

Women in Business Hosts Save Our Planet Awards!

The April Women in Business luncheon, which was held at Strouds Moor, featured the annual Save Our Planet Awards presentation. Each year, the Environmental Committee recognizes individuals and companies that have shown outstanding or innovative environmental contributions in our area. This year's award winners were:

Non-Profit/Volunteer Category: Dr. Waters Educational Outreach Program, with Honorable Mention going to Habitat for Humanity

Travel & Tourism Category: Pocono Raceway, with Honorable Mention going to Shawnee Inn & Golf Resort

Government Category: Tobyhanna Army Depot

Individual Category: Professor Patrick Dorian

Business Category: Better World Technology, with Honorable Mention going to Northeast PA Natural Awakenings

Mark Lichty Award: Dr. Jerilyn Jewett-Smith (posthumously)

We would like to thank our sponsors, Herbert, Rowland & Grubic, Committee to Elect Jim Becker, and Michael Reisenwitz of the Brodhead Creek Regional Authority. We would also like to thank Cantor Designs for the beautiful trophies that they created for this event and Ken Schurman of VIP Studios.



Save Our Planet Award Winners
photo courtesy of VIP Studios



Save Our Planet Honorable Mention Winners
photo courtesy of VIP Studios

In This Issue

Calendar of Events.....	Pg. 2
Members in the News.....	Pg. 2
Ribbon Cuttings.....	Pg. 9
Business Card Exchange.....	Pg. 9
Women in Business.....	Pg. 9
New Members.....	Pg. 10

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.

May 2011 Calendar of Events

- May 6.....*Government Relations/Public Policy Committee*
8:00 a.m. - Stroud Township - Stroudsburg
- May 9.....*Education Committee*
Noon. - JR's Grille - E. Stroudsburg
- May 9.....*Membership Appreciation*
5:00 p.m. - Inn at Pocono Manor
- May 10.....*Women in Business Luncheon*
Noon - Sycamore Grille - Delaware Water Gap
- May 11.....*HR Committee*
8:00 a.m. - GPCC
- May 11.....*West End Committee*
8:00 a.m. - Western Pocono Community Library - Brodheadsville
- May 13.....*Leadership Pocono*
8:00 a.m. - GPCC
- May 17.....*Women in Business Steering Committee*
9:00 a.m. - GPCC
- May 23.....*Finance Committee*
8:00 a.m. - GPCC
- May 23.....*Executive Committee*
8:30 a.m. - GPCC
- May 24.....*Board of Directors*
11:00 a.m. - Terraview at Stroudsmoor - Stroudsburg
- May 24.....*Youth Appreciation Day*
12:00 noon - Terraview at Stroudsmoor - Stroudsburg
- May 27.....*Environmental Committee*
9:30 a.m. - GPCC

Members in the News

Pocono Raceway, home to NASCAR's Pocono 500 and Pennsylvania 500 is proud to announce its partnership with Premiere Sports Travel, one of the nation's leading sports travel and hospitality providers, as their preferred travel provider. The partnership will include travel accommodations to all of Pocono Raceway events including the 30th Annual Pocono 500 set for June 12th, 2011 as well as the 38th Annual Pennsylvania 500 set for August 7th, 2011.

The relationship with Premiere Sports Travel will now offer NASCAR fans customized travel and hospitality packages like never before. Premiere Sports Travel's packages will include tickets, hotel accommodations, deluxe motorcoach transportation to and from the track, pit tour passes, a welcome gift as well as twenty-four hour customer service.

Premiere Sports Travel will also provide travel packages from New York City to all Pocono events. "We are especially excited to give our NYC fans an opportunity to attend the Pocono and Pennsylvania 500," said Brandon Igaldsky, President of Pocono Raceway. "Our fans in the City are going to love these packages and the service Premiere provides."

"We are excited to partner with such a top notch facility and team," said Brian Wilder, Executive Vice President of Premiere Global Sports. "No place in racing has more of a family feel than Pocono, thanks to the Mattioli family. This is a fantastic facility for racing."

Pocono Raceway is a fan favorite because of its unique triangular design. There are only three turns, each distinctly different and connected by straight-aways of varying lengths. The track is designed to excite fans and challenge the world's best drivers. During races drivers reach high speeds down a 3,055-foot straight-away which connects to the "tunnel turn," an 8-degree turn over the tunnel leading into the track's infield that is widely considered one of the most difficult in NASCAR. With its combined family atmosphere and unique racing challenges, it's no wonder Pocono Raceway has been a fan destination since 1974.

"Premiere Sports Travel is a proven leader in the industry and are well known for their first-rate service," said Igaldsky. "This partnership will show NASCAR fans that we appreciate their support and want their travel experience to be extremely positive."

To learn more about ticket and travel packages for Pocono Raceway and to reserve a spot, visit www.sportstravel.com or call 1-800-924-9993.

Catholic Social Services of Monroe County, together with the Sherman Theater in Stroudsburg, will hold its 3rd annual fundraiser on Saturday, June 4, 2011, at the Sherman Theater at 7:30 p.m. Featured will be the music of DANCESTAND USA, with The Main Street Cruisers

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.

performing hits of the 50s and early 60s. Tickets at \$20, \$30, and \$55 are available at the Sherman Theater, 524 Main Street, Stroudsburg. Call 570-420-2808. Sponsors may also call the Sherman Theater.

Catholic Social Services serves all people of Monroe County. Its programs include Drug & Alcohol Treatment, Big Brothers/Big Sisters, Adoption and Foster Care, and Shepherd's Maternity House. Call Tom Mackin at (570) 822-7118 for information.

Just a reminder from the staff of **United Way of Monroe County** that this year's Day of Caring is set for Friday, Sept. 23. We look forward to your participation in this event, which provides many opportunities for volunteering at nonprofit organizations throughout our community. Projects range from landscaping, cleaning and painting to office assistance, delivering meals, and minor construction. Information will be sent out in early summer on how to get involved. Volunteers can work on projects as a team or as individuals. At the end of the day, a thank you picnic will be held at Barley Creek Brewing Company in Tannersville.

So mark Sept. 23rd on your calendar for our 2011 Day of Caring!

The **Carbon-Monroe-Pike Employment Coalition** is hosting *Employment Innovations For People With Disabilities*, a one day conference on May 10, 2011, to spotlight the value employers gain by hiring people with disabilities and showcase innovative employment models to individuals with disabilities, employers, students, families, provider staff, vocational rehabilitation counselors, case managers, and other vested stakeholders. The conference will also present current employment options as well as focus on how system transformation can take place.

Michael Fiore, Co-Founder of The Sierra Group, will speak about the humanistic values that workers who have disabilities bring to employers. He will also outline various work incentives to employers and people who receive benefits. Dr. Domenico Cavaiuolo, Professor at East Stroudsburg University, will describe creative work options which can be created for individuals with disabilities. Mary Ohl, who is working on a documentary for the Office of Developmental Programs, will speak about how her son Dennis overcame adversity to gain competitive employment. The conference will conclude with a panel discussion about various local innovative work opportunities at Tobyhanna Army Depot through Burnley Employment & Rehabilitation Services, Human Resources Center, United Rehabilitation Services, and Community Vocational Services. A Peer Specialist will speak about how this service helps individuals maintain jobs. There will be tables with information on the various work options.

The Employment Coalition recognizes that employment is a goal for many young people transitioning out of school and adults with disabilities who have an unemployment rate which quadruple that of those who don't have disabili-

ties. Promoting employment involves collaboration between the business community and the services which support people with disabilities. The goals of this conference are to promote this process so employers see people with disabilities as valuable workers to recruit, and to spark awareness that people with disabilities can lead everyday lives and work just like anybody else.

Registration for *Employment Innovations* (lunch included) is free. To register, contact Bob Rainey at the Advocacy Alliance at 570-558-3235, toll free at 1-877-315-6855 or email br@theadvocacyalliance.org. For additional information on *Employment Innovations*, contact the James Furi-osi of The Employment Coalition at jfuri-osi@cmpmhm.com or call (570)420-1900.

Do you look or sound like a celebrity? We are looking for historical and non-historical look-alikes! The **Shawnee Playhouse** is holding an Impersonators contest on June 3 2011 at 8pm.

If you look like Tom Cruise, Lady Gaga or Harry Potter, Come on Down! Specifically seeking Lucille Ball, Jackie Gleason, President Eisenhower, Fred Waring and celebrities that have a history with the Shawnee Inn.

For more information visit the website at www.TheShawneePlayhouse.com or call the Box Office at 421-5093.

Judi A. Moniz, a Realtor with **Better Homes and Gardens Real Estate Wilkins & Associates** has earned her Pennsylvania Broker's license. Moniz completed the required course and passed the examination to receive her accreditation on April 15, 2011.

Moniz has been licensed as a Real Estate Salesperson since 1988 and has been with the Wilkins organization for the past 17 years.

Said Thomas R. Wilkins, CEO, "This is a proud event for both Judi and I. I know she's taken her time in getting the Brokers' license and even though there have been obstacles that have gotten in her way, Judi has persevered and not let that deter her. We're very proud to have Judi in our ranks as an Associate Broker."



Judi A. Moniz

Moniz has lived in the Poconos since 1987 and resides in the Big Bass Lake community with her life partner, Dave Young.

Judi A. Moniz, Associate Broker with **Better Homes and Gardens Real Estate Wilkins & Associates** has earned the title of "Realtor of the Month" according to Dominick J. Sacci, President.

Moniz, who recently received her Associate Broker's license, has been with the Wilkins organization for 17 years. During her tenure with the company, Moniz has won numerous awards and has been recognized for accomplishments not only within the company but the services she provides in the community as well.

Said Dominick J. Sacci, President, "I have known and worked with Judi my entire real estate career. We transacted real estate 16 years ago out of our Mt. Pocono location. I am very proud of my friend and coworker. I was very happy to receive unanimous support when we chose Judi as our Realtor of the Month".

mES (mEnterprise Solutions) is pleased to announce that it has recently passed its fifth year in business. The company provides management consulting services both locally and in the Mid-Atlantic area as well as Colorado. mES has experienced year over year growth in both revenue and its customer base. Clients include both family owned businesses to large corporations such as PPL.

In the five years of being in business, mES has grown from a concept to a viable entity with a solid growth trajectory. This has been accomplished in some rather difficult economic conditions that all businesses have been facing. The mES experience demonstrates how a smart growth strategy, coupled with the flexibility to adapt as conditions warrant can lead to success.

Recently mES has expanded its core services in change management, cultural transformation, assessments and surveys, organizational and business improvement strategies to include processes and tools for building innovation and innovative cultures. Like many others, mES believes one of the significant keys for continued and future success is to be more innovative and creative in meeting customer needs and building the products and services in an increasingly competitive world.

Locally, mES staff contributes to the community by involvement in a number of non-profits including Kiwanis, United Way, Catholic Social Services, Leadership Pocono, Wall Street West (WSW), PA STEM, Pocono Medical Center Ambassadors and member of Pocono Alliance Advisory Council, American Heart Association, PMC Auxiliary, Business Development Committee of Greater Pocono Chamber of Commerce, Sherman Theater, Pocono Arts Council and the Jacob Stroud Corporation.

mES also acts as the consultant and advisor to Team River Runner, a rehabilitative organization founded to provide kayak and other paddling activities for wounded veterans who were injured in the wars in Iraq and Afghanistan. mES will be delivering the first of a number of leadership courses for the veterans in Montana this summer.

The mES Vision statement summarizes are pursuit of building a business and investing in our communities. We believe the two are necessary ingredients to our long-term success.

Thomas R. Wilkins, CEO of **Better Homes and Gardens Real Estate Wilkins & Associates** announced at the monthly Supervisors' meeting that two persons in the company were promoted.

Dennis A. Mooney was promoted to the position of Vice President/Associate Broker Sales Manager and Christine A. Scrofano was promoted to the position of Senior Vice President/Associate Broker. Both accepted the new titles.

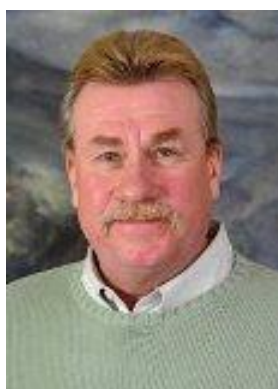


Christine A. Scrofano

Scrofano, formerly a Vice President/Associate Broker with the company, has been with Wilkins for 9 years. During that time, she has won numerous Excellence awards as a Realtor and Salesperson. In addition to her company awards served on the Pocono Mountains Association of REALTORS® (PMAR) Board of Directors, Chairs the Social Planning Committee of PMAR and continues to serve on the By-Laws Committee of PMAR.

Scrofano managed the Dingmans Ferry and Milford offices for the Wilkins organization for four (4) years. Scrofano now handles the day to day operations of the Bushkill office while being a member of the Executive Committee for Wilkins which includes Rosemarie Lobe-Waller, CFO, Dominick J. Sacci, President and Thomas R. Wilkins, CEO.

Currently, Scrofano is running for the position of Stroud Township Supervisor (Republican).



Dennis A. Mooney

Mooney has been with Better Homes and Gardens Real Estate Wilkins & Associates for 3 years. Prior to that he owned and operated Glenbrook Realty & Construction; and before that was with Penn Hills Enterprises for 17 years.

Mooney is and has been a member of the Pocono Mountains Association of REALTORS® Board of Directors for the past 15 years. Mooney serves as Chairperson for the By-Laws Committee and has for the past 15 years.

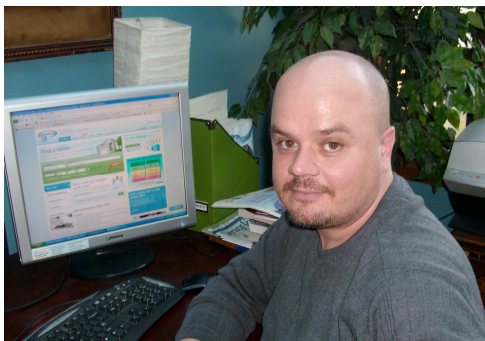
Mooney is a Board Member of the Eastern PA Chapter of the Arthritis Foundation and has worked as a volunteer for a number of non-profit organizations throughout his career.

Said Thomas R. Wilkins, CEO, "The promotion of Scrofano and Mooney, we felt, was important to the company's over-

all operation and direction. Both bring a lot to the table and their achievements for the company have not gone unnoticed."

The Better Homes and Gardens Real Estate Wilkins & Associates successfully consolidated 8 of their offices during the real estate slow-down and currently is operating in Stroudsburg and Bushkill. Plans are in the works to re-open the Mt. Pocono office in Spring.

WEICHERT, REALTORS® - Acclaim has announced the addition of **John M. Walko Jr.** to the sales team. A



John M. Walko Jr.

Mount Pocono resident and member of the Pocono Mountaintains Association of REALTORS®, Walko serves buyers and sellers throughout Monroe County. Walko is a Certified Finance Specialist (CFS)

and brings a background as a loan officer and mortgage company owner to the Tannersville agency.

He can be reached at the Weichert® agency located on Route 611 in Tannersville, telephone 570-629-6100. For more information, the company Web site is www.weichertrealorsacclaim.com.

Northampton Community College (NCC) recently became the first college in the Pennsylvania to receive an Institute for Sustainable Power Quality (ISPQ) Accredited Training Program designation from the Interstate Renewable Energy Council (IREC). NCC's Solar Photovoltaic Systems I course is an introduction to solar panel systems, their components and design for residential and light commercial applications.

The Solar Photovoltaic Systems course is a requirement for NCC's associate in applied science degree in electrical construction technology. The course can also be taken by itself by licensed electricians, or after completing the Electrical Fundamentals course.

NCC has been expanding programs to prepare students for careers in alternative energy and green technology. The Pathways to Green Jobs Center in Allentown has been working with NCC since 2010 to offer five such programs, ranging from electrical technologies to welding.

For more information on NCC's programs, visit www.northampton.edu.

The NEPTA Award Winners have been announced! The Northeastern Pennsylvania Theatrical Alliance presents this annual event, held every spring, which highlights and honors the best of the best in Community Theater. The categories mirror those of the Tony Awards, including Best Actor and Actress in a comedy, drama and musical. There are awards for supporting actors, directors, and technical work as well. And of course there are awards for Best Comedy, Best Drama, Best Musical and Best Overall show of the year.

The Worthington Players, the artistic arm of The Shawnee Institute and whose "home stage" is **The Shawnee Playhouse**, received a total of 50 nominations this year!! The awards ceremony was held this year on April 9th at the beautiful Ehrhardt's Waterfront Banquet Center in Hawley Pa.

All six of The Worthington Players Productions from 2010 were nominated. Congratulations to all of the directors, casts, crews and creative teams!! The winners are listed below by show and include some of the best local talent ever seen in Theatre.

Best Lead Actress in a Comedy: Suzanne Ford as Annie Dankworth for "The Housekeeper" by James Prideaux

Best Lead Actress in a Drama: Amy Cramer as Eva for "Love in a Time of War" by Catherine Ladnier and Paul Janensch

Best Teen Actor: Marshall Haskell as Algernon Moncrieff for "The Importance of Being Earnest" by Oscar Wilde

Best Costume Design: Missy Benefield from Bartonsville for "The Importance of Being Earnest" " by Oscar Wilde

Best Original Production: "Love in a Time of War" by Catherine Ladnier and Paul Janensch

Best Overall Production: "The Importance of Being Earnest" " by Oscar Wilde

The Shawnee Playhouse is very proud of the theater we offer on stage. Congratulations once again to all the nominees and the winners of the 2010 NEPTA Awards.

Riverside Rehabilitation announces its annual observance of Occupational Therapy Month. Each year in April, Occupational Therapists, Occupational Therapy Assistants and students in practice, research and science host a month long celebration highlighting Occupational Therapy's importance.

Riverside's Occupational Therapists are all members of the American Occupational Therapy Association (AOTA), the national professional association which represents the interests and concerns of occupational therapy practitioners and students. AOTA directs its major activities toward

assuring the quality of occupational therapy services, improving consumer access to health care services and promoting the professional development of members. By providing resources, setting standards and serving as an advocate to improve healthcare, AOTA educates the public and advances the profession.

Occupational Therapy is a specialized area of treatment for hands and upper extremities. Patients with repetitive strain disorders, arthritis, developmental delays, traumatic injuries, work injuries, strokes and neurological disorders can benefit from occupational therapy. Occupational therapists use a variety of treatments such as custom splinting, adaptive equipment, exercises and stretching to improve range of motion, reduce pain and increase function during daily activities.

For additional information on Physical, Occupational or Speech Therapy, contact Riverside Rehabilitation at 1-800-517-3422 (NEPA) or 1-800-514-3878 (Poconos) or visit www.riversiderehab.com. With convenient locations in Brodheadsville, East Stroudsburg, Tannersville, Tobyhanna, Moscow, Plains, Mountaintop, Taylor, Tunkhannock and Berwick, patients receive individualized care by licensed professionals, close to home, work or school in five counties. Extended evening hours are available. Most insurance plans are accepted.



Joni Larsen

ESSA Investment Services financial professional Joni Larsen, located at ESSA Bank & Trust, was recently recognized for her considerable achievements with selection to PRIMEVEST's 2010 President's Club. This special recognition goes to elite financial professionals who have demonstrated exceptional commitment, delivered dedicated customer service and achieved the highest level of performance for the previously concluded year.

"It's always special to gain any extra recognition for what we do, and to be included among this outstanding group of performers is definitely an honor," said Larsen. Ultimately though, the most satisfying part of the job is helping my clients pursue their goals."

Larsen has fulfilled the financial needs of individuals and businesses with ESSA Investment Services for 12 years. She has 17 years of experience in the financial services industry. Larsen is one of approximately 1,400 PRIMEVEST financial professionals serving financial institution clients located throughout the United States.

SARAHS CORNER CAFE is hosting Family Night every Friday from 4:00 p.m. to 7:00 p.m. Each night there will be different entertainment: Clowns, Magicians, Face Paint-

ing, Puppets, Balloon Animal Making, and more. Kids design their own free dessert! Fun coloring & craft activities and great family fun for all ages.

Free entry, no RSPP is needed. For more information please contact Sarah Tucci at 570.517.0724 ext. 1 or email at sarah@galmay.com.

WEICHERT, REALTORS® - Acclaim has announced that Realtor Elizabeth Schwarz is back on the job as a member of the Tannersville agency's sales team.



Elizabeth Schwarz

Schwarz, who lives in Wind Gap, is a four-year real estate professional. She left the company for only three months, "and we are very happy that Elizabeth has returned," said Vice President of Operations and Broker of Record is Michelle Cappabianca.

Schwarz can be reached at the Weichert® office located on Route 611 in Tannersville, telephone 570-629-6100. For more information, the company Web site is www.weichertreatlorsacclaim.com.

The **Shawnee Playhouse** presents a great line-up of shows for May.

THE SEAFARER by Conor McPherson, May 6-15 2011

A friendly game of cards takes a devilish turn as the night wears on... there might just be a soul up for grabs. A chilling play about the sea, Ireland, and the power of myth. Presented by Center Stage Players. The Seafarer Tickets \$18 adults, \$15 seniors, \$10 children, 8:00 pm May 6,7,13,14 2:00 pm May 8,15

RIVER'S EDGE:THE STORY OF SHAWNEE by Rod Foote and Midge McClosky, May 20 – September 2 2011

A nostalgic musical that takes you on a sentimental journey through the 20th century. Celebrate the 100th anniversary of the historic Shawnee Inn & Golf Resort with memorable music of the past hundred years, and the fascinating people and personalities that made it all sparkle. An exclusive treat for the entire family.

River's Edge Tickets: \$18 adults, \$15 seniors, \$10 children. 8:00 pm May 20,21,27,28 2:00 pm May 22, & 29.

For tickets, showtimes, and more information please contact the Shawnee Playhouse Box Office at 570-421-5093 or visit www.TheShawneePlayhouse.com.

Smart Blond Creative opens in Cresco with MetroAction Loan. Kelly Oppelt and Amanda Kuhn have known each other since elementary school and were reunited several years ago while working together at a Monroe County publication and creative services firm. When they were laid off, the compatible duo decided to combine their knowledge and experience to create an agency dedicated to providing affordable design services.

Smart Blond Creative, based in Cresco, Monroe County was recently approved to borrow \$15,000 from MetroAction's small business loan program to help with start-up costs including supplies and equipment. MetroAction's loan programs are ideal for both start-up and expanding small businesses that may not be eligible for traditional bank financing.

"Without the loan from MetroAction, we would never have been able to focus on the business full time," says Oppelt. The entrepreneurs also have plans to attend MetroAction's Small Business Institute where they are looking forward to gaining a better understanding of the financial aspects of owning a business.

MetroAction provides loans up to \$200,000. MetroAction is a non-profit community development organization dedicated to providing small-business financing and training throughout northeastern Pennsylvania, including Carbon, Lackawanna, Luzerne, Monroe, Pike, Schuylkill, Susquehanna, Wayne, and Wyoming counties. For more information, visit www.MetroAction.org or call (570) 341-0270.

WEICHERT, REALTORS® - Acclaim President/Owner Charles Marzocco reports that according to the Weichert, Realtors® weekly "Activity Barometer," the slow real estate recovery appears to be continuing. The report is a collection of customer data from nearly 500 real estate offices nationwide, including customer inquiries to the company's Internet center, and the number of actual visitors to thousands of "enhanced" Open Houses held most every weekend by Weichert's real estate agents across the country.

"We're the only organization I know of that gathers and assesses such information," noted Martin Rueter, president of Weichert Real Estate Affiliates, the company's franchise arm, "It's our way of reliably predicting the actual number of home sales over the next several months. Our management systems allow us to compile such data, and respond to either positive or negative trends. So far, consumers have clearly resurfaced. Web traffic is way up, our phones are ringing, and our Open Houses are having an increasing flow of visitors."

As of February, customer inquiries to the Weichert Lead Network (WLN) were up 85% over all of 2010. Totals for all of 2010 were up 56% over 2009. All in all, WLN has sent out over 1,000,000 qualified leads to its sales associates since its formation in 2002. The WLN sends leads directly to its agents from consumers who call or email Weichert's one-of-a-kind Customer Care Center after viewing listings online. The system enables customers and agents to be connected "live" within minutes from any-

where in the country. According to the National Association of REALTORS®, nearly 90 percent of buyers use the Web during home search.

Hitwise®, which monitors the activity of major Web sites, showed that www.Weichert.com had more than 3.1 million visits in January, ranking the site 19th out of 2,000 real estate sites for the month, and third among real estate brokerage sites. This latest ranking places Weichert.com above many larger national real estate companies.

In addition to Internet traffic, Weichert also gathers visitor data at its thousands of weekend Open Houses. Customer visits have increased consistently. The February 12-13 tallies showed that attendance overall during that weekend was up 24% compared to same time last year, and the average per open house attendance up 44%.

WEICHERT, REALTORS® - Acclaim can be reached at 570-629-6100.

Riger, A Marketing Communications Company, recently participated in "digital boot camp" training through its trade association, the American Association of Advertising Agencies (4As). Riger's professional development goal is to continually improve its staff's ability to make the most informed marketing decisions when working with the agency's clients, integrating new media with traditional advertising techniques.



Steve Johnson

Steve Johnson, vice president of client services, attended 4As workshop at DraftFCB in New York City entitled "Essentials of the Digital Marketing Ecosystem." Johnson learned about the latest internet business models, search engine optimization, digital marketing strategies, digital advertising campaign tactics, behavioral targeting, social media strategy, and digital media evaluation methods including cost-per-thousand (CPM), cost-per-click (CPC), and cost-per-acquisition (CPA).



Patty Farro

Patty Farro, media buyer, participated in "The Digital Landscape," an online training program. Through 13 distance learning modules, Farro gained a broad knowledge of digital advertising and media methodologies, including web-based advertising networks, and targeting strategies such as run-of-site, content channels, behavioral, retargeting, geo-targeting, and day-part targeting.

Founded in 1950, Riger is expanding its reach as it celebrate 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 serves 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.

Pocono Raceway will be one of the recipients of the 2011 Governor's Award for Environmental Excellence, presented each year by the Pennsylvania Department of Environmental Protection. The award highlights the best in environmental innovation and expertise throughout the Commonwealth of Pennsylvania. It is the highest statewide honor bestowed upon businesses and organizations for environmental performance and innovation.

Pocono Raceway is receiving this award for the development of a three megawatt, ground-mount photovoltaic solar energy system that went online in September 2010. The 25-acre solar installation, with its 39,960 photovoltaic modules drawing energy from the sun, has become the primary electric energy source for the Raceway while adding enough electricity to the local power grid to power 1,000 homes. The Governor's Award for Environmental Excellence will be added to a list of awards already bestowed on Pocono Raceway for its solar facility and other environmental initiatives.

The recipients will be honored at a dinner tonight (April 28) at the Hilton Hotel in Harrisburg, PA. The Honorable Michael Krancer, Secretary of the Department of Environmental Protection, will serve as the keynote speaker and Richard Allan, Acting Secretary, Pennsylvania Department of Conservation & Natural Resources will speak. Janelle Stelson, News Anchor for WGAL, Channel 8 television will be the program emcee.

Brandon Igdalsky, Raceway President and George Ewald, Raceway Vice-President will accept the award on behalf of Pocono Raceway.

Formerly the Pocono Inn & Resort in Lake Harmony was recently bought by Mercury Hospitality on December 17th 2010. Since then, renovation has been taking place since to turn this property into a **Clarion Hotel & Resort**. The management and staff are excited to showcase the beauty of the hotel.

The Clarion Hotel & Resort features 140 guest rooms. Rooms vary from king beds, queen beds and Jacuzzi rooms. Our hotel is also equipped with handicap accessible rooms. The Clarion Hotel & Resort is proud to feature (2) two bi-level suites. Along with the many room types, other features of the hotel is the indoor swimming pool & sauna, state of the art fitness center, recently built business center, (2) two restaurants & bars on property, free Wi-Fi throughout the hotel, complimentary continental break-



Clarion Hotel & Resort

fast, guest laundry facilities, 24 hour front desk service, and 3 banquet rooms - holds up to 250 guests. The staff at the Clarion Hotel & Resort will

be happy to answer any questions that you may have. For further information, contact them at 570-443-8471



Senior Outing at Odd-Lot Outlet

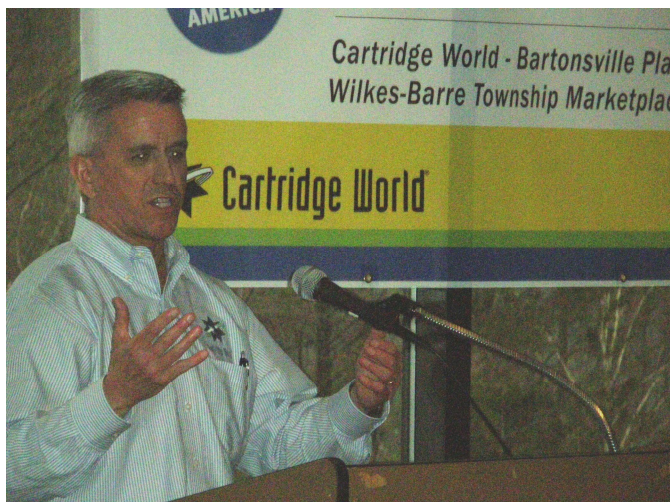


Seniors Lunching at Stroudsmoor

The Quality of Life Committee of the Greater Pocono Chamber of Commerce held its annual Senior Outing on Thursday, April 21, 2011. Over thirty seniors from Hillcrest Retirement Community, Getz Personal Care Home and Devereux started their day with shopping at Odd-Lot Outlet in Marshalls Creek. Each person was given a \$5.00 voucher, compliments of Paul and Judy Schuchman, owners of Odd-Lot Outlet. After their shopping spree, the seniors were invited to attend a luncheon, compliments of the Stroudsmoor Country Inn. Each participant was presented with a goody bag with items donated by Devereux, DES (Developmental Education Services of Monroe County), and Chamber Choice.

Business Card Exchange

The April business card exchange was held at the Chateau Resort and Conference Center in Tannersville. The event was sponsored by Bob Bilbow of Cartridge World. He shared useful information on the advantages of recycling used toner cartridges and the positive effects this has on our environment.



Bob Bilbow, sponsor at the April Business Card Exchange

APRIL 2011 RIBBON CUTTINGS

Tax Prep USA – Leticia R. Couttlen, President celebrated the Grand Opening of her new business on April 4 with a ribbon cutting ceremony conducted by the Greater Pocono Chamber of Commerce. Tax Prep USA, located at 5126 Milford Road, East Stroudsburg, is a full-service professional income tax preparation service for individuals and small businesses. They also offer business consultation and planning services throughout the year. For more information, please call Leticia Couttlen at (570) 431-6117 or e-mail at lrc@taxprepusainc.com.



Tax Prep USA Ribbon Cutting

Women In Business Luncheon

The April Women in Business luncheon was held at the beautiful Terraview at Stroudsmoor. The featured presentation was the Save Our Planet Awards (see front page for list of winners). We would like to thank our sponsors Herbert Rowland & Grubic, Inc., Committee to Elect Jim Becker, and Brodhead Creek Regional Authority. We would also like to thank Ken Schurman of VIP Studios for photographing the event.

The May luncheon will be held at Sycamore Grille and will feature a presentation entitled "Conversations on Leadership" presented by Gary Olson of ESSA and will be sponsored by Home Instead Senior Care.



Networking at the Chateau Resort & Conference Center

Approximately 112 businesses were in attendance to take advantage of the opportunity to network and promote their businesses. The Chateau did a fantastic job preparing a wide array of food for everyone to sample. The May card exchange is Membership Appreciation! It will be held at the Inn at Pocono Manor on Monday, May 9 from 5:00 to 7:00 p.m. This event is open to chamber members only!



*Women in Business April Luncheon at Stroudsmoor
photo courtesy of VIP Studios*

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.

5 Linx

Alfred Grinion
2027 Candlewood Drive
Blakeslee, PA 18610
917-208-3626
alphacorso@yahoo.com
www.5linx.net/alphateam
Telecommunications-Consultants

Artistic Elegance

Donna Porcino
PO Box 29
Cresco, PA 18326
(LOC) RR 1 Box 254 Sullivan Trail,
Scotrun
570-994-7859
570-839-8776
artisiticelegance@mail.com
www.artisiticelegancebybw.com
Beauty Salons-Spa

Clarion Hotel & Resort

Kari Adams
Route 940 PO Box 809
Lake Harmony, PA 18624
570-443-8471
570-443-0326
kari@mercuryhospitality.com
Resorts-Conference Centers

Grandma's Pierogies Inc.

Alfred Lemanski
348 N. 9th Street
Stroudsburg, PA 18360
570-421-0102
570-421-0150
alfred@grandmaspierogies.com
www.grandmaspierogies.com
Food-Wholesale

Jasmin Jewelers

Zorena Jagnandan
RR 1 Box 701A
Tannersville, PA 18372
(LOC) Route 611, DePue Plaza
570-872-9797
zana605@aol.com
Jewelers

Mirage Entertainment Group

John Nola
210 Lake Valhalla
East Stroudsburg, PA 18301
(LOC) Route 611 and Stadden Road,
Pocono Peddlers Village
800-262-7026
j_nola@hotmail.com
www.mirageentertainmentgroup.com
Entertainment

PoconoSeekandFind.com

Michael F. Cimino
101 Pocono Heights
East Stroudsburg, PA 18302
570-223-7106
bene531@aol.com
www.poconoseekandfind.com
Marketing

ResortsandLodges.com

Ryan Bailey
9900 Hemingway Avenue S.
Cottage Grove, MN 55016
(LOC) Online
651-757-4900
651-578-0308
marketing@resortsandlodges.com
www.resortsandlodges/lodging/usa/
pennsylvania/pocono.html
Resorts-Conference Centers

Smart Blonde Creative

Amanda Kuhn
PO Box 431
Cresco, PA 18326
570-807-6810
amanda@smartblondecreative.net
www.smartblondecreative.net
Web Site-Graphic Design

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

Visit us at www.greaterpoconochamber.com

(USPS 380-890)
Greater Pocono Chamber of Commerce
556 Main Street
Stroudsburg, PA 18360-2093

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

"The Voice of Business in the Poconos"