

**Pocono Mountains Chamber of Commerce  
Stroudsburg, PA**

# IMPACT

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# IMPACT

August 2003 VOL. 31, NO. 8

## LEADERSHIP POCONO CLASS OF 2003 HOLDS GRADUATION CELEBRATION

Challenge was the theme of the evening as sixteen members of the Leadership Pocono Class of 2003 gathered for a graduation celebration at Stroudsmoor Country Inn on June 18. More than 60 friends, family members, and Leadership Pocono alumni joined the class as they received engraved crystals and certificates of accomplishment. The class, which numbers 16, is the sixth group to complete the program.

Dr. Rebecca Weidensaul Gigli, Assistant Director of Athletics for Academic Services for Student Athletes at Drexel University, was the keynote speaker. Dr. Gigli challenged the class to stay committed, to keep the lines of communication open and to help develop new leaders.

“Leadership is an art, a performing art, and the instrument is the individual,” said Gigli. “Leaders are made, not born. That’s why programs like Leadership Pocono are so important,” she added.

A subsidiary of the Pocono Mountains Chamber of Commerce, Leadership Pocono, Inc. is the premier community building organization in the Poconos, identifying, developing and supporting leaders for superior community service.

*(Continued on page 3)*



*The Leadership Pocono Class of 2003 recently celebrated their graduation at Stroudsmoor Country Inn. First row, from left: Debbi Bettini of JohnsonDiversey; Sal Lombardo of Adams Outdoor Advertising; Sarah Goodrich of East Stroudsburg University; Patricia Stys of The Shepherd’s Maternity House; and Patti Calandra of Northampton Community College. Second row: Stephen Ferraioli of Pocono Mountain School District; Patricia Pinkowski of Pocono Medical Center; Patricia Reidinger of East Stroudsburg University; Christopher Coro of Northampton Community College; Karen Giaquinto of Good Shepherd Rehabilitation Hospital; and Stacy Goetz of Pocono Medical Center. Top row: Alan Lynch of Pocono Medical Center; Jamie Keener of Buchart-Horn Inc.; Michael Greene of Northampton Community College; and Sharon Sheridan of Paterson Kelley Co. Not pictured is Catherine Leuser of East Stroudsburg Savings Association who also completed the course.*

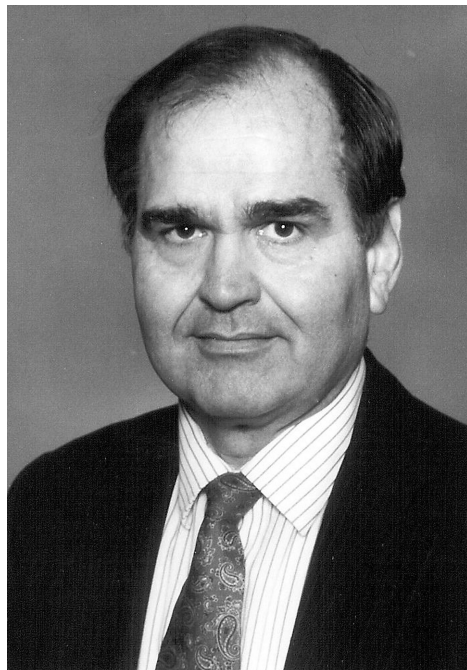
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## From the Chairman of the Board



As the old adage goes: "It pays to advertise." The real question is where can I advertise and reach the right market at a reasonable rate? The answer for business owners is the Pocono Mountains Chamber of Commerce's "For Members Only" mailing.

For many business owners both large and small, advertising can be a major expense. That is why the "For Members Only" mailing is considered a wise choice by many of our members.

Once a month the Chamber does a mass mailing to approximately 1600 members promoting Chamber member businesses. The mailing includes flyers that detail special offers and sales as well as special events. All the Chamber member has to do is provide the correct number of flyers for the mailing and we do the rest. The cost is only \$125. This is truly a low-cost way to promote your business.

Remember only members can advertise in "For Members Only." This is just another great benefit your membership provides. Please take advantage of this wonderful benefit and don't forget to tell non-members. This may be just the incentive they need to join the Pocono Mountains Chamber of Commerce.

-Bruce Denlinger



## Cast of Beatlemania Comes to Balloon Festival

This year a special new attraction will be featured at the Shawnee's Pocono Mountains Balloon Festival. On Saturday, October 18 at 8 p.m. the Broadway cast of Beatlemania will perform with their uncanny recreation of The Beatles and their beloved music. Other musical treats for the Balloon Festival include Friday night, which will feature the Pixie Chicks and their "Fifty Years of Rock" show, and on Sunday from 2-4 p.m. musical entertainment will be headlined by the McWilliams Brothers.

The Chamber is continuing to seek sponsors, vendors, exhibitors, entertainers and volunteers for the event, which will be held at the Shawnee Inn & Golf Resort from October 17-19. The event will feature local quality talent including strolling performers, top-notch musicians and crafters as well as balloon launches and fireworks. Current sponsors include PPL and Banko Beverage Company.

For more information call 421-4433 or visit the Web site at [www.poconoballoonfestival.org](http://www.poconoballoonfestival.org).

### August 2003 Calendar of Events

- August 1...**Legislative Committee  
8 a.m. - PMCC
- August 5 ...**Women in Business Steering Committee  
12 noon - PMCC
- August 6...**New Member Breakfast  
8 a.m. - PMCC
- .....Membership Committee  
4 p.m. -PMCC
- August 11...**Business Card Exchange  
5 to 8 p.m. - Chateau Resort & Conference Center
- August 12...**Leadership Pocono Steering Committee  
8 a.m. - PMCC
- .....Women in Business Luncheon  
Noon - Northampton Community College (Monroe Campus)
- .....Culinary Committee  
4 p.m. - PMCC
- August 13 ..**Economic Development Committee  
8 a.m. - PMCC
- August 14...**Pocono Plateau Committee  
8 a.m. - Pocono Manor Inn
- August 15 ..**Monthly Breakfast  
7:30 a.m. - Cameltop Lodge
- August 18...**Quality of Life Committee  
8 a.m. - JR's Green Scene
- August 19...**Small Business Development Committee  
Noon - PMCC
- August 20...**Executive Committee  
Noon - PMCC
- August 22...**Environmental Committee  
8 a.m. - PMCC
- August 25...**West End Committee  
8 a.m. - Western Pocono Library
- August 26...**Board of Directors  
11 a.m. - Best Western Pocono Inn
- August 28...**HR Committee  
8:30 a.m. - PMCC

## Marketing Seminar Series

Monroe County Career & Technical Institute and G2 Integrated Marketing, in conjunction with the Pocono Mountains Chamber of Commerce, will be presenting a series of seminars covering a wide range of marketing topics. The programs will be conducted by Gaetan Giannini, president of G2 Integrated Marketing and adjunct professor of marketing at ESU. Topics will include the basics of marketing; target marketing; promotions & PR; and advertising for business. The series will conclude with a "Meet the Media Mixer" where representatives from various local media outlets will discuss the benefits and strategies for advertising with different types of media, followed by a networking reception. Business owners, entrepreneurs, marketing professionals and sales people are encouraged to attend. For more information, please contact Parviz "Peter" Alasty at 570-421-4433.

## Ribbon Cuttings

(Continued)

### West End Billiards



Jose Garay, James Yocum and staff were present at the ribbon cutting of West End Billiards in Brodheadsville. The room consists of sixteen Brunswick tables, one heated billiard table and three ping-pong tables. (Photo courtesy of Pleasant Valley Sports Report.)

## Meadowbrook Inn & Riding Club Hosts Business Card Exchange



Over 200 Chamber members and their guests gathered at Meadowbrook Inn & Riding Club in Tannersville for the July Business Card Exchange. In addition to savoring outstanding hors d'oeuvres like crab and tuna appetizers, marinated beef on skewers and various gourmet cheeses, the attendees relished in the ambiance of this beautifully renovated inn while enjoying networking opportunities.

The August Business Card Exchange is scheduled from 5:00 to 8:00 p.m. on Monday, August 11, at the Chateau Resort & Conference Center. For more information or to make reservations, see the flyer in this issue of *Impact*.

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## 24<sup>th</sup> Annual Quality of Life Golf Tournament

The Quality of Life Committee of the Pocono Mountains Chamber of Commerce picked a beautiful and sunny day to hold its 24<sup>th</sup> Annual Golf Tournament. The location, Skytop Lodge, provided a plush and challenging golf course, an exquisite meal, and exceptionally friendly and professional service.

The tournament was limited to one hundred twenty golfers due to space restrictions; we apologize to those individuals who could not be accommodated this year and hope they sign up early for next year's event.

Golfers arrived around noon for registration and to receive "goodie" bags that included tickets for a hot dog and soda, and a free raffle ticket. At 1 p.m. the pro at Skytop, Brian Boyle, gave golfers the tournament instructions and sent them to their starting holes. Participants completed their round at about 6 p.m. and had the chance to relax with some fresh fruit, cheese trays, beer, wine and



Emcee Bill Cramer hands out door prizes at the Quality of Life Golf Tournament.

assorted beverages. At 7 p.m. dinner was served, with a choice of Prime Rib Au Jus or Salmon Roast.

Paul Schuchman, Chairman of the Quality of Life Committee, opened the program with a history of the tournament. He was followed by Gene Dickison who delivered a heart-moving prayer in memory of Coral Washburn. After dinner, Bill Cramer emceed an evening of fun and prizes.

Prize donors included: AAA Moving & Storage, Barley Creek Brewing, Brandli's Pizza & Italian Restaurant, Buchart Horn/Basco Associates, Bushkill Falls, Caesars Pocono Resorts, Callie's Candy Kitchen, Camelback Ski Area, Elevations Health Club, East Stroudsburg University, Fernwood Resort, Friendly's, Great Bear Golf & Country Club, Hideaway Hills Golf Club, Just Cigars, Kenbro Soccer, Monroe County CareerLink, Monroe County Job Training, Mountain Manor Country Inn, Odd Lot Outlet, Parker Oil Co., Patterson-Kelley, Penn Security Bank & Trust Co., Play it Again Sports, PNC Bank-E. Stroudsburg, Pocono Candle Works, Inc.,

Pocono Environmental Education Center, Pocono Family YMCA, Pocono Personnel, Pocono Produce, Pocono Real Estate Academy, Sarah Street Grill, Senator James Rhoades, Shawnee Inn & Golf Resort, Split Rock Resort, State Senator Lisa Boscola, Stroud Mall, Stroudsmoor Country Inn, Tannersville Inn, The Crossings Factory Stores, Whitewater Challenger, YMCA. The sponsors were: Aventis Pasteur, Inc., Bankers First Mortgage, Blakeslee Inn & Restaurant, Blue Cross of NEPA, Bob's Garage, Buchart-Horn/Basco Assoc., C&M Home Builders, Inc., Caesars Pocono Resorts, Career Development and Employment, LTD, Cramer, Swetz & McManus, PC, Double M Productions, East Stroudsburg Savings, EHD Insurance, Hagy Insurance, Harry A Mullins Insurance, Homestead Land Services, Law Offices of Jane Roach, Lessig Oil & Propane, Lombardo & Lipe, Mario Scavello, Michael Baxter & Assoc., Monroe County CareerLink, Nazareth National Bank, Ni Claus Engineering, North



One of the foursomes enjoying the beautiful summer day on the links: from left, Dennis Mooney, Bob Howes, Jeff Gilbert and Chuck Ni Claus.

Penn Savings & Loan, Northampton Community College, Oakridge Construction, Odd-Lot Outlet, PEACE Inc., Penn Hills Resort, Penn Security Bank & Trust, Peppe's Ristorante, Pocono Community Bank, Pocono Record, PPL Electric Utilities, Precision Homes, RKR Hess Associates, Ralph Pope Productions, Spread Eagle Assoc., Spring Hill Realty, Stroudsburg School of Cosmetology, The Copy Corner, Inc., West End Physical Therapy, Young, Upright, Catina & Parker, LLP, and Youth Employment Service.

Tournament winners were: Championship Flight (63) – Bill Cramer, Craig Scott; 1st Flight (76) – Andy Sterner, Mike Berroton; 2<sup>nd</sup> Flight (84) – Mark Lasewicz, Ron Pennell. Congratulations to the winners, and a thank you to the sponsors, gift donors and all the volunteers for their assistance in making this day so successful. The proceeds from this event will be donated to Quality of Life programs within the Pocono region, which will be decided on by the Quality of Life Committee in the near future.

## New Member Breakfast

Representatives from new member businesses have the ongoing opportunity to attend New Member Breakfasts at the Pocono Mountains Chamber of Commerce offices.

At each of these events, Membership Director Angela Nixon is on hand to welcome the new members and give a brief presentation about the Chamber and the benefits of membership.

Even if you are not a new member, you are invited to a New Member Breakfast to learn more about the Chamber and how to get the most from the membership benefits available to you. Call Angela Nixon at (570) 421-4433 for more information.

## LEADERSHIP POCONO

(Continued)

The program runs from September through June and consists of a 1½-day opening retreat followed by monthly weekday seminars/workshops that are held from 11 a.m. to 5 p.m. Topics include team building skills, leadership skills, government, human services, quality of life, economic development, education, media, and business.

Members of the Class of 2003 include Debbi Betini of JohnsonDiversey; Patti Calandra, Christopher Coro and Michael Greene of Northampton Community College; Stephen Ferraioli of Pocono Mountain School District; Karen Giaquinto of Good Shepherd Rehabilitation Hospital; Stacy Goetz, Alan Lynch and Patricia Pinkowski of Pocono Medical Center; Sarah Goodrich and Patricia Reidinger of East Stroudsburg University; Jamie Keener of Buchart-Horn, Inc.; Catherine Leuser of East Stroudsburg Savings Association; Sal Lombardo of Adams Outdoor Advertising; Sharon Sheridan of Patterson-Kelley Co.; and Patricia Stys of Shepherd's Maternity House.

For more information about the Leadership Pocono program, contact the Pocono Mountains Chamber of Commerce at (570) 421-4433, or visit the Leadership Pocono Web site at [www.leadershippocono.com](http://www.leadershippocono.com).

## Members in the News

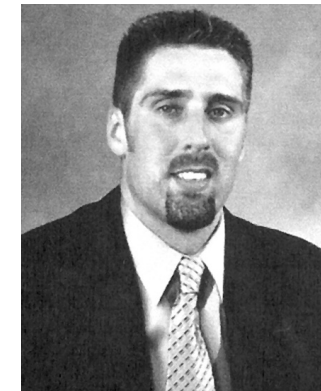
Kathy L. Christman, a Brodheadsville resident, has joined the Stroudsburg branch office of **Engle-Hambright & Davies** as an account executive for commercial lines.

**Lehigh Valley International Airport's** Las Vegas service will be replaced by a new service operated by Southeast Airlines. This will be a one-stop through Rickenbacker International Airport in Columbus, Ohio. Additionally, the number of flights offered by the airport's Southeast Airlines to Florida will increase from 34 to 52.

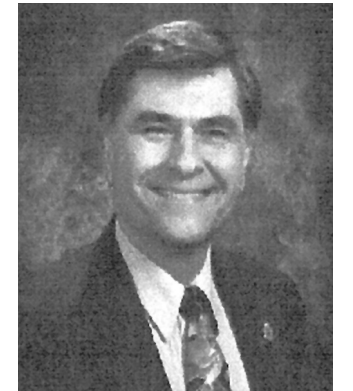
Two new Commercial Specialists have just joined **Michael Baxter & Associates Commercial Real Estate** in Tannersville. They are Brian Coyne and John H. Davis. Both completed their real estate training at the Pocono Real Estate Academy.

Linda Werkheiser, LPGA Master Professional at **Mountain Manor Inn and Golf Club**, has been recognized as the LPGA's 2002 Northeast Section Professional of the Year. She has also been nominated one of the Top Fifty Teachers for Golf For Women Magazine.

The **Retired and Senior Volunteer Program of Monroe County (RSVP)** has expressed its thanks for all the volunteers honored at the **Pocono Medical Center's** annual volunteer luncheon this past April. RSVP is actively seeking volunteers for several needs throughout our community, including a volunteer to accompany a senior resident on walks; to help those throughout the county with grocery shopping; and for light clerical duties.



Brian Coyne



John H. Davis

## Pocono Mountains Chamber of Commerce Environmental Committee 2003 SAVE OUR PLANET AWARDS

Nominations for the 2003 Save Our Planet Awards will be accepted through November 7, 2003. For more information on these awards, please see this issue of *Impact*.

## Ribbon Cuttings



### Cybermane

Charlene Blacer and staff held a ribbon cutting to celebrate the grand opening of Cybermane in Stroudsburg. The business is a full-service salon with a boutique shop, specializing in hair additions as well as custom hair and breast prostheses for the medical client.

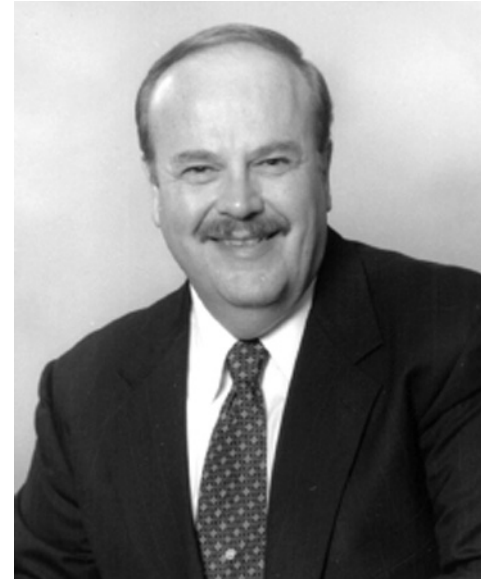
### La-Z-Boy Furniture Galleries



Francis J. Hager Jr. and staff celebrated the Grand Opening of this new generation of La-Z-Boy Furniture Galleries in Stroudsburg that features 15,000 square feet of living room, family room, reclining and leather furnishings, along with an amazing display of accessories for every room of the home.

*(Continued on page 9)*

## From the President



On July 1, 2003, Coral Washburn passed away due to complications from a liver transplant procedure. Coral had been with the Chamber since 1999 and her title was Vice President/Communications Manager. During this time, I had come to know this remarkable woman as she assisted me in managing our Chamber of Commerce. Her commitment and dedication to the Chamber's mission and goals were extraordinary and she performed her duties at the highest level of professionalism. Her community involvement was equally extraordinary, as she was involved with numerous organizations in the county that assisted many of our citizens. She was a true humanitarian and she exemplified herself as someone who genuinely cared about people.

There are times in our lives when we question our unfortunate circumstances, or those that affect our friends and loved ones. Coral never uttered a complaint about her cancer and the fate that it may cause her. She accepted her condition with dignity and courage and she was confident that she would see her way throughout this ordeal. Unfortunately, this never occurred.

Personally, I am thankful for the opportunity to have worked with Coral Washburn for the past four years. It is not often in one's life that you meet someone like her and although she is no longer with us, her contributions to our community will have a lasting effect. She was my colleague and a very good friend. She will be sincerely missed, but never forgotten.

*-Robert Phillips*

## Raymond James Financial Services Hosts June Breakfast

Raymond James Financial Services, Inc. in Stroudsburg hosted June's Monthly Breakfast at The Clarion Hotel in Stroudsburg. The speaker, Anthony Diaz, discussed the variety of services that Raymond James has to offer and upcoming seminars. Raymond James Financial Services has fifty-two financial advisors.

The special program was presented by Frankie's Lighthouse, a multi-sensory interactive play center for children with special needs. This business, which opened in September 2002 in Tannersville, will soon move to a new location. Frank and Nery Multilitis described Frankie's Lighthouse as being a place where parents can interact with their children in a safe, comfortable environment to help facilitate their child's development.

The August Monthly Breakfast, scheduled for 7:30 a.m. on Friday, August 15 at Cameltop Lodge (at the top of Camelback Mountain), will be sponsored by Access Office Electronics, Inc. The special program will be provided by the American Red Cross.

For more information or to make a reservation, see the flyer in this issue of *Impact*.



*Attending the Monthly Breakfast in June are, from left, Peter Alasty, Nery Mutilitis, Anthony Diaz and Frank Mutilitis.*

## Membership Anniversaries

### 20 Years

Liberty Homes Custom Builders

### 15 Years

A Pocono Country Place  
The Salvation Army

### 10 Years

Atlantic Communications Group Inc.  
Gateway Abstracts Inc.  
Resorts USA Inc./Fernwood Hotel & Resort

### 5 Years

Bruce's Chimney Service Inc.  
Castiglione Fireworks Co.  
Citizens Bank of Pennsylvania,  
Brodheads ville  
Hagerty's Apts Too  
Mortgages First Associates LLC  
Penn Security Bank & Trust Company  
Pennstar Bank Tannersville  
Pocono Real Log Homes  
Roofing & Building By Bruce Inc.  
Swiftwater Supply Inc.  
Technigraphics

**Congratulations!**

## Women in Business Luncheon Features Young, Upright, Catina & Parker

Dorota Gasienica-Kozak of Young, Upright, Catina & Parker was the guest speaker at July's Women in Business Luncheon held at Northampton Community College. Gasienica-Kozak discussed estate planning, wills and powers of attorney.

The August Women in Business Luncheon is scheduled for noon on Tuesday, August 12 at Northampton Community College's Monroe campus located at Old Mill Road in Tannersville. The event will feature a presentation by Laura Goss of the Monroe County Arts Council about "Arts in Monroe County."

For more information or to make a reservation, see the flyer in this issue of *Impact*.



*Women in Business Chair Debi Cope, left, poses with Dorota Gasienica-Kozak of Young, Upright, Catina & Parker.*

## In Memoriam



Coral Washburn

## Welcome New Members

*These new members are not listed in the 2003 Membership Directory & Buyers Guide.*

*Please be sure to add this page to your copy of the Directory.*

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