

Pocono Mountains Chamber of Commerce
Stroudsburg, PA

IMPACT

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Printed on recycled paper.

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POSTAGE PAID AT
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IMPACT

April 2004 VOL. 33, NO. 4

EXPO 2004 Sees Huge Turnout

The 17th annual EXPO, held at East Stroudsburg University on March 10 and 11, saw enthusiastic crowds of thousands.

Attendees met with representatives of over 175 businesses and organizations, and also received our signature high-quality canvas tote bags imprinted with the names of EXPO sponsors and free giveaways. Thanks go to our major sponsor- ESSA Bank & Trust and EXPO's other sponsors who include Advanced Business Equipment, ClearChannel Radio, East Stroudsburg University, Herbert Rowland & Grubic Inc., Journal of the Pocono Plateau, Liberty Custom Home Builders, Nassau Broadcasting, NEPA Federal Credit Union, Niclaus Engineering Corp., Northampton Community College, Penn Security Bank & Trust Co., PenTeleData, Pocono Health System, Pocono Produce, PPL, Popish Inc., Priority Financial Group, and Wilkes-Barre/Scranton International Airport. Thanks go out also to the US Army Recruiting Office in Stroudsburg for their color guard; singer Tassy Gilbert;



EXPO 2004 Ribbon Cutting

Franklin Hill Vineyards; Blue Ridge Communications for hanging the EXPO banner; and the various dignitaries and individuals who showed up at the ribbon cutting including Dr. Robert Dillman, Rep. Mario M. Scavello, Rep. Kelly Lewis, Commissioner Robert Nothstein, Commissioner Donna Asure, Commissioner Suzanne McCool, Rep. Thomas M. Tigue, Gary Olson of ESSA Bank & Trust, John Casella of CareerLink, Robert Ugucioni of the Pocono Mountains Vacation Bureau, Chairman of the Board Matthew Connell and Chamber President/CEO Robert Phillips, IOM.

Booth award recipients included Best of Show, Pocono Medical Home Care; Best Booth Promoting Education, Monroe County Public Schools; Best Non-Profit Booth, Tobacco-Free Coalition of Monroe County; Most Creative Booth, BOBHAY.com, and Most Interactive Booth, Nassau Broadcasting.

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From the Chairman of the Board



Wow, the year is going by very quickly! It seems like yesterday that we celebrated the Winter Festival and Culinary Celebration of the Poconos. By the time you read this, we will have completed one of our shining jewels – EXPO. I hope you had the chance to visit the program and/or participate in it.

Over 80% of our membership is made up of small businesses (we define small businesses as organizations with a yearly gross sales of less than \$2 million and fewer than 10 employees). These businesses are the backbone of our economy and our organization. I have had the pleasure of visiting with a few small business owners over the past month. My intent was to listen to their stories and to understand what their needs are. I heard over and over again that they join the Chamber because of a variety of factors. Among them are: networking; the Chamber serving as an advocate for their needs locally, statewide and nationally; altruism; and access to affordable health care insurance. Honestly, I was working on the theory that access to affordable health care insurance was a primary reason; I learned that this is NOT the case. It is one of the reasons, but not the sole reason. I was pleased to hear this as it reinforced for me that our members care about our community and see the Chamber as their vehicle to participate in making our community a better place to do business and in which to live. How about you? What do you get out of membership in the Chamber? How can we better serve you? I am anxious to hear the answers to these questions. I can always be reached at 570-688-2466 or by e-mail at mconnell@northampton.edu. I look forward to your thoughts and feedback.

In looking ahead, the Board will participate in a retreat in April (in lieu of our April Board meeting). We will be discussing the role of the Board and its members. Our goal is to have a plan in place that will map out effective use of our Board members to help the Chamber and to benefit them. We will keep you informed of this as it moves along.

-Matthew Connell

April 2004 Calendar of Events	
April 2.....	Legislative Committee 8 a.m. – PMCC
April 6.....	Women in Business Steering Committee 2 noon – PMCC
April 7.....	New Member Breakfast 8 a.m. – PMCC
.....	Membership Committee 4 p.m. – PMCC
April 8.....	Pocono Plateau Committee 8 a.m. – Mt. Pocono Borough Office
April 12.....	Education Committee Noon – Monroe County CareerLink
.....	Business Card Exchange 5:00 p.m. – Crescent Lodge
April 13.....	Leadership Pocono Steering Committee 8 a.m. – PMCC
.....	Women in Business Luncheon Noon – The Downs at East Stroudsburg
April 14.....	Economic Committee 8 a.m. – PMCC
April 16.....	Monthly Breakfast 7:30 a.m. – Chateau Resort & Conference Center
April 19.....	Quality of Life Committee 8 a.m. – JR's Green Scene
April 20.....	Small Business Development Committee 8:00 a.m. – PMCC
April 21.....	Executive Committee Noon – PMCC
April 22.....	HR Committee 8:30 a.m. – PMCC
April 23.....	Environmental Committee 8 a.m. – PMCC
April 26.....	West End Committee 8 a.m. – Western Pocono Library
April 27.....	Board of Directors 11 a.m. – Best Western Pocono Inn

Pocono Mountains Chamber Offering Seminar on “Protecting Your People Assets”

The Pocono Mountains Chamber of Commerce will present “Protecting Your People Assets” on April 22, 2004 from 5:30-9:00 p.m. at Monroe County CareerLink in Tannersville. This seminar, taught by WRH Assessments, will cover techniques for reducing turnover, hiring and promoting the right people, creating a motivating workplace, and more. The charge is \$10 per person. Advanced registration is required by calling Miriam Conway at the Pocono Mountains Chamber of Commerce, at 570-421-4433. For directions to CareerLink call (570) 620-2850.

Members in the News

East Stroudsburg University will join Carnegie-Mellon University, the University of Pittsburgh, Pennsylvania State University and Lehigh University in a two-year pilot project to encourage and assist entrepreneurial students working on cyber security projects. The project is being funded by the PA Department of Community and Economic Development and coordinated through the Pittsburgh Digital Greenhouse. Each participating university will receive \$40,000 over two years in Cyber Security student project support.

Joan Fitzgerald Real Estate's Realty Resource Associates at Saw Creek recently held their annual year end ceremony to congratulate their agents and staff. Award recipients honored included Realtor of the Year, Cathy Schito; and Transaction of the Year, James Hammesfahr.

Kittatinny Canoes of Dingman's Ferry will hold several special events in the spring and summer, including Learn to Canoe Days, Mother's and Father's Day specials, a Wildflower and Wildlife Tour, and Learn to Kayak Days.

Lehigh Valley International Airport saw its busiest January in the airport's history. Management attributes this to a strong leisure travel market bolstered by low-fare carrier Southeast Airlines.

Office Direct's manager of the Restaurant Point of Sale Division, Ed Flynn, attended seminars at The International Renaissance Convention Center. Topics covered included wireless tableside ordering systems featuring handwriting recognition. Lee Leonard, Service Manger, has attained certification from Canon U.S.A. in V-2 fax, photo printing and digital printing.

The **Pocono Environmental Education Center** will offer workshops and events for this month, including a Leap Into Spring



Pocono Medical Center broke ground on a new cardiac care facility.

Tannersville Inn Hosts Business Card Exchange

More than 200 Chamber members and their guests gathered at the Tannersville Inn for the March Business Card Exchange. In addition to a superb array of food, participants enjoyed networking opportunities.



The April Business Card Exchange is scheduled from 5:00 to 7:00 p.m. on April 12 at Crescent Lodge, Route 191 in Paradise Valley. For more information or to make reservations, see the flyer in this issue of *Impact*.

Family Nature Weekend, a Spring Hiking Trek, Magic of Spring in the Poconos, and Earth Day Family Festival.

Pocono Healthy Communities Alliance will hold a grand opening this month for PoconoInfo, a comprehensive health and human service Web-based information and referral system. Demonstrations take place at the grand opening which is being held at the Monroe Eastern Public Library.

Pocono Medical Center recently broke ground on its new cardiac care center. An estimated 1,500 patients travel outside of Monroe County for heart procedures every year and this facility brings cardiac care closer to home.

Shawnee Academy will run Wordsworth Facility at Shawnee. Wordsworth, a residential and day treatment facility on eight acres, has approximately 70 youth in residence at the Shawnee Residential Treatment facility and over 150 day students.

Lisa Cardwell of **Smith Barney's** Stroudsburg office has obtained her Certified Financial Planner certification which enables her to focus on comprehensive financial planning for businesses and individuals. Cardwell is a financial consultant and has been with Smith Barney since 1997.

Weichert, Realtors has announced the top agents for 2003 are Judi Keristan, Top Listing Associate in units; Gheorghe Minga as Top Listing Associate in volume; Joseph Marzzacco, Top Sales Associate in units; and Teresa Mickens as Top Sales Associate in volume. Sales associate Tony Li has been inducted into the Weichert Real Estate Affiliates, Inc. Executive Club.

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Meet the Directors

Karen Goumakos is the General Manager for Adams Outdoor Advertising in Stroudsburg. She was last year's Wings Award recipient, an honor reserved for those who demonstrate growth and market improvement. Karen is also a current member of the Board of Directors. Her interest in the Chamber's purpose and mission came about when she moved to Adams' Stroudsburg office in 2001. "I was immediately impressed with the vitality of the Pocono Mountains Chamber of Commerce," she says. "I had been involved with three Chambers...and none had the level of commitment and energy that I experienced with this Chamber." She especially likes that the Chamber helps keep business owners up-to-date on legislative issues, and helps local businesses grow through its wide range of networking opportunities. Of particular interest to her is the Leadership Pocono program. "We are experiencing tremendous growth in our region and we must prepare tomorrow's leaders to help us grow in the right direction," she notes. Karen has an MBA from the University of Pennsylvania, Wharton Business School. She lives in Allentown.



Karen Goumakos

Golf Tournament Set for June 30

The annual Quality of Life Golf Tournament will be held on Wednesday, June 30, 2004 at Skytop Lodge. Registration begins at 12 noon on June 30 and wraps up with dinner and awards at 7:00 p.m. The event will be a two-person team scramble format at \$115 per person. The cost includes greens fees, carts, a hot dog lunch, cocktail hour, wine, beer and dinner. A variety of sponsorships are available for this event, which will be held in memory of Coral Washburn. For more information, please contact John Casella at CareerLink at (570) 620-2960.

HR Breakfast

Craig H. Pontz was guest speaker at the February HR Breakfast held at the Best Western Pocono Inn. Pontz, who is Chief of Unemployment Insurance Adjudication Services at the Bureau of Unemployment Benefits and Allowance, discussed reducing unemployment compensation costs.



Ribbon Cuttings Catina & Parker, LLC

Janet Catina, Mary Louise Parker and staff recently held a ribbon cutting for Catina & Parker LLC, the first female-owned law firm in the county, located on Sarah Street in Stroudsburg.



Pocono Family YMCA

Chuck Motson and staff recently attended the grand re-opening of the Learning and Caring center following a six-month renovation to serve infants and toddlers.



The UPS Store

Dorothy A. Mall and staff held a grand opening for The UPS Store in East Stroudsburg, which provides mailing and shipping services, fax service, notary, passport photos, and money orders.



CareerFest at EXPO Well-Attended

The Chamber's Education Committee held CareerFest on March 10 at EXPO 2004 which took place at East Stroudsburg University. Over two sessions, thirty-five speakers presented 14 career topics to the 402 students who attended. Our thanks to the CareerFest subcommittee for a successful event to benefit students in our local schools.

New Member Breakfast

Representatives from several new member businesses attended the New Member Breakfast on March 3 at the Pocono Mountains Chamber of Commerce offices.

Vice President/Business Development Peter Alasty and Membership Director Val Vigliotti were 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. For more information call Val Vigliotti at 421-4433.



East Penn Financial Group - MetLife

Daria Wielebinski. This financial services business provides auto and disability income insurance, estate analysis, life insurance, asset allocation services, and more. The company is located in Allentown. Phone: (610) 398-0100. Fax: (610) 391-7216.

Electric Ink, Ltd.

Karl F. Barndt. Electric Ink provides business marketing and advertising services, including writing, graphic design, illustration, Web design, e-commerce and consulting. The company is located in Kunkletown. Phone: (610) 381-5867. Fax: (610) 381-3910.

Innovative Mortgage Group

Charles Marzacco. This Brodheadsville company offers real estate mortgages; residential, commercial, construction and mixed-use financing; purchase and refinancing; debt consolidation loans and home equity lines of credit. Phone: (570) 402-4971. Fax: (570) 402-4973.

Mid-Atlantic Communications

Chris Jackson/Robert Dominick

Based in Avoca, this is a full service telecommunications company. Professionals at Mid-Atlantic Communications analyze call flow and make recommendations to streamline flow and improve customer satisfaction by applying the latest innovations in digital technology. Phone: (800) 765-2260. Fax: (570) 451-1190.

Youth Appreciation Day Luncheon

The Pocono Mountains Chamber of Commerce's Education Committee will sponsor the 2004 Youth Appreciation Day Luncheon. The event will be held on Tuesday, May 25, 2004 at the Clarion Hotel Ballroom in Stroudsburg at 12 noon. This event honors students from area high schools, recognizing those who have overcome significant challenges to achieve success. The cost is \$15 per person. We are seeking sponsors for the students' lunches. Reservations must be made by May 19, 2004. Please join us to help honor these outstanding young people. Call 421-4433 for more information or see the flyer in this issue of *Impact*.

Right Reason Technologies

Tom Schmitt/Martie Telepo. Located in East Stroudsburg, this company provides Web-based training solutions, specializing in business training and education solutions from professional development to compliance. Phone: (570) 422-7950. Fax: (570) 422-7910.

River Rock Creative Group

Gene Abbazio. River Rock Creative Group, in Stroudsburg, customizes residential homes and property. Phone: (800) 933-7724. Fax: (570) 426-9208.

Smith, Ford & Associates, P.C.

Thomas F. Ford, Esq. This firm, located in Wilkes-Barre, concentrates exclusively on representing businesses by litigating cases such as shareholder disputes, employee claims, trade secrets, etc. The firm also helps clients implement preventive measures to protect their businesses from these sorts of claims. Phone: (570) 820-7845 or (800) 728-1406. Fax: (570) 820-8444.

Former Chamber Chairman Receives Gavel



Past Pocono Mountains Chamber of Commerce Chairman of the Board Bruce Denlinger (center) receives the traditional gavel from current Chairman of the Board Matthew Connell (left) and Chamber President/CEO Robert Phillips, IOM (right).

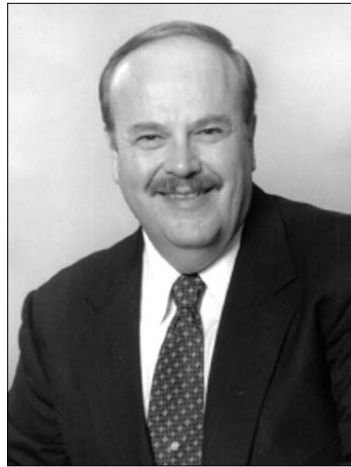
Restaurant of the Month B&G's 18301 Café

Opened in October 2003, this restaurant on Crystal Street in East Stroudsburg specializes in daily cuisine including "Italian Tuesday" (Spaghetti with Meatballs and other fine Italian dishes), Hands on Wednesday (BBQ Ribs or BBQ Chicken), All You Can Eat Thursday (choice of fried chicken or beer battered cod), and on Friday, a choice of 18301's Slow Roasted Prime Rib or a seafood entrée. Each special comes with its own fixings. Co-owners Brenda Leap and Gary Leap (sister-in-law and brother-in-law) are natives of the East Stroudsburg area. Gary is also the chef. 18301 Café is open seven days a week. It also offers catering services, with facilities available Saturday, Sunday, and Monday evenings for parties or functions for under 50 people.



EXPO 2004 Booth Award Winners

From top left, the EXPO 2004 booth award winners were: Best of Show, Pocono Medical Home Care; Best Booth Promoting Education, Monroe County Public Schools; Best Non-Profit Booth, Tobacco-Free Coalition of Monroe County; Most Creative Booth, BOBHAY.com, and Most Interactive Booth, Nassau Broadcasting.



From the President

Our signature event, EXPO 2004, has finally come to a close. I was happy to see so many individuals from our community and beyond attending EXPO and I know there were untold benefits for the participating businesses and organizations. My heartfelt appreciation to all our event sponsors and exhibitors. I also want to thank the Chamber staff and the volunteers on our EXPO committee, who were dedicated to seeing that the seemingly-endless stream of details were taken care of to pull off this important event.

Our next big events are the Youth Appreciation Day Luncheon and the Quality of Life Golf Tournament. Held every year, these events reach out to the community and support worthy causes; in the first case, a recognition of students in our local schools who have overcome tough challenges, and in the second, to help support both the Coral Washburn Memorial Fund of Leadership Pocono and other causes that will further strengthen our community. I hope you will join me in supporting these events.

Additionally our Legislative Committee has been very involved in current legislative issues in Harrisburg that have a direct effect on our community and our membership. As these issues develop we will keep our membership informed on their outcome as well as on the Chamber's participation in these issues.

-Robert Phillips, IOM



Monthly Breakfast host SkillsUSA-VICA Council staff, shown with Chamber President Robert Phillips IOM (third from left).



The special program was presented by VIABL. From left, Chamber President Robert Phillips IOM; Mary Lou Phillips and Cindi Starner of VIABL; and Gene Dickison.

Skills USA - VICA Council, Monroe Career & Technical Institute Host February Breakfast

Skills USA-VICA Council and the Monroe Career & Technical Institute hosted February's Monthly Breakfast at the Best Western Pocono Inn in Stroudsburg. Speaker Bob Black reported that SkillsUSA-VICA Council is a national organization serving students in industrial, technical and health occupations and provides opportunities for students to develop leadership skills and positive work attitudes. SkillsUSA works with all school districts to offer career-focused education and industry partnership.

The special program was provided by Visual Impairment and Blindness Services (VIABL). Cindi Starner, Social Service Coordinator, reported that VIABL is a 75-year old non-profit organization. VIABL offers enhanced opportunities for independence and improved access to the community for blind and visually impaired individuals. Chamber President and CEO Robert Phillips, IOM was instrumental in opening a VIABL office in the Loder Building in East Stroudsburg, due to his wife's need for these services.

The April breakfast, scheduled for 7:30 a.m. on April 16, will be held at the Chateau Resort & Conference Center and hosted by Fraser Advanced Business Systems. The special program will be provided by Pocono Lutheran Village.

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

Women in Business Luncheon

The March Women in Business luncheon was held at the Best Western Pocono Inn in Stroudsburg. Vickie Mavis of HR Synergy Solutions presented part two of "Time Management." The April Women in Business Luncheon will be held on April 13, 2004 at noon at The Downs in East Stroudsburg, when the Northeast Pennsylvania Transplant Support Group will give a presentation on organ donation.

For more information please call Miriam Conway at 421-4433.



Tom Hackett, of HR Synergy Solutions, poses with Vickie Mavis of HR Synergy Solutions (left) and Women in Business Committee Chair Michelle Bisbing (right).

Membership Anniversaries

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Edinger Construction Co.

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Grant Homes, Inc.
Kentucky Fried Chicken

20 Years

Northampton Community College Monroe Campus
Nancy V. Perretta
ServiceMaster Cleaning & Restoration

15 Years

Liz Claiborne Holdings, Inc.
Marshalls Creek Chiropractic
Louis D. Powlette, Attorney at Law

10 Years

Chic's Lamp & Picture Frames
Kettle Creek Environmental Fund
Same Day Delivery Service, Inc.

5 Years

Baskets By Design
IKON Office Solutions
Mike Kethley Drywall
One Source Staffing Solutions
Shirley Futch Plaza
Spring Hill Realty, Inc.

Congratulations!

Welcome New Members

These new members are not listed in the 2004 Membership Directory & Buyer's Guide. Please be sure to add this page to your copy of the Directory.

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