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## Twin pizza shop owners in Connellsville rise to The Challenge



*Celeste Van Kirk | Trib Total Media*

Nicholas Keedy, owner of Pizza Louie's at 512 W. Crawford Avenue in Connellsville with his twin brother, Ethan, displays some of their offerings.



By [Karl Polacek](#)

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Pizza Louie's at 512 W. Crawford Ave. on Connellsville's West Side is positioned to prosper once warm weather comes back and the Great Allegheny Passage, located half a block away, fills with hikers and bikers.

The business, owned and operated by twins Ethan and Nicholas Keedy, 21, of Bullsken is also an example of what training through The Challenge Program can accomplish in putting high school students on the path to success. Ethan was involved with the program during his years at Connellsville Area High School and was a two-time community service award winner in TCP.

Ethan, speaking during an afternoon while Nicholas and the

### Pizza Louie's

Pizza Louie's is open from 10 a.m. to 9 p.m., Monday through Thursday; 10 a.m. to 10 p.m. on Friday and Saturday; and from 11 a.m. to 8 p.m. on Sunday. The business sells more than pizza. Salads, sandwiches and Italian specialties are also offered. Take-out orders and delivery are available by calling 724-603-2929.



businesses' employees handled orders, said the twins' time in high school was marked by the passing of their father when they were juniors. Albert Keedy was 56. The elder Keedy was a Connellsville native. He impressed on his children a love for his community. And Ethan took up the challenge of community service while a sophomore in high school. He raised more than \$1,000 for a walkathon.

Ethan said TCP motivated him at a time when he lost his father, teaching him to focus on goals, to accomplish more and to channel his energy.

The twins have already learned how to grow their business and keep customers coming back, even though Pizza Louie's just opened on Sept. 14. Ethan expects business to pick up when the weather gets better and more customers come in off the Great Allegheny Passage. Ethan said they already had as many as a dozen customers who were on the trail, even though it was mid-September before they opened.

Quality is a watchword in the business. Ethan said he believes customers will continue to return if they are given good food made from the best ingredients for a fair price.

"We'd rather make \$1 off 100 customers rather than make \$100 off a single customer," Ethan said.

Ethan is still serving the community while putting in 40 hours at the business and going to Seton Hill University full time with a major in history and a minor in business administration.

He keeps involved in community service. He has focused his energy in Connellsville because he sees the community as rebounding and growing.

"The community has gotten better," said Ethan.

Ethan continues to stay involved in TCP. He speaks at school assemblies, challenging students to beat the marks he set while in high school.

Mary Dreliszak, director of program development and public relations for the challenge program, said the purpose of TCP is to contribute to workforce and economic development by partnering businesses with high school students.

Students are exposed to career opportunities in their own communities. They are challenged to develop good work habits.

Ethan Keedy earned money through the program during his high school years that he gave back to the community. The Keedys' business continues to give back, running specials which help raise money for nonprofit local organizations.

TCP has been introduced to more than 465,000 students around the country and distributed nearly \$2.45 million in awards since it was founded in 2003 by Daniel T. Perkins, owner and CEO of MTS Technologies Inc., according to information provided by Dreliszak.

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