District promotes revitalization by expanding and enriching cultural events and facilities, educational opportunities, and excitement for the future of downtown Greensburg. The partnership is working to create a university center downtown, building housing for upperclassmen and moving classrooms and the theater department into the city. This redevelopment area will be home to future mixed-use development, with the hope of bringing residents back into the urban core to live closer to their businesses. The University and School District also share a football field in town.

The Westmoreland Trust owns the 1300-seat Palace Theater, which has been renovated and restored since their purchase in 1990 and is now used as a community and University outlet for music and drama. The Westmoreland Museum of American Art was established in 1959 and places an emphasis on Pennsylvania art and artists. But there is history elsewhere in the town as well. The Greensburg Train Station, which used to be the life-blood of the railroad town, is now home to the renowned Red Star Brewery & Grille and the AMTRAK station. The historic six-story Troutmans Building once held a department store but is now home to 27 housing units and three stories of office space, with an additional 65,000 square feet ready for new tenants.

Like many cities, Greensburg has a grandiose courthouse at the urban center, keeping more than 800 attorneys in business. When court is in session, jurors fill many of the restaurants and shops, including those along Pennsylvania Avenue, which has recently undergone streetscape improvements and is now a part of the Mainstreets program. A new Mainstreets manager and the Greensburg Business Association (now in its second year) are working to expand the improvements to other streets as well. And near all of the city's amenities are strong residential neighborhoods, which will be enhanced by a recently awarded Elm Street grant.

The city is also making history with a new multi-municipality comprehensive plan, which includes the City of Greensburg, Hempfield Township, the Borough of Southwest Greensburg, and the Borough of South Greensburg. By working together they can get more funding to benefit all; they already share emergency dispatching and hope that in the future they can share other municipal services, such as police and recreation. With 65 municipalities in Westmoreland County (each with their own mayor and board of supervisors), this cooperation is just the start of an attempt to eliminate barriers in communication and service provision for residents.

For more information on Greensburg, contact Barb Ciampini for more information at [bciampini@greensburgpa.org](mailto:bciampini@greensburgpa.org) or visit one of the following links:

City of Greensburg:

[www.city.greensburg.pa.us/html/about.html](http://www.city.greensburg.pa.us/html/about.html)

Seton Hill University:

[www.setonhill.edu](http://www.setonhill.edu)

Smart Growth Partnership of Westmoreland County:

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

Westmoreland Museum of American Art:

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

Thanks to Barb Ciampini, Planning Director of the City of Greensburg, and Alex Graziani, Executive Director of the Smart Growth Partnership of Westmoreland County, for their assistance in writing this article.

## • About Us

Cool Space Locator, a project of the Tides Center (PA), is a non-profit that helps find locations for office based organizations in Pittsburgh's urban core. Aside from working directly with companies to find space, we work with government, economic and community development agencies, and commercial property owners to help boost the growth of office based jobs in the great urban commercial districts of Pittsburgh. We are supported by:

- Richard King Mellon Foundation
- The Heinz Endowments
- The Pittsburgh Foundation
- Roy A. Hunt Foundation
- State of PA; Stay Invent the Future
- The Urban Redevelopment Authority of the City of Pittsburgh
- City of Pittsburgh, Mayor's Office
- Councilman Bill Peduto

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