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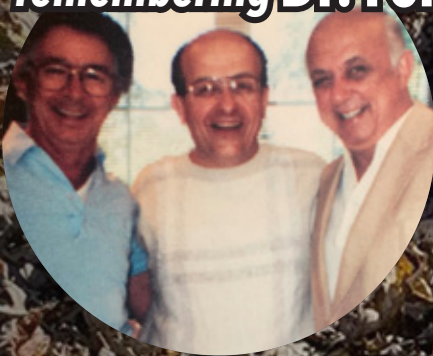
TARENTUM MAGAZINE

FEATURING

**The New Sweet
Spot in Town**



HERO of HEALING
remembering Dr. Ferlan



***Riverview Memorial
Park Tarentum's Jewel
on the Allegheny***



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MISSION

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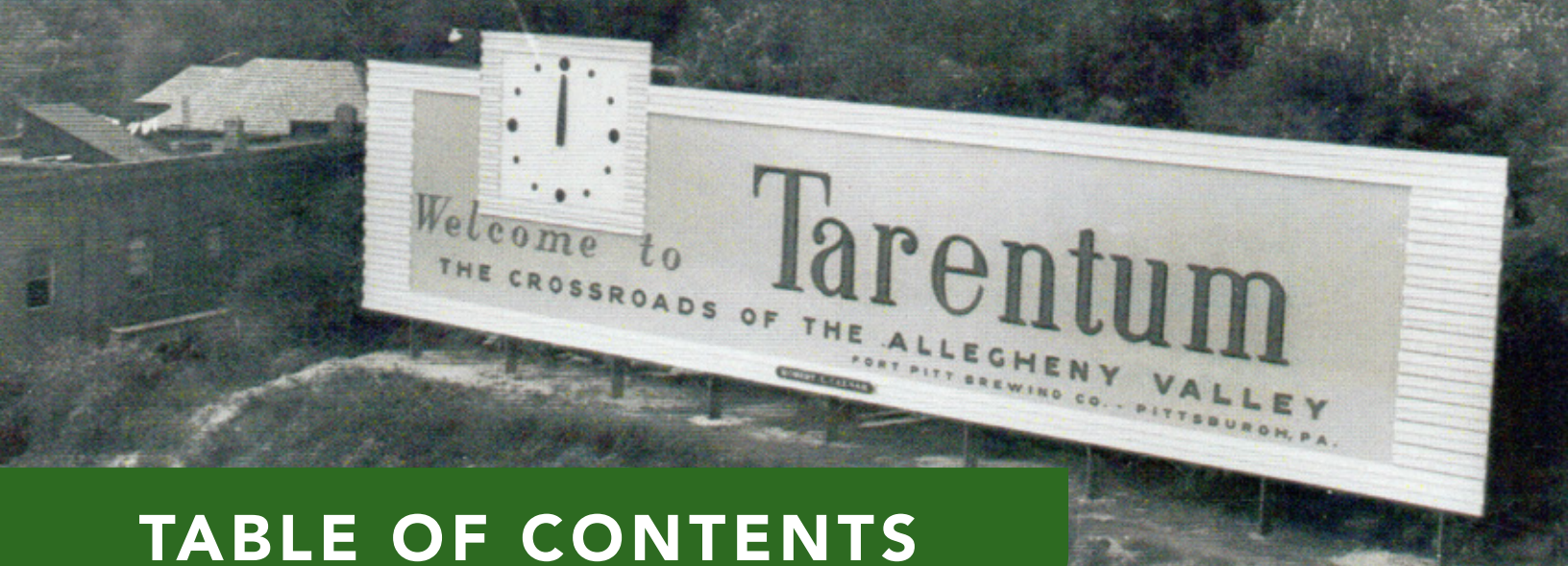


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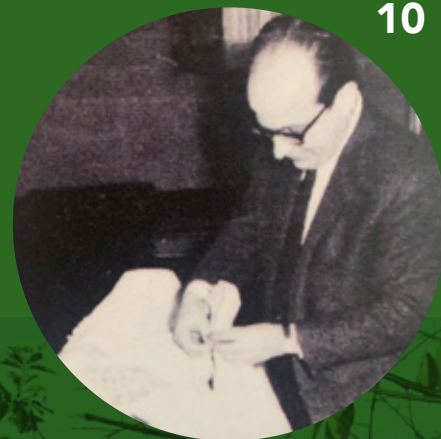
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**Inclement weather date of December 12th, 2020.*

*For more information visit facebook.com/Tarentum175Years/
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2020

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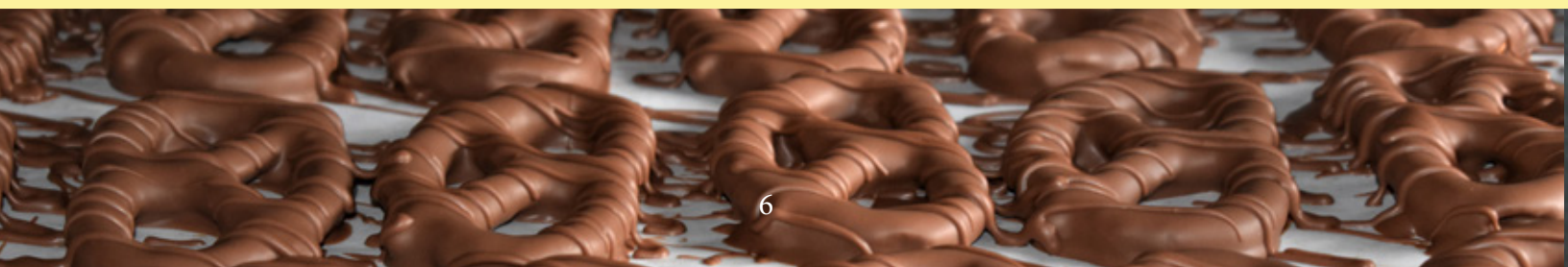
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A Dream Come True and a SWEET SPOT FOR DOWNTOWN TARENTUM

There's a fresh look along Corbett Street, a fresh look with a dreamy name. It's *Harvest Moon Coffee and Chocolates*. The vintage building is painted a soft, subtle blue and is adorned with gooseneck lights and a cheerful striped awning. The trendy touch is the big glass windowed, garage door in the front that can turn the cozy space into an outdoor café in seconds.

So, okay, it looks great outside, but, says Harvest Moon creator and owner, Desiree Singleton, step in and the combination of fresh roasted coffee, chocolate and artisan baked goods will transport you. "Small chocolate shops are a staple of central and western PA," says Desiree. "What I wanted to bring to this market was a choice of simple, hand-crafted chocolates—using really good Belgian chocolates." As for the coffee, Desiree says, the time she spent working at La Prima Coffee in Pittsburgh taught her that the two go together very well.

"There are similarities in how the tasting notes complement each other. That, and the combination of our rotating assortment of fresh baked goods from *350 Degree Bakery in Pittsburgh* make for a great sensory experience," Desiree explains. But the experience doesn't end there. Desiree and her husband, Anthony, spent eighteen months renovating the building that they purchased in 2018.



They gutted the interior down to the subfloor and the original ceiling and did much of the work themselves, like the installation of their beautiful hardwood flooring. Though they used an architect for the drawings, all of the renovations were based on Desiree's vision.

The look inside is clean and bright with a distinct European vibe that is both casual and comfortable, with Desiree, Anthony and often their two children, Keller almost 14 and Lilly, 12, helping to run the store. "Lilly is quite good at making espresso drinks," says Mom, "and Keller helps out with just about anything that needs done around the shop."

Desiree wants everyone to know that they are not a café that takes itself too seriously. "We are friendly, we love our customers and we want everyone to feel welcome when they come in. We also don't want anyone to be intimidated by traditional espresso drinks. We're happy to explain any drink to you if you're unsure about what to order."

The Singletons, who have been married for fifteen years, had been living in Virginia and Maryland. Tarentum is Desiree's hometown and after her father, Bill Ringler, passed away in 2017, she and Anthony decided they wanted to live near family. They bought a

house just a few doors down from the house where Desiree grew up and her mom, Rebecca Storbert Ringler, still lives.

It seems downtown Tarentum was always their first choice for the business they wanted to open. "Tarentum is a great location for a business. Our proximity to Pittsburgh, the river access, and the park are all great attributes," says Desiree. "We really appreciate the support we've gotten from the locals. We opened just two weeks before the COVID-19 driven shutdown and while business slowed considerably, we were able to stay open and provide limited food service."

As for that dreamy name, *Harvest Moon* was Desiree's grandmother's favorite song and it appears *Harvest Moon Coffee and Chocolates* is fast becoming a favorite stop for many in our town and beyond.





The Legend of the Tarentum Easter Egg Hunt!

by Linda Blackmore

Tarentum's Easter Egg Hunt was started by the Tarentum Loyal Order of Moose #71. The earliest hunt we can trace was in 1950.

The Moose was an organization that dedicated its time and energy into helping children and seniors. The brothers of the moose decided they needed to do something exciting for the children in the community and felt organizing an Easter Egg Hunt with the help of local businesses would bring the community together.

The original Easter Egg Hunt was designed by the Moose to raise money from the businesses for prizes. Brother Moose and Women of the Moose would purchase prizes, put numbers on the prizes, have matching numbers and put them into plastic Easter eggs according to age groups and lay them in designated areas within their age group. Then the Moose would purchase real eggs, dyed by one of the Scout troops in the area for community service credit and divide those between the age groups.

The Women of the Moose cooked breakfast for the Tarentum Police, Firemen, Borough employees and Brother Moose who helped with the Egg Hunt. The women would take breakfast to the dispatcher of the Police Department, because he could not come for breakfast, but always assisted in any way possible to help with the Easter Egg Hunt.

After the Loyal Order of Moose closed in 2008, the Women of the Moose took on the job of continuing the tradition. The hard-boiled eggs became less popular so we changed to all plastic eggs; still using the same numbering system for the prizes and putting candy and money in the additional eggs.

In 2016, the Tarentum Recreation Board volunteered to help with the Egg Hunt. They provide the chairs and flowers we use on stage for the children to have pictures taken with the Easter Bunny. Last year the committee donated two bicycles to be raffled off for the older age groups.

We feel the highlight of the entire Easter Egg Hunt is the joy in the children's faces as they line up, see the Easter Bunny and all the eggs on the ground that they can run and collect after the whistle is blown. Their smiles and thank you after the egg hunt were over make all the work involved totally worth it!





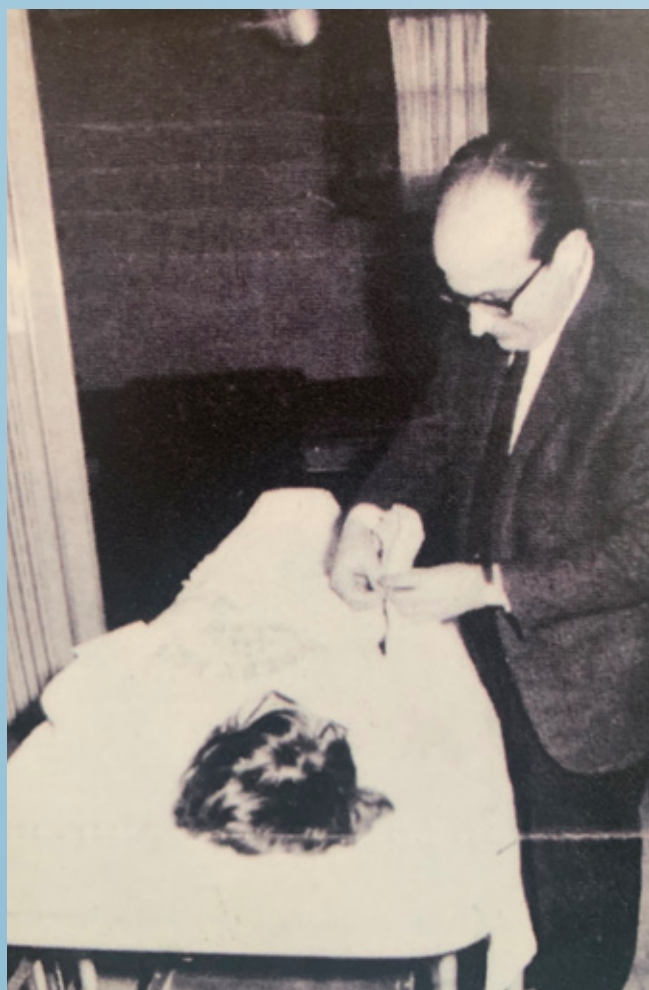
HERO OF HEALING

Generations of talented doctors have for decades chosen Tarentum

as the place to open their medical offices, drawing patients from all over the region. Our community recently lost one of the most respected and accomplished among them when Doctor Lawrence Ferlan passed away.

In 1963, Doctor Ferlan was hired by Doctor John Pacek to join “Tarentum Family Practice,” a group which included Doctors John and Robert Pacek, William Ubinger, Peter Keim and John Allman. In 1981, Doctor Ferlan, who quickly became one of the areas most respected family physicians, was asked by Dr. John Pacek to join him and Dr. Allman in his new initiative to staff the emergency department at Allegheny Valley Hospital on a full-time basis. But Larry Ferlan, soon found that he missed the strong relationships he had built with his patients.

In 1982, he opened his solo practice in Tarentum. He always believed in the quote, “the art of caring for a patient is *caring* for a patient.” And caring was what he did best. His colleagues and staff looked to him as a mentor



and father figure and he was respected far and wide as a brilliant diagnostician.

But it will always be his compassion and dedication for which he is best remembered. Until the end of his days, even as his health was failing, Doctor Ferlan made house calls to two patients who could no longer go to his office. In many cases he took care of three generations of families.

During his years of service, Doctor Ferlan earned numerous awards including the Catholic Charities Hero of Healing Award and the Exemplary Support & Committed Service Award from the Board of Directors at St Vincent College, the Meritorious Service Alumni of Distinction Award, and The Pennsylvania Medical Society Recognition of 50 Years Outstanding & Invaluable Service.

Lawrence Ferlan was born to Margaret and Lawrence T. Ferlan on October 12, 1934 in Wilkinsburg. In 1956, he graduated from Saint Vincent College and the University of Pittsburgh School of Medicine in 1960. Doctor Ferlan interned at Cincinnati General Hospital and spent two years at the Public Health Service on Staten Island in New York before entering private practice in Tarentum.

It was at Seton Hill College that Larry met his future wife, Joan, at a dance when she was a student. They were married for sixty-two years. The couple had seven children—Larry, Paul, Michael, Mary, Virginia, Kathrine, and Mark. Michael preceded his father in death in 2014.

Above all, Larry loved spending time with his family. He and Joan welcomed nine grandchildren (Zuzu, Gigi, Michael, Matthew, Claire, Emily, Drew, Jackson and Audrey). The Ferlan's say their favorite family memories are their many road trips, ski vacations, and their time spent on the beach at Stone Harbor, New Jersey, which was their father's *happy place* and in particular, Springer's Ice Cream, which Larry considered his *heaven on earth*.

Doctor Ferlan was a devout and active Roman Catholic who enjoyed missionary work, photography, running, music, literature,

live theater, weekend trips to New York City, and being a lifelong student of the violin.

Family, friends and patients all describe him as generous, humble, compassionate, optimistic and always looking for the good in everyone.

His favorite poem was by Trappist Monk, poet, writer and social activist, Thomas Merton:

“THE FIREWATCH”

And now my whole being breathes the
wind which blows through the belfry,
and my hand is on the door through
which I see heavens. The door swings
out upon a vast sea of darkness and
of prayer. Will it come like this, the
moment of my death? Will you open a
door upon the great forest and set my
feet upon a ladder under the moon, and
take me out among the stars?

Doctor Ferlan gave 55 years of service of the highest quality. The people of Tarentum Borough have been honored to have had such a superior gentleman, scholar and healer serve our community with quality healthcare.

Doctor Ferlan you will be missed!



Gina Landa Prokopczuk

Recreation Board Member Feb 1, 2018 thru July 6th, 2020

Gina was a true asset, serving as the Recreation Board Treasurer as a board member and as a friend. She was hardworking & dedicated — always there to lend a helping hand. She was full of fresh ideas and came prepared to give all she could.

Gina moved to Tarentum in 2006 and quickly became a dedicated Tarentum girl. Not only did she serve the Recreation Board from 2018 through July of 2020, but she always attended all Tarentum Council Meetings, volunteered at the Tarentum Community Library, Central Presbyterian Clothing Closet and Central's Thanksgiving Day Dinner, tended & weeded the gardens along 6th Ave. after the Street Scape Project. She also gardened at Prospect Cemetery and participated at all of the Ghost Tours.

A great lover of classical music, an avid reader, Gina also had a great love for cats! She was passionate about giving of her time wherever needed. Her vision and strength went far and her projects will live on. Gina always believed in what was right and just! Thank you for your services to Tarentum Borough Gina! You will be missed immensely!



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Blush and Grace

COME TO TARENTUM

Three hundred Corbet Street, once the home of Tarentum's beloved Isaly's, now welcomes Merle Norman Cosmetics.

Olivia Grace recently purchased the business, which was located on Tarentum Bridge Road in New Kensington. The new owner says she chose to relocate to Tarentum because she has lived in the borough all of her life and she's excited about its future.

"Tarentum is really starting to renovate back into a good town and I wanted to be a part of that," said Olivia Grace. She has planned a grand opening for September 12th and is hoping for a big turn out.

When asked if she had to do a lot of work to get the space ready, she explained that her landlord has done such a great job of restoring the building that she hasn't had to do any renovating at all. The only bit of restoration Olivia Grace plans is on the iconic Isaly's sign, which she treasures as an important part of Tarentum history.

The new Merle Norman Cosmetics, which will occupy the same street level space that was once Isaly's, will carry all of the famous Merle Norman product line of cosmetics and will also offer skincare and make-up services, wigs and men's skincare products.

Best wishes to Olivia Grace and her new Tarentum business, Merle Norman Cosmetics!





OUR JEWEL ALONG THE ALLEGHENY



Summers usually find our beautiful Riverview Park filled with people enjoying live music and great food, parents watching their kids delight in the spray park and playground, and countless numbers relaxing on the benches, under the shade trees, watching the boats on the river.

But this was not a usual summer. 2020 will always be remembered as the summer of the COVID-19 Pandemic and while many still took pleasure in our beautiful park, so many events had to be cancelled that it hardly seemed like the bustling center of fun and activity that it is on a normal year—a year when we should have been celebrating the one-hundredth anniversary of the inception of Tarentum Riverview Memorial Park.

It was actually in 1919 (the second and final year of the deadly Spanish Flu pandemic that followed World War I) that Tarentum council member, John Reinehr, advocated for a park to be created on a prominent site in the borough. The riverfront, just beyond the Corbet Street business district, was selected and forever after, Reinehr was known as "The Father of Riverview Memorial Park."

The park was properly dedicated on September 6, 1926 in memory of military veterans.

Today, the park boasts a gazebo that is a popular wedding photo site, a stage, snack shack, a tank, cannons and over twenty donated benches along a pathway surrounded by majestic trees and manicured lawns.

It has been said that Tarentum has a gem along the river and indeed we do.



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An Attitude of Gratitude

A Recipe for Success

Some of Sandi Marino's earliest memories are of her father, Dom Seita, sitting at his watch bench fixing watches of all kinds. "For mechanical watches, he would take them apart and clean each tiny part, one by one. After cleaning, and possible replacement of parts, he would put them back together and repeat the process until the watch ran perfectly." She also has memories of the elegant dark green velvet displays throughout the store.

Dom Seita had been working for his brother, Charlie at his jewelry store in Leechburg when he decided to open his own establishment. It was 1951 when Dom purchased Schwer Diamonds on Sixth Avenue, an established Tarentum jeweler, and soon built a lot of meaningful relationships of his own in the area. This early success encouraged him to want to remain and be an active part of the bustling Tarentum business community.

Mary Ann Jack was one of Dom's first employees and she stayed on for forty-years,

becoming the employee with the longest tenure in store history.

Dom retired in 2001 and Curt and Sandi Marino took over ownership and management of Seita Jewelers and it wasn't long before they began talking about expanding the building. "We are very fortunate to have grown our customer base tremendously over the years, which caused the need to expand. We have generations of families visit our store. It is so exciting to hear that someone was referred by their grandmother," says Curt. He and Sandi consider it an honor that the support from their customers as well as the community made the expansion of Seita's a necessity.





At first, the Marinos briefly considered moving the business out of Tarentum but quickly rejected the idea. "It is a great location. It is off of 28 and near the Tarentum Bridge, which connects many towns," Curt explains. We get customers from all over Pittsburgh and even further. We've sold engagement rings to residents of California. Unique jewelry and excellent customer service are standards we always strive for. People seem to be willing to search for exactly what they want, and we promise to deliver that."

Both Curt and Sandi knew that they wanted to add more to the business and just needed more space to do it. They had already added new lines of jewelry but had to keep them in the safe because they had no more room for display. And the couple had ideas about holding events in the store.

They opened their doors on their newly-expanded facility in 2013 and quickly began holding themed evenings like ladies'

night, anniversary sales, and various charity events throughout the year. They soon added even more, newer, jewelry lines and vastly expanded their bridal department. In addition, they were able to create a consultation room, where guests can meet with a sales associate privately, to ensure that no surprises are ruined! The new design also included a larger repair area and an entire back room that allows for more staff.

Any visitor to Seita's can't help but notice that the staff is larger than it is at most jewelry businesses. To that, Curt explains, "we are blessed to have a high-traffic store that requires adequate staff. Overall, our philosophy is to be proactive. We offer a lot of different services and we have high expectations, so that creates a need for staff to maintain those things." Seita's offers special orders and custom design. And they reach out to their customers with expanded customer service notices like reminders to have their jewelry inspected, inquiries as to how they

“We’ve sold engagement rings to residents of California. Unique jewelry & excellent customer service is something that we strive for.”

are enjoying their jewelry, notification that their special order is in and more.

Curt says that it usually takes a few months to fully train a sales associate for their store.

“There is a lot to learn. There is jewelry knowledge, jewelry and watch repair knowledge, and most important—customer service. We use training videos, hands-on training, and shadowing techniques.”

When asked what advice he might give someone who is considering opening a business in Tarentum, he believes he would offer the same advice he would give anyone opening a business anywhere—advertising is a must. He recommends targeting those who are likely to have an interest in what goods or services you have to offer. “You have to stand out,” Curt insists. “Events like themed shopping days help but, the best advice is to always put yourself in the customer’s shoes. If you can understand exactly what they want and how to make that happen, you’ve got a pretty good shot. Always be looking to improve and always express your gratitude.”



HONOR YOUR HOMETOWN HERO!

Salute your Veterans of Tarentum Borough. The Veteran Banners started in 2016. The Tarentum Recreation Board partnered with Gray Signs of Tarentum to bring this unique program to honor our Hometown Veterans from the past to the present. Once purchased, the banners can be hung on either West 7th Avenue, East 10th Avenue, East 6th Avenue or Corbet Street.

Since the start, we have shared our banner idea with neighboring communities which has resulted in awesome displays along streets and highways in our region. Thank you to all that have served this great Nation. God Bless America

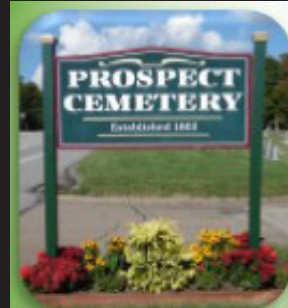


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TREASURES FROM THE PAST

Tarentum Recreation Board has been in the process of having 2 historic films restored that have been locked away at the Tarentum Public Library.

The films have been digitized and preserved with countless family memories. The first is a film of Tarentum's Centennial, Veterans Welcome Home Celebration June 27-July 4, 1947. The second, the United States Bicentennial Celebration June 12-June 19, 1976. The quality of color and detail in these films is remarkable. It is truly amazing to see the old buildings, cars, parade floats and Tarentum citizens gathering in celebration. We look forward to getting these to the videographer to put finishing touches on the films and getting them in the hands of the community. What a Treasure to enjoy!!!!



DERMODY PUSHES TO OPEN SAFELY

By State Rep. Frank Dermody

COVID-19 has created so many challenges

for all of us. My staff and I get questions every day and are working hard to help people. Unemployed workers, small businesses, parents and teachers, college students, frontline healthcare and food service workers.

One piece of good news is our area has not seen the kind of spike in cases that many other places did. The credit for that goes to everyone who made hard choices and took precautions to stay safe. Until there's a cure or a vaccine that's safe and widely available, we have to remain alert and be careful.

HELPING SMALL BUSINESSES

Starting with \$61 million provided by the state for the Covid Working Capital Program and augmented with \$225 million in federal CARES Act money, targeted financial assistance for Pennsylvania small businesses has been a priority in the pandemic. There are still many unmet needs among thousands of small businesses, and state legislators are working to identify unspent CARES money that can be directed to small business assistance.

Realistically, the need is so large we need more help from the federal government. The best way for that to happen is for Congress to pass the HEROES Act which has been under discussion since May.

CHILD CARE

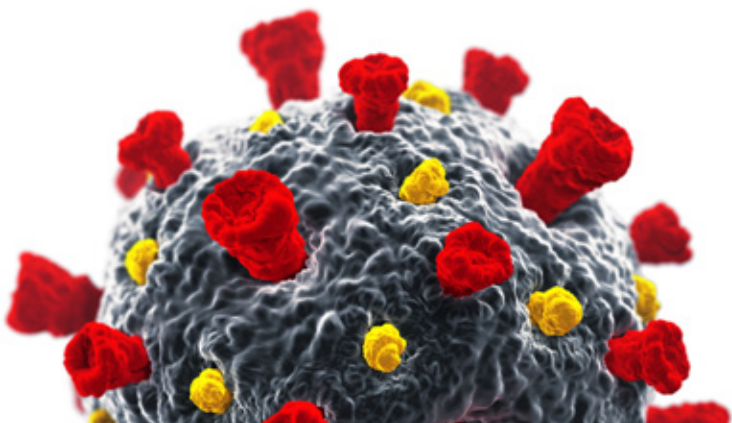
Pennsylvania's Dept. of Human Services has temporarily suspended some regulatory policies on school-age child care, with the goal of providing flexibilities for families who need safe child care options during traditional school hours for children who are distance learning.

DHS is also collaborating with organizations across Pennsylvania, including the United Way and YMCA, to establish part-day child care programs for school-age children. Soon, DHS will launch a tool on its website where families can go for information about these programs.

When possible, DHS recommends that families choose licensed child care providers, which have routine oversight and must comply with statewide child care regulations. Accommodations for school-age children engaged in distance learning will depend on the individual provider, so families should have that discussion with the provider before enrolling their school-age child.

SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM (SNAP)

SNAP helps more than 1.9 million Pennsylvanians expand purchasing power by providing money each month to spend on groceries, helping households to purchase enough food to avoid going hungry. Families struggling to afford food should consider applying for SNAP, formerly known as food stamps. Pennsylvanians can apply any time at www.compass.state.pa.us.





HEALTH CARE

Pennsylvanians who have lost health coverage or are currently uninsured and need coverage for themselves or their children may qualify for coverage through Medicaid and the Children's Health Insurance Program (CHIP). COVID-19 testing and treatment are also covered by both Medicaid and CHIP.

Medicaid and CHIP enroll individuals throughout the year and do not have a limited or special enrollment time, so people needing health coverage can apply for these programs at any time at www.compass.state.pa.us.

WOMEN, INFANTS AND CHILDREN PROGRAM (WIC)

The Supplemental Nutrition Program for Women, Infants and Children (WIC) serves pregnant women, breastfeeding women for up to one year postpartum, women up to six months postpartum who are not breastfeeding, and infants and children under 5 years old. To apply for WIC, call the toll-free WIC Hotline 1-800-WIC-WINS to be connected to WIC office staff who will answer your questions and schedule your appointment.

CHILDLINE

ChildLine is a 24/7 hotline available to anyone concerned for the safety or well-being of a child. To report a concern, call 1-800-932-0313.

IMMUNIZATIONS

Even while we wait and hope for a COVID vaccine, it's important to stay up to date with other vaccines. Vaccines for specific diseases are available through both public and private health care providers.

Anyone looking to visit a local immunization clinic to receive vaccinations should call 1-877-PA-HEALTH (1-877-724-3258) to schedule an appointment. Pennsylvanians should have their vaccination records available when they call to make an appointment. A parent or legal guardian must accompany a child receiving vaccinations.

STAYING SAFE

Contact tracing is getting done more often now when a positive case is identified. It's an important procedure to help stop the uncontrolled spread of the virus. It's strictly confidential and if you hear from a contact tracer working with the county or state that you might have been exposed, please help out by answering their questions.

Try not to put yourself in unnecessarily risky spots. Some of you might decide to vote by mail instead of in person. It's safe, easy and legal. At your request, the county will send you a ballot that you can fill out at home and send back before election day. The sooner you apply, the better it

works. To find out more about this go to www.votespa.com.

Our staff continues to help people every day. If you have any questions about what we can do for you, please email us at RepDermody@pahouse.net or give my office a call at 724-274-4770.

SUPPORT AND REFERRAL HELPLINES

Anyone struggling with mental health and in need of referrals to helpful programs can call Pennsylvania's **Support & Referral Helpline**, which is operated 24/7 by skilled caseworkers who can provide emotional support during this difficult period. The number to call is 1-855-284-2494. For TTY, dial 724-631-5600.

Another helpful resource is the 2-1-1 hotline operated by the United Way, which can connect people and families to local resources that can help during the public health crisis.

OTHER USEFUL RESOURCES

Allegheny County has a good COVID resource page at: www.alleghenycounty.us.

PA Dept. of Health COVID information: www.health.pa.gov

The U.S. Centers for Disease Control www.cdc.gov/coronavirus

Federal government resources: www.coronavirus.gov

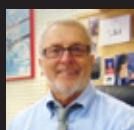
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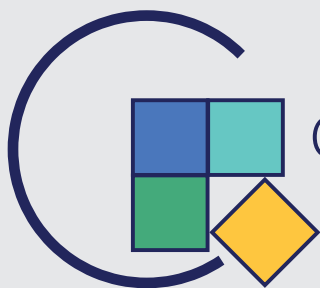
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