

CHAMBER ANNOUNCES 2010 ANNUAL AWARDS WINNERS

The Greater Pocono Chamber of Commerce 2010 Awards Dinner was held on Wednesday, November 3, 2010 at Terraview at Stroudsmoor. Over 200 people were on hand to honor this year's award winners. The winners were: **Donna Zlocki**, Gray Chevrolet Cadillac of the Poconos ATHENA Award, **Susan Folk**, Humanitarian of the Year, **Brandon Igdalsky**, Businessperson of the Year, **Rich Berkowitz**, Citizen of the Year, **Vincent & Charlie Trapasso**, Frank Schoelch Community Commitment Award, and **Kathleen Kuck**, Chairman's Business Award.

A special thanks to the following businesses; Met-Ed, A First Energy Company, for sponsoring this event, William Rinehart & Gray Chevrolet Cadillac of the Poconos for sponsoring the ATHENA Award, ESSA Bank & Trust for sponsoring the Humanitarian of the Year Award, Businessperson of the Year Award, Citizen of the Year Award, Chairman's Business Award, and the Frank Schoelch Community Commitment Award. A special thanks to the Pirone Family at Stroudsmoor for the complimentary butlered hors'doeuvres served at the cocktail hour and also to Ken Schurman of VIP Studios for taking photos at the event.



*Donna Zlocki
2010 Athena Award Winner*

Donna Zlocki has been a successful McDonald's owner/operator for 18 years, running multi-unit restaurant operations in the Northeastern Pennsylvania area. As the owner of Columbia Associates Management, Inc., Ms. Zlocki directs the operations of her company that include seven McDonald's Restaurants in the Poconos and employs more than 300 people. Donna is a proven restaurateur who keeps the customer and her employees at the forefront of her business decisions.

Donna has served as a board member for the Pocono Health Foundation for the past four years. She also serves on the Board of the Greater Pocono Chamber of Commerce and has earned recognition for her support to the Shepherd's Maternity House. She supports local schools with the Student of the Month Program and the Ronald McDonald School Show Programs and contributes to the Ray Kroc Scholarship Program. This program recognizes a student's persistence, determination, hard work, and personal dedication to excellence.

Ms. Zlocki supports many programs that enhance our community such as; American Red Cross of Monroe County, Pocono Family YMCA, The Auxiliary of the Pocono Medical Center, Big Brothers Big Sisters, and The Salvation Army.

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The Chamber Staff would like to wish everyone a Safe and Happy Holiday

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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.

December 2010 Calendar of Events

- December 2**.....*Quality of Life*
10:00 a.m. – GPCC
- December 3**.....*Legislators Luncheon*
11:00 a.m. - Stroudsmoor Country Inn
- December 8**.....*West End Committee*
8:00 a.m. – Western Pocono Community Library - Brodheadsville
- December 10**.....*Leadership Pocono*
8:00 a.m. – GPCC
- December 13**.....*Education Committee*
Noon. – JR's Grille - E. Stroudsburg
- December 13**.....*Business Card Exchange*
5:00 p.m. – Stroudsmoor Country Inn
- December 14**.....*Economic Development/Transportation Committee*
8:00 a.m. – GPCC
- December 14**.....*Women in Business Luncheon*
Noon – Inn at Pocono Manor
- December 15**.....*HR Committee*
8:00 a.m. – GPCC
- December 20**.....*Energy Committee*
8:30 a.m. – GPCC
- December 21**.....*Business Development Committee*
8:00 a.m. – GPCC
- December 21**.....*Women in Business Steering Committee*
9:00 a.m. – GPCC
- December 21**.....*Board of Directors*
4:00 p.m. – TBA
- December 27**.....*Finance Committee*
8:00 a.m. – GPCC
- December 27**.....*Executive Committee*
8:30 a.m. – GPCC

Members in the News

The **WEICHERT, REALTORS® - Acclaim Frontline** staff program continues with the appointment of Realtor® Sharon Wade as Events Coordinator for the Tannersville company. The announcement was made by Executive Vice President Michelle Cappabianca, who has identified eight



key positions since launching the program in September. The “internal” posts, she explains, “put versatile and energetic agents to work for the company in

additional slots, helping everyone to do a better job of serving clients.”

Like the other Frontline staff members, Wade was selected for her organizational skills and disciplined attention to fine details as a Realtor. As Events Coordinator, she plans functions for the other agents in the office as well the “Weichert CARES” activities. The Weichert CARES moniker applies to the company’s expanding neighborhood outreach campaign.

Wade lives in Tobyhanna and has served Monroe County’s real estate community as a member of the Weichert® team for all three years since earning her license. Among other achievements as a Realtor, Wade earned the highest conversion rate on leads from Weichert Lead Network, an honor presented monthly to only 20 sales associates throughout the national organization.

WEICHERT, REALTORS® - Acclaim is located on Route 611 in Tannersville, telephone 570-629-6100. Web site is: www.weichertrealorsacclaim.com.

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.

You only get one chance in this world to turn 100, so **The Shawnee Inn and Golf Resort** is going to make the most of its ultimate anniversary in 2011 with a variety of special events to mark its Centennial year as the premier resort in the Pocono Mountains.

The 2011 Shawnee Centennial Celebration was announced today by owner Charles Kirkwood, who was joined at the iconic destination by members of the families of each previous owner, dating back to C.C. Worthington, who built the original hotel and golf course in 1911.

“It is a privilege of a lifetime to pay tribute to one of the truly great American destinations,” said Kirkwood, Shawnee’s fourth owner, who has operated the resort since 1977. “It’s quite an accomplishment for a resort to entertain guests for 100 years; it says something about the re-

sort, as well as all the terrific people who have worked here through the years. So, in honor of them, we're going to celebrate all year long."

Joining Kirkwood for the announcement of the Shawnee Inn Centennial Celebration were Reginald Worthington, great grandson of resort founder C.C. Worthington and Dixie Waring, daughter of famous entertainer and Shawnee's second owner Fred Waring.

One of the special celebrations is the Wedding Vows Renewal Weekend, June 25-26. In honor of the hundreds of couples who have held their wedding at Shawnee, a group ceremony will be held for couple to renew their vows, followed by a brunch. Also, each participating couple will be able to stay overnight for only \$19.11 (in honor of the Inn's 1911 opening).

As part of the wedding day celebration, Shawnee is conducting a world-wide search for the couple married at Shawnee who have been together the longest. The special "bride and groom" that emerge by March 30, 2011 will be invited to participate in the Wedding Vow Renewal and receive a complimentary two-night stay, compliments of the resort.

Another major celebration event is the Centennial Ball on May 21, which will be a traditional gala designed to connect the early years of Shawnee with today. Guest must be in either contemporary formal attire (black-tie optional), or may choose the more festive 1911 period dress.

As part of the theme to honor the past, Birthday Dinner celebrations to commemorate each of the resort's key ownership figures will be held – honoring C.C. Worthington on Jan. 6, Fred Waring on June 9, and Charlie Kirkwood on Aug. 3. Each night, guests will select from popular dishes of each owner's era for only \$19.11 (again, in honor of Shawnee's 1911 opening).

Other significant events in 2011 include the opening of the new Shawnee Museum on Jan. 5; a special Centennial Performance at the Shawnee Theater on May 20; the Shawnee Centennial book release party on May 3; the Centennial Hickory Classic golf tournament – using wood-shafted clubs – on Oct. 16; and the year-ending Centennial Winter Carnival on Dec. 31.

For more details about special events scheduled at the Shawnee Inn for the 2011 Centennial Celebration, call 800-SHAWNEE (800-742-9633), or visit ShawneeInn.com.

By appointment from Monsignor Joseph P. Kelly, Diocesan Director of **Catholic Social Services**, Reverend Jeffrey J. Walsh, Pastor of the Church of St. John in Marshall's Creek, has joined the Advisory Board of Catholic Social Services of Monroe County.

Born and raised in Scranton, PA, Reverend Walsh has been a priest of the Scranton Diocese since 1994. He is a recent (May 2010) graduate of Marywood University with a Master of Social Work degree. In July 2010 he was appointed Pastor of St. John's by Bishop Joseph C. Bambera.

His previous assignments include these: Director of Religious Formation in the former Bishop Hannan High School in Scranton; Chaplain of St. Michael's School for Boys in Hoban Heights; Spiritual Director of St. Pius X Seminary; Pastor of Nativity of the Blessed Virgin Mary Church in Tunkhannock; Pastor of St. Mary of the Lake Church in



Father Jeffrey J. Walsh

Lake Winola; Episcopal Vicar for the Eastern Pastoral Region; and Chaplain to the Deaf Community. Serving all, regardless of religious affiliation, Catholic Social Services of Monroe County offers counseling and education programs as a United Way Agency. Sponsored by the Scranton Diocese, CSS of Monroe County also oversees the operation and administration of The Shepherd's Maternity House. Phone (570) 476-6460 for information.



Barbara Nannery has received the Realtor of the Month award from **Better Homes and Gardens Real Estate Wilkins and Associates** for the month of November, 2010.

Barbara works out of the firms Bushkill location and has worked with the company since August of 2006. The firms' President, Dominick J. Sacci says, "Barbara discovered the secret to being successful in life, one's mind set. Barbara can always be found with a smile on her face. She approaches our challenging industry with professional and practical expectations. In her world, the bottle is always half full. I wish we could "bottle" her personality. Salespeople can learn a lot from her if they simply watch her approach in action".

The Realtor of the Month acknowledgment is awarded to Realtors® based on their commitment to the Real Estate Industry as a career and the firm as a whole. Along with sales production, the Realtor® of the Month is primarily measured by their approach and mind set of on the industry, their attitude and dealings with clients/customers, and their TEAMWORK ethic.

They are also considered based on tour, opportunity time, and sales meeting attendance, onsite and on-line training participation, lead generation involvement, overall adherence to the policy and guidelines of the firm, and usage of the tools supplied by Better Homes and Gardens Real Estate Corporate.

Teresa Olsen has joined **Better Homes and Gardens Real Estate, Wilkins & Associates** and will be working out of their Bushkill location, announces the company's President, Dominick J. Sacci.



Teresa took her real estate license classes on line with Real Estate Express.com. She has seven years experience in the banking industry and has

owned her own Avon business for the last eight years. Teresa earned a degree in Early Childhood Education from the Stratford Career Institute in 2003.

Personally, Olsen originates from Woodbridge New Jersey and has been living in Bushkill for the last two years with her husband Kirk, four children, five dogs, two guinea pigs, and cat.

Teresa was recruited by the company's Recruiter-Associate Broker/Sales Manager, Dennis Mooney. Dennis says, "Teresa is a very experienced, outgoing lady, who brings with her an educational background. Real estate will be a great fit as she takes advantage of her business and educational talents".



Ganesh Jagat joins **Better Homes and Gardens Real Estate Wilkins & Associates**, announces Dominick J. Sacci, the company's President.

Ganesh is originally from Jersey City New Jersey and has lived in Marshalls Creek for the last three years. He graduated from his real estate courses in Northampton in May of 2010, and was recruited by

Dennis Mooney, the firm's Associate Broker/Recruiter.

Previously, Jagat worker with Old Dominion Freight Line as a Line Haul Dispatcher. Personally, Ganesh enjoys his wife and three children when he is not working.



Riverside Rehabilitation Centers are pleased to congratulate Denise Knapp, MS, OTR/L as their newest licensed, full-time Occupational Therapist. Denise graduated in August with her MS in Occupational Therapy and passed her state board and licensure exam last month. Prior to this, Denise served as Riverside's Certified Occupational Therapist Assistant (COTA).

Denise evaluates and treats patients with injuries to their upper extremities, resulting from repetitive strain disorders, traumatic injury to the hand, wrist or forearm, arthritis, stroke, head trauma, developmental delays in motor skills, work injuries or spinal cord injuries. Occupational Therapy patients, referred by their physicians, can call Riverside Rehabilitation at 570-424-1706 to schedule an appointment with Denise.

Denise obtained her MS in Occupational Therapy from Misericordia University in 2010 and her AAS as a COTA from Lehigh Carbon Community College in 1996. She has extensive experience in occupational therapy in an outpatient setting as well as in the Pennsylvania Intermediate Unit system. Denise's special areas of interest include hand rehabilitation and vision therapy. She is a member of the American Occupational Therapy Association and the Pennsylvania Occupational Therapy Association. With the addition of Denise Knapp, Riverside Rehabilitation expands its Occupational Therapy staff to better serve the needs of patients throughout the Poconos.

On June 4th of this year, **Pocono Raceway** officials announced, safety improvements were to be in place for the 2011 NASCAR Sprint Cup Series events at the Pennsylvania Superspeedway. Work on those improvements: the installation of a SAFER (Steel and Foam Energy Reduction) barrier in the infield and a catch fence along the back stretch started in mid October and is expected to be completed by the year end.

The 'new generation' SAFER barrier, designed by Dr. Dean Sicking and his team at the University of Nebraska-Lincoln's Midwest Roadside Safety Facility and approved by NASCAR, will run on the entire length of the inside of the track from the exit of turn # 1 to the entrance of turn # 3, a total of 5,516 feet. Pocono Raceway already has SAFER barriers in place in each of the three turns that make up the "Tricky Triangle."

The new catch fence will run from the end of the front stretch and connect with the existing catch fence in turn # 2, a total of 6,155 feet. A catch fence will now surround the entire 2.5 mile length of the race track.

"These improvements are aimed at increased driver safety," stated Brandon Igdalsky, Pocono Raceway President. "We had these projects in the planning stages, before

the 2010 Pocono NASCAR Sprint Cup Series events took place.”

The *Pocono 500* kicks off the 2011 Pocono Raceway NASCAR Sprint Cup Series season on Sunday, June 12 followed by the *Pennsylvania 500* on Sunday, August 7. Practice and qualifying will be held on the Friday prior to each NASCAR event. A 200 mile ARCA Racing Series event will be run on Saturday, June 11. The second annual *Pocono Mountains 125*, NASCAR Camping World Truck Series event and the ARCA 125 will headline the action on Saturday August, 6.

Ticket information is available on line at www.poconoraceway.com or by calling the Raceway Ticket Office at 1-800-RACEWAY (1-800-722-3929).

LeTip of Stroudsburg will finish 2010 with revenue generated seeing an 80% increase year over year for its members. Among others, the local networking group is focusing on adding the following professionals to their membership – a Dentist, an Electrician, a Veterinarian, an HVAC professional and a Skin Care/Cosmetics professional.

“My LeTip membership has been an invaluable tool in marketing my business,” said Anthony Farda, President of Farda Landscaping and Excavating in East Stroudsburg. “The recommendations that I have received have consistently resulted in profitable jobs for my landscaping and excavating business. In addition to the substantial amount of work that I have received, I truly value the professional relationships with my chapter members. The nominal time and financial investment required to become a member has yielded an exponential return for my business.”

LeTip of Stroudsburg provides a venue for members to increase their professional network and expand each other's businesses. The program emphasizes building relationships, creating alliances and developing public speaking skills; all of which empower members and help create an environment for business success.

Come visit us for breakfast on Thursdays, except in the event of a local school delay or closing, at Studebaker's on Route 611 in Stroudsburg. Please RSVP to Sonia Wolbert at (570) 424-4100 or visit us at www.meetup.com/stroudsburgnetworking.

ESSA Bank & Trust announces the addition of Steven Levendusky as Commercial Loan Officer. He will be responsible for the development and administration of commercial lending relationships as well as for the coordination of joint calls with branch personnel to identify customer financial needs. His primary focus will be to service the Bank's Lehigh Valley commercial customers.

With 23 years of financial experience, Levendusky has a background in small business and retail lending, financial analysis, audit/compliance, and commercial loan opera-

tions. Most recently, he worked as the Small Business Regional Portfolio Manager for First Niagara (formerly East Penn Bank).



Levendusky is a graduate of Pennsylvania State University with a B.S. in Accounting and achieved his MBA from Moravian College in Bethlehem, PA. He is a board member as well as a Finance and Fundraising Committee Member for the Meals on Wheels of Lehigh County.

ESSA Bank & Trust, a wholly-owned subsidiary of ESSA Bancorp, Inc., has total assets of over \$1 billion and is the leading service-oriented financial institution headquartered in the greater Pocono, Pennsylvania region. Corporate headquarters are located in downtown Stroudsburg, Pennsylvania, and the Bank has 17 community offices throughout the Greater Pocono and Lehigh Valley areas in Pennsylvania. In addition to being one of the region's largest mortgage lenders, ESSA Bank & Trust offers a full range of retail, investment, trust, and commercial financial services. ESSA Bancorp, Inc. stock trades on The NASDAQ Global MarketSM under the symbol “ESSA.”



Lynn Dailey of **ESSA Bank & Trust** was recently promoted to Manager of the Marketing Services Division. Her responsibilities include marketing management, research and database management, as well as overseeing advertising, public relations, sales promotion and other marketing communications designed to promote the bank and its products to consumers and prospective customers.

Lynn has worked for ESSA for nine years beginning as a Marketing Associate and most recently as Marketing Officer. Prior to working at ESSA, Dailey was a Senior Account Executive in Corporate Sales at Barker Specialty Company in Connecticut.

Dailey graduated cum laude from the University of Connecticut with a BS degree in Marketing. Lynn is a 2009 graduate of the American Bankers Association School of Bank Marketing and Management at Southern Methodist University and has also earned an AIB Bank Marketing Degree from the ABA. She is a member of the ABA Marketing Network and a member of the Institute of Certified Bankers. Dailey was recently awarded the Certified Financial Marketing Professional (CFMP) designation given by the Institute of Certified Bankers (ICB), a subsidiary of

the American Bankers Association in Washington, DC. The CFMP designation is awarded to individuals who demonstrate excellence in the field of financial services marketing.

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Gift Cards for holiday giving can be purchased from **Catholic Social Services of Monroe County**. Available in denominations of \$10, \$25, \$50, and \$100, these gift cards—for restaurants, grocery stores, retail shops, gas stations, etc.--can be reserved by contacting Lisa Hutchins, CSS Board member, at 570-422-0190. Vendors return a percentage of gift card proceeds to help support Catholic Social Services programs.

Blondie Salon will be hosting a canned food drive from November 10, 2010 through December 24, 2010. Donations can be brought to Blondie Salon located at 501 Sarah St. in Stroudsburg, PA. All contributions will benefit the local East Stroudsburg Salvation Army.

Every client who donates a canned good to Blondie Salon will receive a 10% off coupon. This coupon can be used for the first appointment of 2011 on any service at Blondie Salon. The coupon must be presented at the time of check out. For more information please contact Blondie Salon at (570) 421-5404.

The Salvation Army is an evangelical Christian group dedicated to meeting the needs of the poor, destitute and hungry. The advancement of education, relief of poverty and charitable work to benefit mankind as a whole are the main goals for this organization. It is a global movement that currently services the needy in 121 countries, extending aid to all regardless of ones race, age or gender is a key factor in the Salvation Army's mission.

All donations can be dropped off at Blondie Salon through the dates listed above. All non-perishable foods will be accepted. Items that would be greatly appreciated are canned stews, soups, fruits, juices and vegetables, macaroni and cheese, peanut butter, jelly, rice, beans, nuts, baking mixes, pastas and hot or cold cereals. Please no dented, rusted, or expired foods.

Best Auto Service Center, Inc. in Tannersville is collecting new toys (unwrapped) for Toys for Tots and they also will be donating \$10.00 to Toys for Tots for every oil change and tire rotation for the month of December. So call them today at 570-688-2378 to make an appointment and help Toys for Tots.



Realtor Anatoliy Krapman, a five-year professional, has returned to the sales team at **WEICHERT, REALTORS® - Acclaim**. He serves the residential needs of clients in the Pocono Mountain area as a member of the Pocono Mountain Association of REALTORS®.

The East Stroudsburg resident has lived in the area for 15 years. His background includes college classes and work with UPS (United Parcel Service).

Angelika V. Cook, a contractor for 20-plus years, become a Realtor and joined **WEICHERT, REALTORS® - Acclaim**.



A specialist in residential sales, she serves clients in Mornoe, Carbon and Pike Counties. She is a member of the Pocono Mountain Association of REALTORS®.

Cook, a 22-year area resident, lives in Readers and attends Victory Baptist Church in Brodheadsville. Outside of real estate, her special interests include training and showing her two miniature horses.



Experienced Realtor Joe Betro has joined **WEICHERT, REALTORS® - Acclaim** as a specialist in residential sales. A member of the Pocono Mountain Association of REALTORS®, he brings seven years of experience to clients in Middle Smithfield Township, Smithfield, East Stroudsburg, Bushkill and surrounding areas. His real estate credentials include the ASR (Accredited Seller Representative) designation.

The Middle Smithfield resident has lived in the area for 20 years. He earned a bachelor's degree in accounting and

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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.

AFLAC

Kevin Noll
PO Box 29
Albrightsville, PA 18210
610-823-2897
570-722-3823
Kevin_Noll@us.aflac.com
www.aflac.com
Insurance-Health & Life

Ruby Tuesday

Jerrod D. Belvin
1055 N. Ninth Street
Stroudsburg, PA 18360
570-420-9110
570-420-9131
RT4291@RUBYTUESDAY.COM
www.rubytuesday.com
Restaurants

Global Real Estate Solutions

Michael Price
PO Box 961
Stroudsburg, PA 18360
(LOC) 33 N. Seventh Street, Strouds-
burg
570-730-4748
888-846-1113
fastcash@ptd.net
Real Estate

We All Win Real Estate Solutions LLC

Michael Price
PO Box 961
Stroudsburg, PA 18360
(LOC) 560 Main Street, Stroudsburg
570-851-3698
888-846-1113
fastcash@ptd.net
www.weallwinrealestatesolutions.com
Real Estate
A. Bartkowski

Kallatch Home Services LLC

David Kallatch
PO Box 502
Mountainhome, PA 18342
(LOC) 109 Fox Lane, Pocono Summit
570-839-3952
kallatch_hs@yahoo.com
www.kallatchhomeservices.blogspot.com
Home Improvements

M & T Bank

Debbie Rhinard
15 S. Franklin Street
Wilkes Barre, PA 18711
(LOC) 900 N. Ninth Street, Strouds-
burg
570-421-6050
570-421-8924
arossi@mtb.com
www.mtb.com
Banks-Financial Institutions

Pocono Mts. Publications

Larry Sebring
1929 N. Fifth Street
Stroudsburg, PA 18360
570-424-1000
pmpubs@ptd.net
Publishers

Business Card Exchange

Wild Pines Golf Club in Pocono Pines hosted the November Business Card Exchange. Everyone enjoyed the delicious array of food and networking. Barry Howard of Diadime Color sponsored the event and gave a short PowerPoint Presentation highlighting his work as a photographer and graphic design displays. Following his presentation, Barry raffled a digital camera and a 32" LED TV. Jeanine Pateroster from the Inn at Pocono Manor won the digital camera and Karen DeMatteo won the TV.



November Business Card Exchange at the Wild Pines Golf

Women in Business

The November Women in Business luncheon, sponsored by AlignLife Center for Natural Health, was held at the Chateau Resort & Conference Center in Tannersville. The luncheon featured various vendors for the "Health, Fitness & Beauty Expo."

Vendors that showcased their products were: AlignLife, Best Buy, Comprehensive Family Practice, Elevations Health Club, Mary Kay, Griswold Special Care, Home Instead Senior Care, No Limits Personal Trainer, Oakwood Terrace, Organa Gold Coffee, Pocono Medical Center, Quality Health Care, Riverside Rehabilitation, and Shawnee Ridge Senior Living.



November Women in Business Luncheon at the Chateau Resort & Conference Center



From l to r: Karen DeMatteo, Barry Howard

The December luncheon will be held at the Inn at Pocono Manor and is being sponsored by Wayne Bank. Along with the traditional ornament exchange, attendees will have a chance to visit the different vendors at the Shoppers Showcase to shop for holiday gifts.

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.

New Member Orientation

The New Member Orientation was held on Wednesday, November 3 in the chamber conference room. Audrey Bartkowski, Membership Director, welcomed the new members and encouraged them to get involved and use all the resources available to them through membership. Theresa Yocum, Business Development Officer and Lisa Major, Marketing Representative at Community Bank & Trust, talked to the new members about how they can save money on business banking services through the Preferred Vendor Programs. 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: JC Clifford of Pleasant Valley Motors; Travis Sparks, Pennsylvania Payroll; Joan O'Hara and Anne Marie DiPietro of Weekend Bargains Flea Market and Susan Saunders, Sears Hometown Store.



Photo: From L to R – JC Clifford, Theresa Yocum, Travis Sparks, Anne Marie DiPietro, Lisa Major, Joan O'Hara, Brandie Belanger, Susan Saunders

**Sponsorships Available
for 2011!**

**Please contact
Pat Metzgar at the
Chamber at 570.421.4433
to find out which
sponsorships fit your
needs!**

(cont'd on page 6)

has earned credits toward a master's degree at East Stroudsburg and Walden Universities. His professional background includes work as a managing director of accounting with Smith Barney. He is a member of the Knights of Columbus.

SAVE the DATE, Sunday, February 13, 2011, Social Hour 2 To 3:00 PM ~ Dinner 3:00 PM, Shepherd's Maternity House 9th Annual Valentine's Charity Ball Ridgecrest at Stroudsmoor Country Inn . More details to come!

Join other business owners and leaders on December 7, 2010 from 5:30pm to 8:00pm at the Shawnee Inn and Golf Resort for "Sales Made Simple." The cost for attendance is free.

ActionCOACH of NEPA's Knetwork and Knowledge Series includes a chance to meet other business owners as well as the opportunity to learn through a presentation based on a pertinent business subject. At this Knetwork and Knowledge you will network with other business owners, learn how to professionally handle objections, learn tips on closing a sale, promote your business at the literature table, and enjoy complimentary hors d'oeuvres. For first time attendees, there is an opportunity to win 3 hours of FREE Business Coaching and 3 Coach Choice books.

For more information on ActionCOACH of NEPA's Network and Knowledge Series, please feel free to call Allison Anderson, Administrative Assistant to ActionCOACH at (570) 517-7100.

ActionCOACH of NEPA has been coaching businesses to greater success for over 7 years. ActionCOACH of NEPA provides the best business coaching by utilizing the executive skills of each coach with over 25 years experience in various areas of business. This combined with the global leadership of ActionCOACH gives ActionCOACH of NEPA the best systems support and business knowledge. ActionCOACH of NEPA is committed to the personal and business development of their clients.

If you didn't achieve your biggest goal for the third quarter, or didn't have any goals at all, then it's time to take the chance, make the investment, to attend "PLAN for Success."

ActionCOACH of NEPA's "Plan for Success: Business Planning for the next 90 days" workshop gives business owners the opportunity to step out of their businesses for a day to focus and plan for their future. During the business planning workshop, business owners will network with fellow business owners, learn how to set goals, choose strategies to achieve their goals, complete a 13 week flow chart to hold them accountable, and will walk out with a one page business plan. Also featured will be a presentation on a subject pertinent to the growth of your business.

Join other business owners on December 10, 2010 from 8:30am to 4:00pm at the Scranton Chamber of Commerce Conference Room. Your investment for the session is \$149.95, a 50% savings! If you're not completely satisfied with the business planning session we will refund 100% of your attendance fee.

For more information on ActionCOACH of NEPA's 90 Day Business Planning workshop, please feel free to call Allison Anderson, Administrative Assistant to ActionCOACH at (570) 517-7100.

ActionCOACH of NEPA has been coaching businesses to greater success for over 7 years. ActionCOACH of NEPA provides the best business coaching by utilizing the executive skills of each coach with over 25 years experience in various areas of business. This combined with the global leadership of ActionCOACH gives ActionCOACH of NEPA the best systems support and business knowledge. ActionCOACH of NEPA is committed to the personal and business development of their clients.

Sears Hometown Store in Marshalls Creek will be the a drop off center for "Toys for Tots". People are welcome to bring in a new unwrapped toy (s) to help make a child happy this holiday season. They are also taking food donations for Bushkill Outreach Food Pantry. Please help those that need it most.

Monday, December 13, 2010 is our "Friends & Family" event, 10% off already low prices on most everything in the store (exceptions apply).

We have a great selection of tools for that special person for the holiday season, and look for outstanding sales on snowthrowers, TV's, DVD players, tractors, lawn mowers, grills, appliances, plus lots more.

Come and join Ray, Susan and the gang at Sears Hometown for a hot cup of coffee each and every day.

PA 1st is pleased to announce that Joan Pavinich, owner of Accord Abstract in Milford has joined **Pennsylvania First Settlement Services** as an Account Manager and Settlement Agent.

Said Craig Roberts Pres. of Pennsylvania First Settlement Services, "We are extremely excited about having Joan as a part of our sales team. She knows the Milford business community quite well and it is an area that (as a company) we are very much looking forward to service the areas title and settlement needs.

Prior to joining PA1st, Pavinich owned and operated Accord Abstract for the past 6 years. Pavinich has been in the title industry for the past 20 years.

Pavinich, in her new position will cultivate business in the Milford, Pike County and Lake Wallenpaupack areas.



Lorie Lehman who also is in the position of Account Manager and Settlement Agent recruited Pavinich. Said Lehman, "Joan and I are good friends and when I heard she was looking for a company to associate with, I never even hesitated about suggesting to Pennsylvania First that we strike a deal with her. That was on a Monday and we hired Joan that Wednesday."

Said Pavinich, "To be associated with a company where their logo is "*Where service comes first*" is where I want to most be. In today's economic times, combining offices was the right thing to do. I am truly excited to be a part of this great team".

Pennsylvania First Settlement Services has been in business serving the real estate industry for the past 8 years. Craig Roberts, President and the former owner of Fidelity Home Abstract, one of the most successful title companies in the Pocono Mts., joined the firm in the position of President one and a half years ago. Since that time, Roberts increased the number of closings that the company handles and broadened the market area that they service as well as increased the customer base by over 50%. Said Roberts, "With service professionals like Lorie and Joan, Pennsylvania First Settlement Services is in full swing. We have the support staff and expertise to handle a large volume of business while not losing what has made us who we are and that's our level of customer satisfaction."

Pennsylvania First Settlement Services is located at 304 Park Avenue in Stroudsburg. PA1st is on the internet at www.pafirstsettlement.com.

Dr Leonard Lee Rue III, professional wildlife photographer, has joined **Silver Arrow Gallery in Tannersville** exhibiting and selling his large selection of wildlife and nature photographs. Leonard is an award winning life long professional photographer.

Leonard Lee Rue III has been a photographer for over 60 years. Leonard's passion for photographing wildlife and nature has taken him to all seven continents. He was raised on a farm in Northwest New Jersey and he insists, he is a naturalist first and foremost. Leonard sold his first photograph when he was nineteen years old and went on to become the most published wildlife photographer in North America.

He has over 1800 magazine covers to his credit and has taken over one million still photographs. He has produced over two and a half million black & white photographs and his work has been published in every major nature magazine, and most minor ones, in the country. His photographs are used in books, advertisements, for

posters, calendars, puzzles, T-shirts, clocks, cups, caps, brochures, etc.

To date he has produced twenty-three educational and instructional videos, including *An Eye On Nature The White-tailed Deer*, *Birds of the Dooryard*, *Wolves and how they live* and a series of *The Lenape Indians*.

Dr. Rue's books include *The Deer of North America* which was heralded as "a notable achievement, a distillation in easy-to-read language of just about everything known about deer", *How I Photograph Wildlife & Nature*, a compilation of the skills and individual techniques developed during his many years as the nation's most published wildlife photographer and *How To Photograph Animals in the Wild* which he co-authored with his son, Len Rue, Jr.

Dr. Rue writes with the authority of one who has lived with his subjects and knows their every habit, habitat and haunt through personal research, as well as printed material gathered during years of research. Drawing from these materials stored in bulging files, research reports from many countries and clippings gleaned throughout the years from periodicals and newspapers, and the 17,000 plus volumes in his personal library, Dr. Rue's books and articles are thoroughly documented studies written in a very readable style and are well-laced with his own photographs.

Dr. Rue, raised on a farm, has spent a lifetime studying, photographing and living with wildlife in its natural habitats. His studies and photographic assignments have taken him throughout the world, from the searing heat of the desert to the iciness of the mountain peaks, to Alaska for fourteen summers and to Africa for seven, as well as to Europe five times, Asia, the Galapagos Islands, Australia, Antarctica and South America in addition to his extensive work throughout the continental United States and Canada.

"It's a never-ending job", says Rue. "The life sounds glamorous, but there's a lot of hard work and discomfort involved."

This does not deter Leonard Lee Rue III in his pursuit of excellence—in research, in writing, in photography. Sometimes it means standing or sitting motionless by a mosquito-infested waterhole, waiting for animals to come for their evening drink, and then perhaps not getting a single photograph or frame of video footage. Sometimes it means being pursued by the very animal he intended to photograph. But, whether clambering over sleeping walruses on a beach, having a bear enter his campsite and curl up under his hammock for a nap or being charged by a wounded Cape Buffalo, Dr. Rue's life is filled with the unusual.

Whether it is as author, photojournalist or foremost authority on wildlife, it is the same man, fascinated by wildlife and intensely concerned with interpreting its beauty and encouraging each and every person to treat it responsibly, humanely and with an interest in both its future and our own.

For more information visit Silver Arrow Gallery on RT 611 in DePue Plaza Tannersville or call 570-619-0461. Follow us on face book or our website www.silver-arrow-gallery.com.



Developmental Education Services sponsored a dance on November 13, 2010, at the CLU Club and the entry fee was a pair of pajamas to help the Quality of Life Committee of the Greater Pocono Chamber of Commerce with their pajama drive. The Quality of Life Committee has collected over 50 pairs of pajamas during the month of November to be donated to Monroe County Children and Youth.



On November 16th The Staff & family members of AlignLife The Center For Natural Health pays it forward. Dr. Brettney Ramsour donated and cooked healthy food for the homeless & seniors of the Salvation Army. Betsy Kosmerl assisted him in preparing & cooking the food. The rest of the staff also assisted by serving food and giving out coats to those in need. Dr. Kim Filipkowski & Dr. Mike McLarnon also took time out of their busy schedules to give back to the community along with the staff before their workday began. Alignlife is still collecting coats and blankets throughout December. For more information call 570-476-5577 or for a location to drop off coats visit www.alignlife.com

(cont'd from front cover)



Susan Folk
2010 Humanitarian of the Year

Susan Folk has twenty years experience as an administrator in the non-profit, human service agency venue. She is presently the Executive Director of Developmental Education Services of Monroe County. She is a certified investigator for the PA Office of Mental

Retardation Incident Management and has 10 hour Occupational Safety and Health Administration Voluntary Compliance Training. Her volunteer activities include 10 year active distinguished member of the Kiwanis Club of the Stroudsburgs and distinguished Past President and advisor to the Kiwanis Aktion Club of the Poconos, which is community service club for adults with developmental disabilities.

Susan's recognitions include the Johanna Fitzmaurice Community Service Award in November 2006 and the Kiwanis Pennsylvania District, Division 17 Hero in Service Award in July 2009.



Brandon Igdalsky
2010 Businessperson of the Year

Brandon Igdalsky, President of Pocono Raceway has worked and observed every aspect of the operation of Pocono Raceway since he was thirteen years old. He started off in the sanitation department and worked in the facilities sewer plant before making the rounds to all other departments within the organization. Over the course of the years his duties included maintenance, track services, operations, concessions, sales and marketing.

In his current position, Brandon oversees all aspects of the raceway's operations, from day to day activities to long range goals and planning. Brandon spearheaded a plan to develop an alternative energy source for the raceway, and in May 2010, Pocono Raceway broke ground on the largest solar powered sports facility in the world. Brandon was also instrumental in leading Pocono Raceway in its efforts to become the world's first, truly "green" sports facility in operation.

Richard Berkowitz, President and CEO of the Sherman Theater has extensive business experience as an effective leader and manager. After nearly nine years as a profession actor, he spent six years in the US Coast Guard, finishing as Director of Search and Rescue and as Operations Officer for the south shore of Long Island. He received numerous awards and medals, in-



Rich Berkowitz
2010 Citizen of the Year

cluding the distinguished Coast Guard Commendation Award for outstanding leadership and fiscal responsibility.

Over the past 20 years, Mr. Berkowitz has been responsible for numerous business plan generating both private and bank funds in excess of \$15 million. He has nearly 18 years of successful business development experience from job costing to job execution. For the past six years, Richard has been the driving force behind the Historic Sherman Theater, bringing the facility from obscurity to becoming the leading arts related organization in Monroe County, and a respected events and concert producer.



Vincent & Charlie Trapasso
2010
Frank Schoelch Community
Commitment Award
Recipients

Vincent & Charlie Trapasso, owners of Desaki Restaurant in Scotrun. Vincent Trapasso has an extensive business background, which started at a very young age while growing up at a family owned marina (Traps Marina) on Lake Hopatcong, NJ. By the age of 19, he purchased his first piece of real estate, an old lighthouse next to Traps Marino and later turned this investment in a multi-level nightclub called The Lighthouse. Vincent was a very successful builder and contractor. He and a close friend purchased Charlie's Diner in Stroudsburg, and turned it into another successful venue, Hoola Hoops and club Vogue.

Charlie Trapasso moved to the Poconos in 1973 from Clifton, New Jersey. A graduate of Pocono Mountain High School she worked a short time at the front des at Mt. Airy Lodge. It was there that she discovered modeling and soon realized that her true passion was in make-up artistry and became an internationally recognized make-up artist. She later opened her own modeling agency on Ann Street in Stroudsburg and called it "Beauty Productions", where she trained models and produced hundreds of internationally published photographs. Charlie and Vincent were married on August 8, 1992 in Italy at the Cathedral of Sorrento and in March will be renewing their vows there.

Following the sale of Hoola Hoops, the Trapasso's moved to West Palm Beach in Florida and built a 3 level multi-entertainment complex. They returned to Pennsylvania and spent the next 16 years generating patients for world renowned plastic surgeons across the U.S. Following the sale of My Choice Medical, Inc. Vincent and Charlie opened Desaki Restaurant and Dance Club.

The Trapasso's have offered their venue for the fundraising efforts of noble organizations, such as United Way of Monroe County, American Cancer Society, March of Dimes, Sirit of Women, Susan G. Komen, Women's Resources of Monroe County, Thrive to Survive, Suzanne Zale Buck Ovarian Cancer Awareness Fund and the Follow Me Foundation.



Kathy Kuck
2010

Chairman's Business
Award
Recipient

Kathleen Kuck joined Pocono Health System in November of 2006 and has served as President and Chief Executive Officer since January 2008. Having started her career as a nurse, she possesses strong clinical, administrative, and financial skills that have developed over her 30 years of experience in both acute and long-term facilities. Ms. Kuck holds a Masters degree from Columbia University and is a licensed registered nurse in Pennsylvania

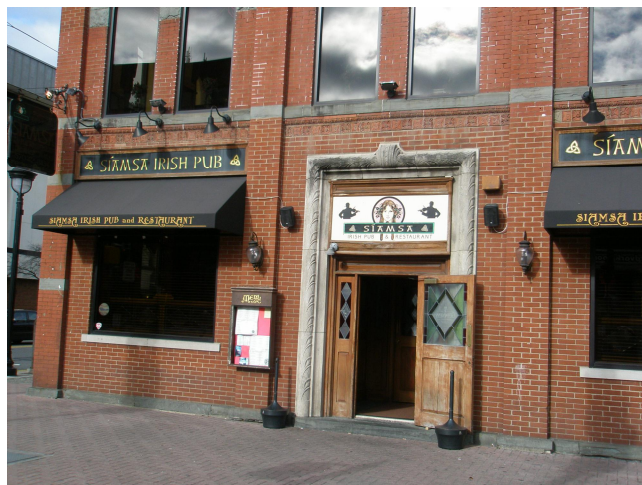
Kathy is a Director on the Boards of the Pocono Health System, Pocono Medical Center, Pocono Healthcare Management, VHA, Greater Pocono Chamber of Commerce, and Pocono Health Foundation. She is the Chair of the Pocono Ambulatory Services, Inc. Board and the Pocono Healthcare Partners, Inc. Board. She is Board Chair of the Monroe County Business Education Partnership and serves as Secretary to the Monroe County Family Health Center Board.

During her tenure at Pocono Health System, Pocono Medical Center (PMC) was awarded the Distinguished Hospital for Clinical Excellence Award from Health-Grades, an independent rating agency that placed the medical center in the top 5% in the country. The ESSA Heart and Vascular Institute has been completed, offering a full range of cardiac services, including a new Heart Surgery Program and electrophysiology laboratory. The ESSA Heart and Vascular Institute was recently named as one of the top 50 cardiac surgery practices in the country, as reported in Consumer Reports.

New programs include a spine surgery program, establishment of a Wellness Institute and a Neonatal Intensive Care Nursery. PMC also became a Level III Trauma Center and Certified Chest Pain Center since Kathy has been President/CEO. She has championed the PMC Spirit of Women Network to raise awareness, educate, and stimulate action toward healthy living. Pocono Health System has recently broken ground to build a new Dale and Frances Hughes Cancer Center to address the leading cause of death in Monroe County.

As we have often heard Kathy say, Pocono Health System: in service to our community we will provide World Class Care, Close to Home. In service to our community, we will build a Healthier Monroe County.

Restaurant of the Month



Siamsa Irish Pub

Siamsa Irish Pub, located in the heart of downtown Stroudsburg, is the Greater Pocono Chamber of Commerce Restaurant of the Month for December. It is a popular venue for business lunches and parties for any occasion and is well-known for their authentic Irish fare. For more information on live entertainment and daily specials, visit the website www.siamsairishpub.com or call 570) 421-8434.



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