

## **THE GREATER POCONO CHAMBER OF COMMERCE 24th ANNUAL EXPO SPONSORED BY GEISINGER/GEISINGER HEALTH PLAN**

The Greater Pocono Chamber of Commerce's Expo was held on March 9 and 10 at East Stroudsburg University's Koehler Field House. Geisinger/Geisinger Health Plan was, once again, the major sponsor. PPL sponsored the two-hour VIP Reception, which gave guests and exhibitors an opportunity for networking.



Mr. Frank Trembulak, Executive and Chief Operating Officer of Geisinger Health Systems, cut the ribbon symbolizing the start of EXPO 2011.

More than 130 businesses displayed their goods and/or services. The Greater Pocono Chamber of Commerce would like to thank Geisinger/Geisinger Health Plan for being the major sponsor for the 5<sup>th</sup> year, and also to PPL for, once again, being the sponsor for the VIP Reception. A thank you also goes out to other sponsors including: Advanced Business Equipment, Bayada Nurses, Best Auto Service Center, East Stroudsburg University of Pennsylvania, First National Bank of Pal-

merton, Nassau Broadcasting, Ni Claus Engineering, Northampton Community College, Patty the Poet, PenTeleData, Pocono Medical Center, Ray Price Stroud Ford Lincoln Mercury, Reilly Associates, R.J. Groner, The Inn at Pocono Manor, The Sherman Theater, WBRE/WYOU, and Wilkes Barre/Scranton International Airport.



*Best in Show - Nassau Broadcasting*



*Most Creative Booth - Best Auto Service Center*



*Most Interactive Booth - Best Buy*

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### **GPCC MISSION STATEMENT**

Act as A Unified Voice of Business  
 Dedicated to the Prosperity of all  
 Commerce  
 Leading to the Enhancement of  
 the Quality of Life  
 in our region and surrounding areas.

## April 2011 Calendar of Events

- April 1.....*Government Relations/Public Policy Committee*  
8:00 a.m. - Stroud Township Building
- April 1.....*Quality of Life*  
10:00 a.m. - GPCC
- April 8.....*Leadership Pocono*  
8:00 a.m. - GPCC
- April 11.....*Education Committee*  
Noon. - JR's Grille - E. Stroudsburg
- April 11.....*Business Card Exchange*  
5:00 p.m. - Chateau Resort & Conf. Center - Tannersville
- April 12.....*Women in Business Luncheon*  
Noon - Terraview at Stroudsmoor - Stroudsburg
- April 13.....*West End Committee*  
8:00 a.m. - Western Pocono Community Library - Brodheadsville
- April 15.....*Environmental Committee*  
9:30 a.m. - GPCC
- April 19.....*Women in Business Steering Committee*  
9:00 a.m. - GPCC
- April 20.....*HR Committee*  
8:00 a.m. - GPCC
- April 25.....*Finance Committee*  
8:00 a.m. - GPCC
- April 25.....*Executive Committee*  
8:30 a.m. - GPCC
- April 26.....*Board of Directors*  
8:30 a.m. - TBA

## Members in the News

**The Pocono Raceway Solar Project** has been recognized as the winner of the 2011 Excellence in Renewable Energy Awards, Readers Choice Award. Of the hundreds of nominees, The Pocono Raceway Solar Project was one of four finalists selected by the Renewable Energy World Network of Editors. Pocono Raceway's Solar Project was recognized for its achievements in developing the world's largest solar-powered sports facility. The award was announced at the Renewable Energy World Conference & Expo in Tampa, Florida on March 8, 2011.

The Renewable Energy World Conference & Expo has been a leading event in the renewable industry for eight years. Jim Callihan, President of RenewableEnergyWorld.com, said of the winner, "Pocono Raceway exemplifies the kind of company that will lead our economy to the next generation of energy excellence and make our planet a safer, cleaner place for the future."

The Pocono Raceway Solar Project, developed by enXco and Evolution Energies, and owned by Pocono Raceway is located along Long Pond Road adjacent to the storied Raceway. The installation consists of nearly 40,000 American made photovoltaic modules that will produce more than 72 million kilowatt hours (kWh) of energy over the next 20 years. The environmental attributes associated with the system will offset more than 3,100 Metric Tons of carbon dioxide annually and will generate enough power to provide the electricity needs for over 1,000 homes beyond the power needs of Pocono Raceway.

"This is an important milestone for Pocono Raceway and our sport," said Brandon Igdalsky, President of Pocono Raceway. "Pocono Raceway strongly believes in the NASCAR industry's commitment to operate in a more environmentally responsible way and is proud to be the first race track to power our sport with clean, renewable sunlight. This solar power system, built with timber, steel and solar panels made in the U.S., satisfies all our Raceway's energy needs, while helping to power local homes. This project demonstrates real sustainability and proves that any business that truly wants to go green can do it."

### LEADS WANTED!!!!

If you are aware of a new or existing business in the Greater Pocono region that might be interested in learning more about the various benefits of chamber membership, please contact Audrey Bartkowski, Membership Director at 570-421-4433 or [abartkowski@greaterpoconochamber.com](mailto:abartkowski@greaterpoconochamber.com).



*Min Christina Ceres*

Realtor® Min Christina Ceres, a member of the sales team at **WEICHERT, REALTORS® - Acclaim**, has earned her master's degree in public administration from Fairleigh Dickenson University with a 4.0 grade point average. Ceres, who is fluent in both English and Mandarin, received the official Master of Public Administration in February. "We are all very proud of Min for her scholastic achievements," said the company's Executive Vice President Michelle Cappabianca, "not to mention her excellence as an agent." Ceres works from the Weichert® agency's offices on Route 611 in Tannersville, telephone 570-629-6100. [www.weichertreatlorsacclaim.com](http://www.weichertreatlorsacclaim.com).

**WEICHERT, REALTORS® - Acclaim's** President/Owner Charles Marazacco and Vice-President/Broker Michelle Cappabianca were on hand to applaud the company's agents as they received awards for 2010 achievements. A banquet ceremony held at the Dolce Valley Forge (Pennsylvania) for members of the Weichert® Mid-Atlantic Broker Council was hosted by the Council and Weichert Real Estate Affiliates. Four of the Tannersville office's agents were called to the front to take bows for outstanding production in 2010.



*Tiffanie Bailey-Romey*

**Tiffanie Bailey-Romey** stood out as an inductee into the *Executive Club*, one of the three top categories of awards to agents presented annually by the franchise organization. Recognized as members of the *Sales Achievement Club* were **Robyn Orsagos**, **Lisa Vukovic-Krajnak** and **Joanne Wrublasky**.



*Robyn Orsagos*

All awards are based on minimum requirement per award category in gross commission income or units earned in 2010. These agents earned their recognition from among more than 7,000 associates in 36 states at year's end. WEICHERT, REALTORS® - Acclaim can be reached at 570-629-6100.



*Lisa Vukovic-Krajnak*



*Joanne Wrublasky*

**Best Buy** believes the real community connection is through our more than 150,000 employees. Each year employees donate their time to local organizations in a variety of ways. Employees serve meals to the homeless, raise funds participating in walks, build homes, clean parks and mentor children.

The Best Buy TagTeam Award program recognizes the volunteer efforts of its employees by making a financial contribution to nonprofit organizations where employees offer their leadership, expertise and time. Best Buy donates \$1,000 for every 10 employees as a Tag Team or \$1000 for 40 hours for individual volunteer time to a nonprofit organization.

May 2010- Kids Against Hunger- \$2000  
20 volunteers from Best Buy helped make 30,888 meals, 2/3 went to Haiti & 1/3 stayed locally

June 2010- Pocono Family YMCA- \$1000  
Helped during their Celebrity Golf at Shawnee Inn

June 2010- FC Pocono- \$1000  
Helped during their Soccer Tournament

July 2010- East Stroudsburg Community Alliance: ECA- \$1,000  
Helped during their Freedom Fest @ Dansbury Park

Sept 2010- The Latino American Alliance of Northeast Pennsylvania-LAANEP- \$1,000  
Helped during Stroud Fest in downtown Stroudsburg

Sept 2010- Operation Touch of Home- \$1,000  
Helped during 911 football game @ ESU

Oct 2010- Children's Hospital of Philadelphia-\$1,000  
Basketball Tournament

Nov 2010- Pocono Alliance-\$1,000  
Helped during the Report to the Community @ Shawnee Inn

Nov 2010-4H Pike County \$1,000  
Basketball Tournament

Nov 2010- Girl Scouts in the Heart of PA-\$1,000  
Individual Award- Yazmin Malpica volunteers for daughters GS Troop

Nov & Dec 2010- Smithfield Elementary-\$2,000  
Helped during holiday gift wrapping

Dec 2010- Family Promise of Monroe County- \$1,000  
Helped make cookies, and wrap Christmas gifts

January 2011- Stroudsburg Swim Team Parents Association-\$1,000  
Helped during Stroudsburg HS swim meet

**ARAMARK** at Bushkill Falls will host a job fair on Saturday, April 9, from 1 pm to 4 pm. Positions available are in food service, retail, ticket sales, trail patrol and mini-golf. The job fair will be located in the "1904 Cafe" located next to the snack bar.

Bushkill Falls is located on Bushkill Falls Road, approximately one mile north of Rt. 209 blinker light in Bushkill. 570-588-6682 [www.visitbushkillfalls.com](http://www.visitbushkillfalls.com)



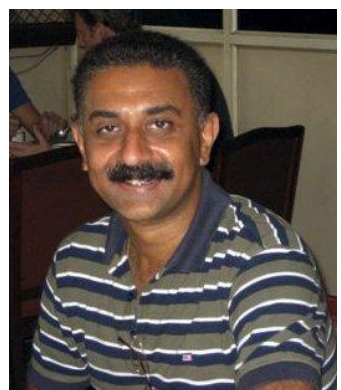
*Jon Lewis*

Jon Lewis has joined **Better Homes and Gardens Real Estate Wilkins & Associates** as a Salesperson located at their 304 Park Avenue, Stroudsburg office.

Lewis has lived in the Poconos for the past 40 years and resides in Henryville. Lewis was employed in the position of President for 10 years for Lewis Mortgage Service, Inc.

Lewis is experienced in all facets of financing including residential as well as commercial lending.

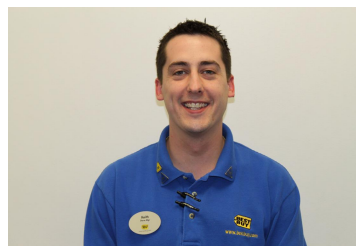
Lewis was recruited by Dennis Mooney, Company Recruiter.



*Ranjan Kamath*

Director, cinematographer and documentary filmmaker Ranjan Kamath will visit **Northampton Community College** on Tuesday, April 12. A native of Bangalore, India, Kamath has worked as both cinematographer and director for feature documentaries for the BBC, PBS, National Geographic, Discovery Channel, and others. Kamath directed "Tanvir Ka Safarnama," "Tam Bram in a Jazz Jam," "The Die is Caste," and "Fishers of Men."

Kamath will screen a portion of one of his films, followed by a question-and-answer session, from 11 a.m. to 12:30 p.m. The event, to be held in College Center 220 on the Main Campus in Bethlehem Township, is free and open to the public. He will also speak in several NCC classes and have lunch with students.



*Keith Scheurich*

Please join **Best Buy** in congratulating Keith Scheurich for his promotion to General Manager of Store 1442, Stroudsburg, PA.

Keith has held multiple leadership roles in several stores in three different markets (FL and Eastern and Western PA) over the last several years. Keith's most recent position was as a Customer Solutions Manager at Store 577, Oxford Valley. He has had a very successful journey over the past few years and is most proud of all of the leaders he has grown and promoted along the way.

### **Pocono Alliance Understanding Poverty Seminar**

Due to the current economic decline, it is clear that individuals and families are truly struggling and that resources for assistance are shrinking throughout the state. Now, more than ever, it is essential that human service agencies work together to bring about change in their community.

On May 12, 2011, Pocono Alliance will host the "Understanding Poverty" seminar from 8:30 am to 12:30 pm. at East Stroudsburg University. Dr. Judith Bell of Volunteers of America of Northern Louisiana will offer powerful and thought-provoking insights on the issues of poverty to promote awareness, understanding and strategies to help move people from poverty.

If you do not live in poverty, you may be unaware of the "hidden rules" that govern many aspects of life for the poor. People in poverty are often in survival mode, where the future holds no promise, and support systems taken for granted in middle class and wealth are nonexistent. If your business, agency, or organization works with people from poverty, only a deeper understanding of their challenges and strengths will help you partner with them to create opportunities for success.

The seminar, based on relevant materials from Ruby Payne's book, "**Bridges Out of Poverty**", a powerful tool designed for social, health and legal services professionals, has implications for everyone including education, social services, healthcare, law enforcement, corrections, business, faith based and government. The goal of this important seminar is to facilitate respectful and meaningful dialogue on the issues that will lead to positive change in how we view poverty and, more important, how we can support those people who suffer and live within its grasp.

This seminar has been made possible due to the generous support from the following local businesses; Access Office Technologies, East Stroudsburg University's Sociology Department and Sociology Club, Pennstar Bank, sanofi pasteur, Vigon International, Monroe County Habitat for Humanity, Monroe County Transit Authority, PNC Bank, CareerLink of Monroe County, ESSA Bank and Trust,

Greater Pocono Chamber of Commerce, KNBT Division of National Penn Bank, Northampton Community College, PA State Representative Rosemary Brown, State Farm Insurance - Frank Burns, and the United Way of Monroe County.

The Understanding Poverty seminar is \$25 per person and includes training materials and a continental breakfast. Pre-registration is required and spaces are limited for the training. For more information on the program, contact Pocono Alliance by email at [poconoalliance@co.monroe.pa.us](mailto:poconoalliance@co.monroe.pa.us) or call (570) 517-3953.



*Dominick J. Sacci*

Dominick J. Sacci, President of **Better Homes and Gardens Real Estate Wilkins & Associates** was highlighted in the December issue of the Northeast Pennsylvania Business Journal. NPBJ in their December issue profiled 20 executives under the age of 40 who were successful in their business. Sacci is 35 years old.

The prefix to Sacci's interview read "the soul of an artist, the mind of a business man".

Sacci has been with Better Homes and Gardens Real Estate Wilkins & Associates since he was 18 year old. Several of Sacci's accomplishments are he's a member of the Pocono Mountains Association of REALTORS® (PMAR), a new member to the PMAR Grievance and Finance Committees; was named Wilkins & Associates Rookie of the Year in 1995, Outstanding Sales Person in 1996 and 1999 and Employee of the Year in 2002.

Sacci is most proud of his involvement in the community which includes his contributions to Muscular Dystrophy, Sons of Italy, Children and Youth Services, Relay for Life and the American Cancer Society to name a few.

Sacci is married, lives in the West End and has a son, Sebastian 2 years old and a baby due in April. Sacci's wife, Sylwia, is an Associate Broker with the company.

**The Shawnee Inn and Golf Resort** is hosting its 8th Annual River Road Clean-Up on Saturday, April 16th from 8:00 am – 11:30 am, followed by an appreciation luncheon at The Gem and Keystone™ Brewpub.

For eight straight years, Shawnee has worked in partnership with the [Great American Clean-Up of PA](#). Community members, resort guests, and Shawnee employees have shared the benefit of knowing their efforts have positively impacted the environment along River Road. Other local sponsors of the event are: PENNDOT, [The Shawnee Inn and Golf Resort](#), [The Shawnee Institute LTD](#), [The Gem and Keystone™ Brewpub](#), and the Delaware Water Gap National Recreation Area.

Each year, over a hundred bags of waste is removed from River Road restoring the traveled roadway to its scenic roots. In an effort to ensure the safety of the volunteers, national park officials close a portion of River Road for the morning. By doing so, the River Road Cleanup makes for a very good family activity.

Registration is open to the resort guests and the local community. The first 100 volunteers to pre-register are eligible to receive a t-shirt commemorating the event. Directly following the clean-up, an appreciation luncheon will be offered to volunteers at The Gem and Keystone™ Brewpub.

Registration is from 8:00 am – 8:30 am at the Shawnee Inn and Golf Resort – follow signs to the River Sanctuary (pavilion). At registration, volunteers will be given garbage bags, gloves, a safety vest, and safety instructions. Children under the age of 18 must be accompanied by an adult.

Mónica Startari, event founder states, "It is rewarding to see more people come out to volunteer year after year. We started out with 15 volunteers eight years ago and now we get well over 100. This is great since we need a lot of volunteers to cover 8 miles of River Road..." (from Welcome Center to NPS Headquarters). Mónica also shared with us that this year will be the second year in a row that recycling will also be part of the clean-up. All found glass, plastic, and aluminum will be placed on specific color bag to be easily identified by the Resort's grounds crew during the litter collection. In 2009, Monica received a national recognition with an award from the Delaware Water Gap National Recreation Area, for her efforts in conserving and protecting the natural and cultural resources within the park through this clean-up.

There are two ways to register for this event, by phone or email. To register by phone, please call Marsha Wermuth, 570-424-4000 x1405. To register via email, please email Mónica Startari, [monica.startari@gmail.com](mailto:monica.startari@gmail.com). For those in need of overnight accommodations, lodging is available at [The Shawnee Inn and Golf Resort](#).

For media inquiries, please contact Jeromy Wo, Public Relations Coordinator at: 570-424-4050 x1409.

Thomas R. Wilkins, CEO of **Better Homes and Gardens Real Estate Wilkins & Associates** attended FUSION--2011, the first ever Better Homes and Gardens Real Estate® national convention held February 9 - 11, 2011 at the Aria Hotel and Resort in Las Vegas, Nevada. Of particular interest was the fact Wilkins & Associates was the first company to join Better Homes and Gardens Real Estate® when Reaoloy publicly announced the licensing agreement with Meredith Publishing in July of 2008. Wilkins also attended the formal announcement of the BHG brand in San Francisco at the 2008 Inman Convention.

The FUSION--2011 Convention featured a number of nationally recognized motivational speakers as well as industry leaders including Brad Inman, founder of Inman News,

one of the most successful online Real Estate magazines in the industry. Other speakers included Alex Perriello, President and CEO of the Realogy Franchise Group; Tom Ferry, author of *Life By Design* and the Key to Success through a Balanced Lifestyle; "Building your Business Online" featuring Dustin Luther, Gahlord Dewald and Jeff Turner; Rapid Fire, My 10 Favorite Online Listing Tools; Stefan Swanepoel a well-known professional speaker about the 2011 market trends.



Thomas R. Wilkins

The most popular speaker was Up Close with Brad Inman a live interview by Brad Inman conducted by Sherry Chris, President and CEO of Better Homes and Gardens Real Estate. There were a number of other speakers, panel discussions and videos during the two day event.

On Wednesday, February 9, by invitation only, Wilkins had the privilege of touring Zappos.com, one of today's hottest online shopping stores. Zappos was started by Tony

Hsieh, who came up with the idea of starting an online shoe store because he could not find his size/color in stock. Friends and family invested \$150,000 to get them started. Their unique style of business and cult-type atmosphere for their employees is something that will change the face of online retail forever. Everyone who attended received Tony Hsieh's #1 New York Times bestseller *Delivering Happiness--a Path to Profits, Passion and Purpose*.

Said Wilkins "One of the highpoints of the convention was the announcement that Better Homes and Gardens Real Estate® is expanding into the luxury, urban and commercial markets with the creation of three new brand tiers."

The first announcement was *Elegant Properties* by **Better Homes and Gardens Real Estate®** which is BHG's luxury offering. Properties and homes of exceptional quality that are priced at \$750,000 or above or priced at the top 10 percent of residential properties in a market place will qualify.

The *Elegant Properties* division will have their own identity including a new logo and a full suite of sophisticated marketing and sales materials including its own micro-site hosted by the Better Homes and Gardens Real Estate® main website.

Next was **Better Homes and Gardens Real Estate® Urban Properties** which will offer a fresh modern expression of Better Homes and Gardens Real Estate® brand design to meet the unique needs of residential listings in city center locations.

Last will be **BHGRE Commercial** which will enable its Brokers and Agents to represent non-residential listings in their local market. The program enables listings online to include office, vacant land, retail, farms, shopping centers, five-plus family homes, hospitality and special purpose properties to be a part of the commercial program. This will greatly expand the Agents lead generation and revenue generation opportunities. BHGRE Commercial will have its own identity and a full suite of materials for Brokers and Agents.

Wilkins owns the local Better Homes and Gardens Real Estate office with the corporate office located at 304 Park Avenue, Stroudsburg and two retail offices, the first in Stroudsburg and the second in Bushkill. Prior to the slow-down of the real estate market, the Wilkins organization had 14 real estate offices. Said Wilkins "Once the market starts to turn, you'll see us starting to expand again. Right now we only have plans to reopen in the Mount Pocono area which hopefully we should be doing over the next couple of months."

**Water Gap Country Club** is very pleased to announce that Frank and Pat Brown have been selected to be the new Directors of Food and Beverage Services. Yes, the Brown's are "Back in the Gap!"

Many of you from the Pocono area know that Frank and his lovely wife Pat have been in the foodservice and hospitality business most of their lives. They have been serving great food and old fashioned hospitality at the Mountain House and Brownie's in Delaware Water Gap and most recently at the Pocono Inne Town and Brownie's in the Burg in Stroudsburg. They have also catered many wonderful events as Brownie's Catering of Delaware Water Gap. I am very excited that they will be bringing all of their experience to Water Gap!

To contact Frank or Pat please call 866-465-3427 ext. 20 or email them at wgccbanquets@gmail.com

**Better Homes and Gardens Real Estate Wilkins & Associates** has joined *trendmls.com*, an MLS network for more than 28,000 real estate professionals in the Philadelphia and surrounding metropolitan regions. TREND is an industry leader in MLS services, focusing their products and services on the needs of their members and striving to deliver high-quality, innovative personal and fast service.

The deal for Better Homes and Gardens Real Estate Wilkins & Associates to join has been in the making since May 2009. Effective February 10, 2010, *trendmls.com* began receiving all of the MLS listings from the Wilkins' Stroudsburg office.

Said Thomas R. Wilkins, CEO, "What this does is give us a very big advantage in getting our listings to over 28,000 Realtors and Brokers out of the Philadelphia and surrounding 10+ county area with no further clerical work or

inputting on our end." Wilkins along with Pocono Mountain Lake Real Estate is being used as test Brokers over the next month. After that time, the services will be offered for a fee of \$552.00 annually to other offices.

Dave Davis, Corporate Relations Executive for TREND and Wilkins worked together in developing the TREND Broker Listing Import program. It is different than just data-sharing between the brokers via an IDX listing.

"Broker Listing Import, or BLI, allows us to electronically import an entire office's inventory directly from their primary MLS. In this case, we are pleased to announce that we are now importing the listings from Better Homes and Gardens Real Estate Wilkins & Associates and Pocono Mountain Lake Real Estate who belong to the Pocono Mountains Association of REALTORS®". said Davis.

Because BLI will present listings through their entire life cycle, both on- and off-market listings are included in the program. End result, you will have access to a broader and more inclusive listing database in TREND.

This program and the model that it's designed after will be used with other MLS systems to further expand the territory that TREND services. Currently they service Pennsylvania, New Jersey and Maryland.

Better Homes and Gardens Real Estate Wilkins & Associates was the first one to spearhead this two year process in the making.



Heather Preston

Heather Preston has been named Associate Account Executive at **Riger, A Marketing Communications Company**. In this role, she will coordinate several agency accounts as well as manage the social media function for Riger. She will also work to develop new business for the agency.

Preston graduated Summa Cum Laude from SUNY Cortland and joined Riger in 2006 after completing an internship with the agency. She earned a

B.A. degree in Communications with a concentration in Public Relations and Advertising.

Preston is a member of the Communications Association of the Southern Tier (CAST). She also participates in the Greater Pocono Chamber of Commerce's Women in Business program, and served on the Greater Binghamton Buy Local Committee.

Founded in 1950, Riger is expanding its reach as it celebrates 60 years as the largest marketing communications company in south-central New York State by recently

opening a second office in Stroudsburg, Pennsylvania. The agency now services clients throughout New York and Northeast Pennsylvania, providing creative and effective marketing communications solutions to meet its clients' business challenges. Riger is a 30-year member of the American Association of Advertising Agencies and enlisted in the Public Relations Society of America.

ESSA Bancorp Inc. (the "Company") (NASDAQ Global Market<sup>SM</sup> "ESSA") the holding company for **ESSA Bank & Trust** (the "Bank") announces the appointment of Brian T. Regan to the Boards of Directors of the Company and Bank. The appointment was made effective at a regularly scheduled Board of Directors' meeting of the Company held on Tuesday, March 22, 2011. "Brian's education, experience and commitment to community make him a valuable addition to our Board," said John E. Burrus, Chairman of the Board of Directors of the Company.

Regan is a shareholder with the certified public accounting firm of Regan, Levin, Bloss, Brown & Savachak, P.C ("RLB"). He began his accounting career in the banking profession with MidLantic National Bank. Later, he joined the tax department of the accounting firm of KPMG. Regan now leads the team at RLB firm serving the Eastern Pennsylvania region. "Brian has a great deal of community banking experience. We look forward to him joining our Board," said Gary S. Olson, President and Chief Executive Officer of the Company.

Regan is a graduate of The University of Scranton with a Bachelor of Science Degree in Accounting. Active in his community, he is a board member for the Northampton County Meals on Wheels, Past President of Estate Planning Council of the Lehigh Valley, Board Member of PICPA Multi-Tax Committee, Executive Committee Member of the Minsi Trails Council 2004 and a member of the AICPA and PICPA. He is also a member of the Bethlehem Rotary Club, Treasurer for the University of Scranton Alumni Society, Lehigh Valley Chapter, and Finance Council at Assumption B.V.M. Church in Bethlehem, Pennsylvania.

**Chestnuthill Township** in cooperation with **Close the Loop**, invites you to a "Free Give and Take Day". As part of the Township's 41<sup>st</sup> Anniversary Earth Day Activities, Close the Loop, LLC will be coordinating a give and take day on **Saturday April 16<sup>th</sup>** at the **Chestnuthill Township Park** on Route 715 from **11:00 am to 4:00 pm**.

Give and Take Days are a great way to reuse items that are too good to throw away but you just don't have a use for them anymore – just bring along any reusable items between 11am and 1pm, then take away anything you want from 11am to 4pm – it's free! (you don't have to bring something to take something).

Example of what you can bring: furniture & household goods, pots/pans, books, CDs, DVDs, toys, bric-a-brac, bikes, plants, kitchenware, garden tools, furniture (must be in good shape to be accepted), quality clothes, etc.

Examples of things that will not be accepted: electronics, TV's, computer monitors, tires, HHW, etc. Note: Township residents can take electronics to the Township Recycling Center at no charge.

You must provide your own vehicle for transporting items. There will be volunteers assisting and reviewing the items being dropped off.

For more information, contact Close the Loop at 570.629.8414.

Thomas Regan has been named the new Executive Director of **Monroe County Catholic Social Services**. He is replacing Sister Vincentia Dorsey, IHM, who served as Program Manager from October 2009 until her retirement.



*Thomas Regan*

Mr. Regan received his Bachelor's Degree from Iona College in New Rochelle, New York and his Master's Degree from the City University of New York. He served as Director of Child Care at the Cardinal McCloskey School and Home for Children and the Director of Group Homes for Abbott House in Irvington, New York.

In addition, Mr. Regan served in the position of School Psychologist for 22 years for the Irvington, New York, public schools. For 15 years, he maintained a private practice in individual, marriage, and family therapy, as well as alcohol and drug counseling. He is married and has four children and three grandchildren. He has lived in Greentown, PA, since 2002.

A United Way agency, Monroe County Catholic Social Services of the Scranton Diocese has recently assumed responsibility for Drug and Alcohol Treatment in Monroe County. CSS also offers Adoptions/Foster Care and Custody Home Studies, as well as pregnancy counseling and parenting classes. In addition, education programs on Anger Management and Responsible Choices are available at the Monroe County CSS location at 724A Phillips Street, Stroudsburg, PA. Catholic Social Services is also affiliated with the Homeless Housing Program, Big Brothers/Big Sisters, Catholic Charities USA, and Shepherd's Maternity House. For more information, call (570) 476-6460 or (570) 517-0891.

The **Sears Hometown Store** of Marshalls Creek has been named a 2011 Sears Hometown Store Premier Dealer. This annual award recognizes Sears Hometown Stores across the country that consistently offer the greatest customer service, outstanding store performance and standards, as well as exceptional demonstrations of local

community involvement. In January 2011, the Marshalls Creek store was one of only 190 locations throughout the U.S. to receive this national recognition at the annual Hometown Celebration held in Orlando, Fla.

"To be honored as a Premier Dealer is a great achievement not only for our store, but also for the community we strive to serve everyday," said Susan Saunders, owner and operator of the Sears Hometown Store in Marshalls Creek. "We could not have earned this without the support of our community, and we want to thank our customers for shopping with us throughout the year."

Only 20 percent of Sears Hometown Stores receive this prestigious annual award, and this year, each store receiving Premier Dealer status will be given the opportunity to participate in an exclusive charitable event in 2011 to help support their community. One recent example of charitable giving by the Marshalls Creek store is participation in "Toys for Tots", Out Reach food drive and Out Reach Trick Tray.



*Susan and Ray Saunders*

"We are thrilled to designate Susan & Ray Saunders and the Sears Hometown Store of Marshalls Creek as Premier Dealer, as a testament to the hard work and dedication shown each year and every day to support the community," said Will Powell,

President, Sears Hometown Stores. "We are committed to continually assisting Hometown Stores and their communities, so that customers everywhere can shop closer to home and enjoy the quality and value found at Sears."

Sears Hometown Stores are a unique retailing concept; they combine the value, selection and services associated with larger retail stores but are owned and operated by a member of the local community. Sears Hometown Stores provide exceptional customer service along with a wide assortment of appliances, tools, electronics, fitness equipment and lawn & garden merchandise. In addition, Sears Hometown Store associates can order anything from the entire selection of merchandise offered by Sears Holdings including apparel, footwear, jewelry and much more for the customer. This unique format allows customers in small communities to have access to the great products and brands usually found only in Sears stores.

To learn more about Sears Hometown Stores, visit the Sears Hometown Store of Marshalls Creek at Rte. 209, Meadow Lake Plaza or [www.searshometownstores.com](http://www.searshometownstores.com).



## New Member Orientation

New Member Orientation was held on Wednesday, March 2 in the chamber conference room. Following a formal welcome and introduction by everyone in attendance, Audrey Bartkowski, Membership Director, provided information on how Chamber members should effectively use the benefits and resources available through chamber membership. Vinny Bianchi of Nassau Broadcasting was also



From l to r: Wanda McKelvin, Patty the Poet, Vinny Bianchi, Stacy McAdams, Rob Sowden, Eugene Hahn, Kevin Noll

present. He stressed the importance of advertising using different means and how to effectively reach customers. Kevin Noll, AFLAC, also provided testimony on how he uses the resources offered by the

Chamber to help build a network of clients and business owners. The new members had an opportunity to speak briefly about their business and network with other new members in a smaller setting. New Member Orientations are held the first Wednesday of every month at 8:30 a.m. in the chamber conference room. All are welcome to attend!

The following new members were in attendance:

**Eugene S. Hahn, CPA**—Prudential representative providing full financial services including retirement planning/funding, 401k plans, SEP IRA, investments, mutual funds, annuities and education savings accounts. Eugene also offers personal and business insurance. To contact Eugene, call (570) 347-4184 ext. 7227.

**Mountain Valley Orthopedics (Stacy McAdams)**—located in the 447 Office Plaza in East Stroudsburg, and celebrating twenty years in business, the group consists of seven orthopedic physicians. They provide professional service in X-Ray, MRI, Physical Therapy, and Occupational Therapy. For more information, please call (570) 421-7020 or to reach Stacy McAdams, Marketing Director, call (570) 517-2175

**Northeast Financial Group (Rob Sowden)**—offers a full range of financial services specializing in estate planning, money management, long term care, wealth transfer, company pension plans, 401K and 403b accounts, and SEP accounts. Please call Rob Sowden at (570) 688-9898 for more information.

**Patty the Poet** – writes poetry for business establishments and anyone else in need of personalized poems; author of two books: *Patty's Heartfelt Poetry* and *Patty's Poems of Inspiration*. Patty can be reached by e-mail [patri-ciag4919@yahoo.com](mailto:patri-ciag4919@yahoo.com).

**Visionary Note Finders Network (Wanda McKelvin)**—assists mortgage holders to sell their notes to private investors and take over monthly payments secured by property. For more information, contact Wanda at (570) 856-2340.

## March 2011 Ribbon Cuttings

### Cheeky Monkey Coffee House



Ribbon Cutting at Cheeky Monkey Coffee House

Cheeky Monkey Coffee House marked its one-year anniversary with a ribbon cutting ceremony conducted by owners Rodrigo and Lorraine Fritz. Located at 526 Main Street in Stroudsburg, Cheeky Monkey specializes in hand-crafted espresso beverages made with only the finest ingredients and

tools. Java dens are also available for private meetings with business clients, or to simply take advantage of a few relaxing moments away from it all. The Cheeky Monkey is open 7 days a week and is a proud supporter of the arts with events centered on local artists, poetry workshops, social workshops and more. They also support their neighbor, the Sherman Theater and remain open during their events. For more information, you can call (570) 420-8222 or visit the website [www.cheekymonkeycoffee.com](http://www.cheekymonkeycoffee.com). Happy Anniversary and continued success!

### Loving Touch Graphics, Inc.



Ribbon Cutting at Loving Touch Graphics

On Saturday, March 26, Iris Kozlowski celebrated the Grand Opening of her new business, Loving Touch Graphics, Inc. located at Routes 390 and 447 in Canadensis. Family and friends showed their support by attending the ribbon cutting ceremony conducted by the

Greater Pocono Chamber of Commerce. Loving Touch Graphics specializes in custom invitations for all occasions, greeting cards, gift sets, and custom printed roses for special occasions. Gift cards are also available. For more information, call Iris Kozlowski at (570) 481-4343 or visit the website [www.ltgcards.com](http://www.ltgcards.com).

## Business Card Exchange

The Log Cabin Bar & Grill located in the Crossings Premium Outlets in Tannersville hosted the March Business Card Exchange. This restaurant is the perfect place to have lunch or dinner, while shopping at the outlets. They are located in Building G02, next to Carter's and have a great selection of delicious food that will please anyone's appetite.



*Networking at the Log Cabin Bar & Grill*

## Women in Business

The March Women in Business luncheon, sponsored by Blue Cross of Northeastern PA, was held at the Sycamore Grill. The topic Hidden Support, Find It, Use It was presented by Marianne Chester of mEnterprise Solutions.

The April luncheon will feature the annual Save Our Planet Awards and is being sponsored by: Herbert Rowland & Grubic, Committee to Elect Jim Becker, and Brodhead Creek Regional Authority's Dr. Waters. The luncheon will be held at Terraviva at Stroudsmoor Country Inn.



*Women in Business Luncheon at the Sycamore Grille*



*Riger, A Marketing/ Communications Firm - Sponsor o*

Riger , A Marketing/Communications Firm was the sponsor of the card exchange. Mr. Mark Bandurchin, Vice President/Client Services talked about the services that Riger offers. For information on advertising or marketing, you can contact them at their Stroudsburg location at 570-476-4085.

For more information on upcoming WIB lunches, to donate a door prize, or to sponsor a luncheon, please contact Miriam Conway at 570.421.4433.



*Blue Cross of Northeastern Pennsylvania - Sponsor*

The next card exchange will be hosted by the Chateau Resort & Conference Center on April 11, 2011.

## Welcome New Members

The following new members are not listed in the 2010-2011 Membership Directory & Buyer's Guide. Please be sure to add this page to your copy of the Directory.

### Computer Troubleshooters - Stroudsburg

Richard McAllister  
P.O. Box 1083  
Effort, PA 18330  
570-620-2808  
rmcallister@comptroub.com  
www.ctstroud.com  
Computers - Sales & Service

### Consumers Land Abstract, Inc.

Megan Williamson  
624 Sarah Street  
Stroudsburg, PA 18360  
570-421-1713  
570-424-8468  
mw@titlecla.com  
Title Company

### GMDC Auto Sales, LLC

Kimberly A. Morgan  
Rt.115S. Box 318  
Blakeslee, PA 18610  
570-646-5154  
570-643-4720  
kim@gmdcautosales.com  
www.gmdcautosales.com  
Automobile - Dealers

### Hilltop Drive In

Lisa Strelko  
7365A Mountainview Drive  
Stroudsburg, PA 18360  
Rt 209S Brodheadsville  
570-402-0511  
mrs-strelko@yahoo.com  
Ice Cream Parlors

### Loving Touch Graphics, Inc.

Iris Kozlowski  
P.O. Box 594  
Canadensis, PA 18325  
Corner of Rt 447 & 390 Canadensis  
570-481-4343  
570-481-4344  
irisk@ltgcards.com  
www.ltgcards.com  
Graphic Designs

### MyPoconoCoupon.com

Dennis Rogers  
RR5 Box 5083  
Stroudsburg, PA 18360  
570-236-7019  
dennis.rogers@mypoconocoupon.com  
www.mypoconocoupon.com  
Advertising - Marketing

### Pocono View Inn

Chet Patel  
HC-1, Box 206  
Sciota, PA 18354  
Stofflet Rd & 209S Sciota  
570-992-4167  
570-992-3763  
poconovw@yahoo.com  
www.poconovwinn.com  
Hotels - Motels

### REH Consulting, LLC

Robert Heilman  
403 Walnut Grove  
East Stroudsburg, PA 18301  
570-856-1313  
bobgolf1@ptd.net  
Consultants

### Smokin Vittles

Dave & Gina Missey  
710 Ross Road  
Tobyhanna, PA 18466  
429 Sterling Road (Rt196) Tobyhanna  
570-894-5900  
smokinvittles@verizon.net  
www.smokinvittles.com  
Restaurants

### Van Horn Telephone Answering Service

Keith Van Horn  
15 South 8th Street  
Stroudsburg, PA 18360  
570-421-1441  
570-421-1468  
vanhorntas@hotmail.com  
Telephone Answering Service

### Ven-Mar Sales Inc. dba: The Flag Store

Vena K. Ackerman  
P.O. Box 540  
Sciota, PA 18354  
Rt 209, HCR#1  
570-992-7066  
570-992-7832  
flags@ptd.net  
www.venasflagstore.com  
Flags-Flagpoles

### Wilkes University, Sidhu School

Dr. Dean Frear  
84 West South Street  
Wilkes-Barre, PA 18766  
Pocono Campus  
570-408-4725  
570-408-7874  
Annet.kaminski@wilkes.edu  
www.wilkes.edu  
Schools-Education-Colleges

### Yuppy Puppy, Inc

Tara Fleming & Sharyn Bosio  
RR 14 Box 4  
Stroudsburg, PA 18360  
West End Plaza, Rt 209S, Brodheadsville  
570-426-1800  
570-426-1700  
tflemio6@aol.com  
www.flemingpets.com  
Pet Shops

# IMPACT



*The Voice of Business since 1910*

## Executive Committee

*Daisy Gallagher* - Chairman of the Board

*Charles Niclaus* - First Vice Chairman

*Elizabeth Koster* - Second Vice Chairman

*Chris Kurtz* - Treasurer

*Dr. Robert Dillman* - Secretary

*Jamie Keener* - Past Chairman

## Staff

*Robert Phillips* - President/CEO

*Patricia Metzgar* - Vice President, Operations/Development

*Audrey Bartkowski* - Membership Director

*Miriam Conway* - Executive Assistant

*Georgia Strunk* - Office Assistant

## Board of Directors

Doug Atherton  
Michael Baxter  
James Becker  
Rich Berkowitz  
Gene Dickison  
Jere Dunkelberger  
Frank Epifano  
Kathy Ertle  
Thomas Ford  
Lisa Green  
Donald Hannig  
Bob Hay  
Gary Hazen

Timothy Hegarty  
Scott Henry  
John Holahan  
Rob Howell  
Brandon Igdalsky  
Michael Katz  
Tony Konn  
Kathy Kuck  
Brian McKenna  
Kathy Mullins  
William Prall  
Matthew Rumph  
Barbara G. Samet

Conrad Schintz  
Dr. Arthur Scott  
Tom Sforza  
Mathilda Sheptak  
William Skinner  
Steve Somers  
Paula Testa  
Marc Troutman  
Jack Wallie  
Carl Wilgus  
Theresa Yocum  
Donna Zlocki

# IMPACT

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(USPS 380-890)  
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Stroudsburg, PA 18360-2093

Phone: (570) 421-4433  
Fax: (570) 424-7281  
URL: <http://www.greaterpoconochamber.com>

***"The Voice of Business in the Poconos"***