

# ENTERPRISE BANK

Spring 2017



## Built For Your (Local) Business: Community Banking Month

Your choice of bank is your vote on where your money goes. Are your hard-earned deposits reinvested back into our local community? Or are they sent off to a banking hub in another state or halfway around the world?

As more consumers realize the benefits of keeping their money local, banking locally can go a long way in helping our community thrive. For example, when you deposit funds into a community bank, you can trust that your money is being redistributed back into Western PA in the form of loans to fellow residents and entrepreneurs. You can see the positive power of community banking play out every day.

At Enterprise, we have the privilege of serving other Western PA residents and

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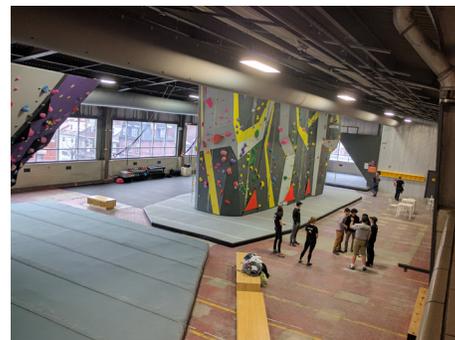
## Ascend: Mountain Climbing in The Wilds of South Side

Ascend is a stunning place to walk into. The first thing you notice is the literal indoor mountain that takes up the center of the 27,000 sq. foot space. It is at once intimidating and inviting, with bright colorful hand and footholds dotting every facet of the massive arching structure. It is joined by 4 more separate walls, all built by Walltopia, a leading manufacturer of climbing walls globally, with each one featuring different angles and heights ranging from 13 to 24 feet.

The facility also features a fully equipped and staffed Yoga center, a childcare center, a retail area with climbing gear, food and beverages, a fitness center for non climbers, locker rooms with showers and free, on site parking. All of this is housed in Pittsburgh's South Side, an epicenter of commerce and

culture for the city.

On Tuesday, March 14th, Ascend climbing gym opened it's doors for the first time. It was the culmination of many years of dreaming and planning and hard work by Alex Bernstein, Paul Guarino and Aaron Gilmore.



A little slice of Ascend.

Alex Bernstein started climbing around 10 years ago. He would climb in Pittsburgh with his father and sister while his mom would spectate. Around a year later, as they were visiting his sister in San Francisco and

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## The Enterprise Financial Service team is always growing. Please join us in welcoming our newest employees, Abbie Altman and Leonora Ciesinski!



Name: Abbie Altman  
Title: RMA in Training

Say hello to one of our newest employees, Abbie Altman! She hails from Wexford, PA and attended college at IUP with a degree in Child and Family Studies.

After graduating, she worked at PNC Bank for over a year before joining us here at Enterprise Bank on March 20th. Abbie is currently working in Credit Review in an effort to broaden her horizons in preparation for becoming an RM Assistant.

So far, Abbie enjoys working for Enterprise. "It seems like there's always work to be done and I like feeling productive and always having something to do and new things to learn." She adds that she really likes her coworkers as well. "Everyone works as a team to get things done."

When she's not at work, Abbie likes to stay active, playing pickup basketball games, spending time with her friends and family, and doing things outdoors.



Name: Leonora Ciesinski  
Title: Credit Review Assistant

Please join us in welcoming Leonora Ciesinski! Leonora joined us on February 27th and is part of Enterprise's Credit Department. She brings with her a rich history of banking expertise, including working at Community Savings Bank for 15 years, Three Rivers Bank in Jefferson Hills, Allegheny Valley Bank, National City Bank and most recently spending 12 years at PNC Bank. She is a Pittsburgh local, having grown up in Lawrenceville and living there for 50 years. She currently lives in Glenshaw and has for roughly 11 years.

Leonora likes working at Enterprise because, as she puts it, "I have no stress when I get home." Also, she loves that she doesn't have to take the bus to get to work anymore. "I can go home for lunch." She says. She also shared that her family says it's one of the best moves she's ever made. In her free time she likes Gardening, going to lunch and spending time with her friends.



With the weather returning to more palatable levels, the runners of Enterprise Bank begin to once again get the itch. For the past 3 years, Enterprise Bank has put together a team of runners to participate in the Pittsburgh Marathon. This year is no different, with all of our runners deep in preparation for the May 7th Marathon Date. Participating this year will be Emily Abt, Ray Brandle, Lori Cestra, Randy Davidson, Joe Fidler, Evan Hayward, Maria Laughlin, Dave Miller, Jay Murgi, Julie Perez, Ryan Simmen and Stephanie Strong. We wish the best of luck to all of them in both their pre-race training and in the Marathon its self



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their families by making loans that help their small businesses purchase equipment, real estate and hire more employees. Whatever the need is, we're there and happy to lend a hand. We also have the honor of serving many of our area's aspiring entrepreneurs through loans, banking and consulting services to help them get started, grow and succeed. We're also working with the next generation of entrepreneurs to help launch their exciting ideas and bring our community into the future. This is local money at work.

During April, which is Community Banking Month, consider where you bank and how your money has the power to make a meaningful impact on our community. From local craftsmen to startups, banking locally connects you to your community and your neighbors and gives everyone a stake in its financial success. Here are a few reasons :

- Community banks respect the communities we serve by doing right by their customers and community. Community banks and local communities have symbiotic relationships—one cannot thrive without the other.

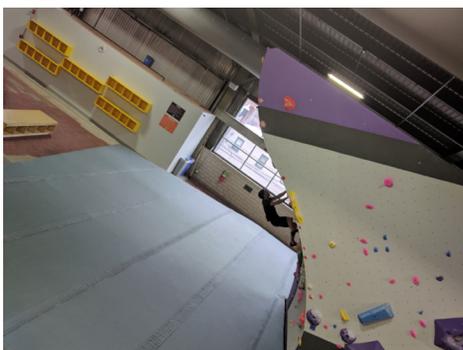
### *Ascend from page 1*

were visiting a climbing gym, his mom questioned, "Why doesn't Pittsburgh have this?" A seed was planted. When Alex returned to Pittsburgh, he started planning. Between the business plans, financing proposals, and looking into real estate options, it was a daunting task. Time passed.

4 years later, after returning to the U.S. from getting his Masters degree in Austria, he wanted to start something new. He wanted to start something that "people get to enjoy in person and they'll leave and can tell people about and smile and have a great time." He wanted to make something tangible and real. The idea of the climbing gym returned. This time he sought out the assistance of fellow climber Paul Guarino and the two were joined shortly thereafter by Aaron Gilmore. Things finally started to come together.

According to Alex, the biggest challenges in putting together the gym have been finding the right real estate/location and the money to make it happen. Finding the right location for the gym was particularly difficult due to its unique nature. Size for a project like this is critical, and

very hard to find, especially in the city. They had a few false starts, including landlords pulling out at the last moment and problematic zoning issues, but they finally settled on a South Side site 3 years in. The gym is funded by a combination of private investments, The Progress Fund and Enterprise Bank, and a loan from the Urban Redevelopment Authority.



Testing the walls on opening day.

"The majority of the time it took was to raise the equity." Says Jay Murgi, Relationship Manager at Enterprise Bank. "They were eager, very eager and they did whatever they had to do to get this to work." Ascend started working with Enterprise in 2013, and Jay was there with them every step of the way. He recalled seeing the location when it was just an empty warehouse with CAD drawings on the walls. Once everything started to take

- Community banks are relationship lenders. They know their customers and understand their financial needs, unlike larger institutions that take a transaction-based approach to banking.

- Community banks understand and celebrate local economies. As small businesses themselves, community banks are a critical resource for entrepreneurs looking to launch a local business. A study from seven Federal Reserve Banks found that small businesses that apply for loans with community banks are the most successful and most satisfied.



Pittsburgh and the Andy Warhol Bridge

Making our community better and stronger is something that we all have a stake in. We hope you will join us in continuing to make Pittsburgh thrive and prosper for years to come!

shape and things actually started to look like the drawings, he was impressed.

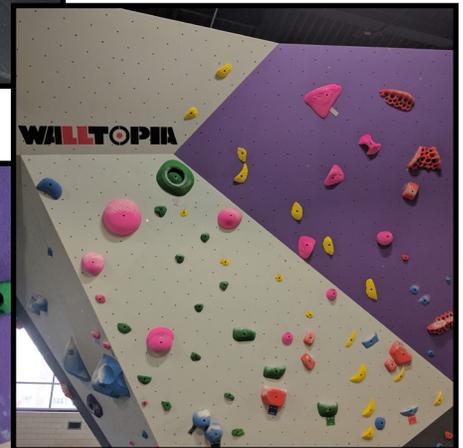
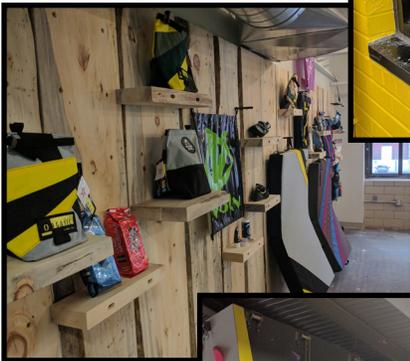
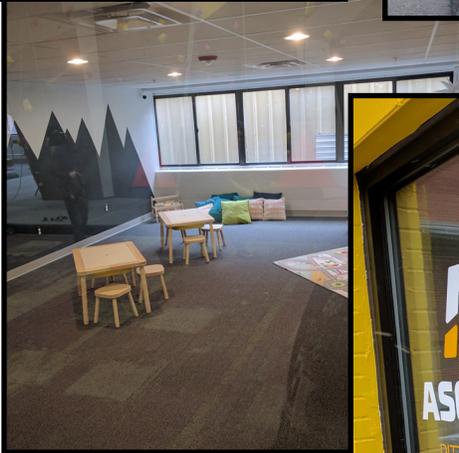
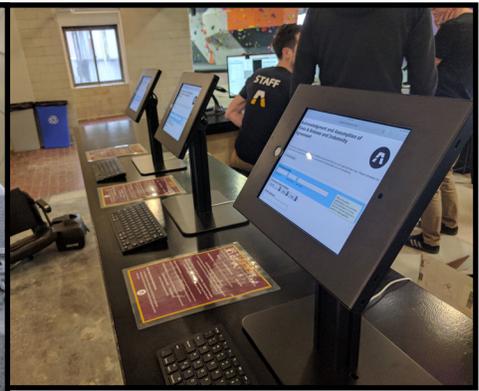
How has it been working with Enterprise? "Awesome." Alex says. "Couldn't have asked for a better bank." He was surprised at the sheer amount of paperwork involved, but shared that working alongside Jay was a pleasure. "The process was not that bad for a loan and a project of this size."

For Alex, the most satisfying part of the journey so far has not only been opening a climbing gym, but finding that it is so much more. "To give people a home and to be a hub for the community, not only the Pittsburgh community but also the south side community and the climbing community, we want this to be this hub of community and awesomeness."

"We've been waiting for this moment." "This is it, this is the dream being realized."

For more on the opening of Ascend, including a video walkthrough of the main floor, please visit our blog at [www.enterprisebankpgh.wordpress.com](http://www.enterprisebankpgh.wordpress.com).





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