



Grand Opening of Ellwood City Vapors is a Resounding Success



Chamber Director Lori Hilliard, Mayor Anthony Court, David Spielvogel II, Robert Infantozzi, Councilman Ralph Chiapetta, Council President Brad O'Neal and City Manager Bob Vilella at the Ribbon Cutting Ceremony for Ellwood City Vapors.

Ellwood City Vapors is one of the newest businesses to open in Ellwood City, PA, with a highly successful Grand Opening on Saturday, January 17th that was attended by local politicians and city council members who wished the owners well with their new venture.

Ellwood City Vapors is at 505 Lawrence Avenue in what was once the Walton Financial Building. The owners, Robert Infantozzi and David Spielvogel II, have transformed the interior and exterior of the space and turned it into not only a shop to visit, but a local place to lounge while enjoying their products. A television suspended over the fireplace and com-

fortable, club-style chairs are inviting for any visitors. The interior's new color palette of soft blues and grays is enhanced by an oversized portrait on one wall of the store's unofficial mascot, Peggy the Boston Terrier, wearing a top hat and mustache.

Inspiring Customers to Quit Smoking

Robert Infantozzi explains the purpose of Ellwood City Vapors and how their vision was born. "Our goal is to provide exceptional service to the local community looking for superior products and services. Many of our customers have come to us with the goal to quit smoking traditional cigarettes. By providing them with an alternative to traditional tobacco, we are able to help them wean themselves off of nicotine products by following our recommended step down process. This process involves using vapor producing products in place of traditional tobacco. Rather than quitting cold turkey, we recommend they cut their

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average cigarette use in half and use vapor products in between cigarettes to help with cravings. Once this process has been adopted it is much easier to transition completely to vapor products and begin lowering the nicotine content from a higher level to the lowest level and eventually to no nicotine. Many cigarette smokers struggle with quitting not only because of the nicotine but also because of the habit they have gotten into with smoking. Vapor products/electronic cigarettes satisfy the hand-to-mouth motion that users are accustomed to which can help make the process easier.”

More Than Just a Vapor Shop – A Local Place to Relax with Friends

Ellwood City Vapors offers a variety of products, including starter kits for individuals just starting out or wishing to transition from traditional tobacco products as well as intermediate and advanced products for customers who have completely transitioned or have made "vaping" a hobby. Advanced products are fully customizable and allow the user to create a unique experience all their own. In fact, when designing the floor plan for the business, Infantozzi and Spielvogel wanted it to be comfortable and inviting for their customers. In addition to being able to make purchases, customers are also encouraged to stay and socialize. Seating areas for conversation, a large television and free Wi-Fi for customers is available, including the chance for guests to bring their own game systems or take advantage of streaming services to watch TV while hanging out.

Infantozzi notes that, “As a new business we have yet to be told we are famous for one of our products. However, we have been told by many customers that our prices and product offerings are superior to many other products they have seen on the market in other stores and online. By offering quality products at reasonable prices, we hope that our customers will continue to look to us for their products and supplies as well as share their experience in our store with their friends.”

Ellwood City Vapors Offers Customer Perks

“We established our business with customers in mind. We offer loyalty programs that allow our customers to receive promotions and free product offers periodically. We also have product shipments arriving weekly in order to provide the best variety to our customers. We wanted our customers to feel comfortable shopping and learning about the various products we offer. Many businesses who sell similar products do not specialize in "vaping gear" and therefore may not fully understand the products they are selling. We make every effort to inform our customers of what they are buying and how to use it properly.

Translating Personal Experience into a Recipe for Success

Robert Infantozzi explained why he and Spielvogel are so excited about their new shop. “As a former smoker I can't praise vapor products enough for their role in my success in "kicking the butt." I struggled trying to quit for several years, but was able to satisfy cigarette cravings using electronic cigarettes to help wean myself off of nicotine in less than three months. After such success quitting, I wanted to share my experience with others in the hopes that they would also be able to do the same. After helping several friends, David and I decided that a business offering these products would be able to help even more people quit. We also realize that not everyone who vapes uses liquid that contains nicotine. They either use the product simply for the flavor options, or they may fall into the sport or recreational category of users who want to produce the biggest clouds of vapor that they can.”

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What Ellwood City Vapors Is – and Isn't

Initially we were unsure of how residents would react to such a new business concept. The industry is still new but growing rapidly and many citizens may base their opinions on a business such as ours on things they have heard from friends or in articles that they have read. We want to stress that Ellwood City Vapors should in no way be compared to a "head shop" and we DO NOT sell ANY type of "paraphernalia."

"We are a specialty store meaning we only sell electronic cigarette/vapor products. Since we are a specialty store we can focus only on the products we offer and spend our remaining time learning as much about the industry as possible. We do not claim to know everything and are overjoyed when a customer is able to teach us or show us something that we didn't know. Since some of our product offerings contain nicotine, we make every effort to ensure they do not make their way into the hands of minors."

"Thankfully, Infantozzi concluded, ""We are so impressed by the support we have received from the community. That kind of support from the City Manager, Mayor, City Council, Chamber and residents is something we're truly grateful for, because you don't often find that kind of enthusiasm in today's world. We anticipate that we'll be offering vapor products in our shop for many years to come."



Owners Robert Infantozzi and David Spielvogel II with Ellwood City Vapors ' Unofficial Mascot, Peggy.

Please Welcome Our Newest Member of the Ellwood City Area Chamber of Commerce:

Dr. Laura Waterbury Ellwood City Animal Hospital

728 Lawrence Avenue

Ellwood City, PA 16117

Email: laura.a.waterbury@gmail.com

Telephone: 724-758-8882

Dr. Waterbury is the most recent veterinarian to join the staff of the Ellwood City Animal Hospital, offering both traditional and alternative, full-service veterinary care for pets. Services include vaccines, wellness checks, surgery, x-rays, ultrasound, laser therapy, dentistry, rehab and massage, animal chiropractic, acupuncture, homeopathy, nutrition and cancer therapy, among others. Dr. Waterbury works with dogs, cats, rabbits and pocket pets as well as other domestic pets.

Business Owners:

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Survey Says....*

E-cigarettes have become an increasingly popular way to cut back on or quit smoking in the United States, but not everyone knows exactly what an e-cigarette is. The following information should clear things up:

- ◆ Because e-cigarettes don't burn tobacco, there's no smoke, no carbon monoxide and no odor; what you inhale is vapor .
- ◆ Smokers can use e-cigarette cartridges that contain nicotine, but they typically taper down to cartridges that contain less nicotine over several months. Many e-cigarette users enjoy the vapor produced without using any nicotine at all.
- ◆ 31% of individuals who try e-cigarettes as an alternative to smoking quit smoking within six months
- ◆ The total number of tobacco smokers in the United States was 45 million in 2014
- ◆ The total number of smokers who used electronic cigarettes in 2014 reached 2.5 million
- ◆ In 2013, the e-cigarette market in the U.S. reached over \$1.7 billion
- ◆ Cigarettes cost about 30% more each year than the equivalent cost of equipment and cartridges for most users.
- ◆ There are many ingredients that are NOT in e-cigarettes that you would find in traditional cigarettes, including carbon monoxide, arsenic, ammonia, acetone, naphthalene, sulphur compounds, volatile alcohol and butane.
- ◆ One in four tobacco smokers have tried e-cigarettes at least once.
- ◆ 70% of e-cigarette users begin vaping because they are trying to quit smoking tobacco
- ◆ 79% of electronic cigarette purchasers become repeat customers.

**Information from statista.com; statisticbrain.com & cdc.gov.*

What Can the Ellwood City Area Chamber of Commerce Do for You?

....Lots of Things!

The simplest definition of the Chamber of Commerce is a group of businesses and professionals who work together to improve the workplace, the success of businesses and the quality of life of your community. But there is so much more that we do!

Economic Development:

- ◇ New influx of funds from state and local grants
- ◇ Support of local retail businesses by supporting a variety of programs, including Cash Mob, Holiday Open Houses, free and discounted advertising in monthly newsletter
- ◇ Recruiting new businesses and industries
- ◇ Attracting tourists

Community Development:

- ◇ Planning for growth
- ◇ Revitalization of downtown area
- ◇ Sponsoring cultural and community activities

Human Resources Development:

- ◇ Economic education and training
- ◇ Developing and supporting new businesses
- ◇ Improving access to health and human resources
- ◇ Insurance opportunities for member businesses
- ◇ Offering members classes and seminars on topics ranging from health care reform to QuickBooks

Public Relations:

- ◇ Offering networking opportunities for member businesses
- ◇ Presenting business and civic issues to local, state and national leadership and governing bodies
- ◇ Developing consumer affairs programs
- ◇ Supporting local businesses in a wider public forum and improving marketing opportunities
- ◇ **Free advertising** on the Chamber's website and Facebook pages
- ◇ Social media such as Twitter & Instagram for the next generation of customers

The Chamber's Board of Directors meets on the second Wednesday of every month at 4:00 pm. These are open meetings and we encourage all our members to attend. The meetings are held in the Chamber of Commerce's back conference room at 314 Fifth Street unless otherwise noted. You can express your concerns, suggest opportunities and get to know the Directors. You can also join a variety of committees that work with our members and the community to improve the quality of life and business for everyone. If you have questions or would like to schedule a meeting to discuss our available marketing tools and more, call 724-758-5501.



Hands-Only CPR and AED Training

Presented by



Wednesday, February 25, 2015

6:00 pm

Ellwood City Area Chamber of Commerce

314 Fifth Street, Ellwood City, PA*

Class Details: In-depth CPR/AED Training at a reduced rate for members of the Ellwood City Area Chamber of Commerce. Please call for special member rates (724-758-5501).

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To register, email completed form to info@ellwoodchamber.org or mail your registration to the above address.

This is a closed class for Chamber members and their employees only!

As part of a special arrangement with DXE Medical, Inc., EC Area Chamber of Commerce members may purchase recertified AED kits at a special rate of \$595, a substantial savings over the regular price!

Registration deadline is Monday, February 16, 2015.

Company Name: _____ Phone: _____

Contact email: _____

Number attending: _____ Total Paid: _____

Names of attendees:

Payment method: VISA Mastercard Check Cash

Credit Card # _____ Exp. Date: _____

Name on Card: _____

****Location subject to change depending upon final class size.***



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As a member of Ellwood City Chamber, you could save hundreds of dollars a year on car and home insurance with Liberty Mutual.

Here's how:¹

- Get exclusive group savings off our already competitive rates
- Add extra savings on your home insurance when you insure both your car and home
- Obtain additional discounts based on your driving experience, car and home safety features and more

¹Discounts and savings are available where state laws and regulations allow, and may vary by state. Certain discounts apply to specific coverages only. To the extent permitted by law, applicants are individually underwritten; not all applicants may qualify.

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- **Choose the payment option best for you:** We offer payroll deduction, direct billing, online payment, or automatic deductions from your bank account or credit card
- No down payment or billing fees with payroll deduction option

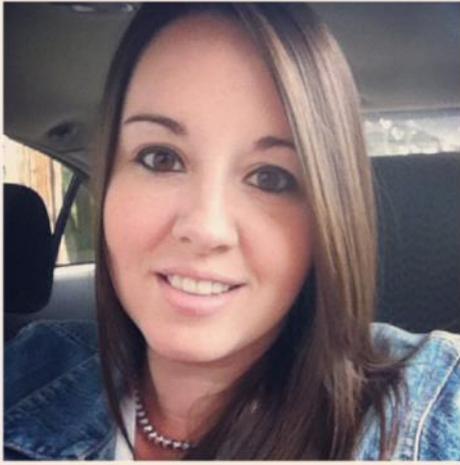
Need additional coverage? Our representatives explain your options in clear terms and recommend the best match for you—whether you need to protect your **car, home, watercraft** or **motorcycle**. You can also obtain **personal liability** (umbrella), **flood, renters** and **identity theft** insurance.

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Welcome the Chamber's New Executive Assistant, Nikki Mars



Nikki Mars, Executive Assistant

When Lori Hilliard moved into the position of Executive Director of the Ellwood City Area Chamber of Commerce, one of the greatest concerns for her and the Board of Directors was who would fill her space as the voice of the Chamber. Fortunately, Nikki Mars stepped up to fill that space and has quickly become a valuable asset. Nikki has lived in Ellwood City for most of her life. After graduating from Riverside High School in 2003. She attended Warner University in Lake Wales, Florida but returned to her hometown after graduating in 2007. With a major in Communications and an emphasis in Public Relations and minor in Marketing, Nikki has the education and experience to bring the Ellwood City Area Chamber of Commerce into the future.

Mars notes, "I have a great deal of respect for the small town lifestyle in Ellwood City and the sense of community here. My family is here, I met and married my husband here and I'm looking forward to raising a family here. I love having the opportunity to work for the Chamber. As the executive assistant I am usually the one answering the phones and responding to emails. I maintain the website, Facebook page, Instagram and Twitter accounts. I am constantly looking for new or potential busi-

nesses that could benefit from joining the Chamber. The Chamber is such a great resource for the businesses that make up Ellwood. I'm excited to see what Ellwood becomes and thrilled to be a part of it!"

Isn't it time YOU joined the Chamber of Commerce?

To learn more about the many benefits of Chamber membership, visit www.ellwoodchamber.org, call 724-758-5501 or visit us at 314 Fifth Street, Ellwood City, PA. We'd love to meet you!

U.S. Chamber Applauds Introduction of Permit Streamlining Legislation in the Senate

WASHINGTON, D.C.—U.S. Chamber of Commerce Senior Vice President of Environment, Technology, & Regulatory Affairs Bill Kovacs issued the following statement January 28, 2015 regarding the introduction of the bipartisan S. 280, the "Federal Permitting Improvement Act of 2015":

"Because of the current dysfunctional permitting process marked by never-ending delays, valuable infrastructure and other construction projects are stalled or cancelled entirely. And when those projects go away, so do the jobs associated with them. The Chamber recognizes and appreciates the tireless efforts of Senators McCaskill and Portman to address this problem through the introduction of the bipartisan 'Federal Permitting Improvement Act.' By streamlining the environmental review and permitting process, this legislation would get projects back on track, and allow for job creation and economic growth."

"This bill – a commonsense approach that builds on successful provisions for environmental review management found in previous transportation legislation – is a critical component to improving and reforming this country's regulatory process. By cutting the "red tape" that has hindered development and maintaining meaningful environmental reviews, S. 280 will allow for the advancement of important projects that could also provide jobs for millions of Americans."

The U.S. Chamber of Commerce is the world's largest business federation representing the interests of more than 3 million businesses of all sizes, sectors, and regions, as well as state and local chambers and industry associations. For more information regarding the U.S. Chamber, visit www.uschamber.com.