

Region's annual business expo begins today at ESU

By **BETH BRELJE**

Pocono Record Writer

Need a new pen? You'll probably find a free one at the region's largest business expo today and Thursday. The 22nd annual business and community expo is held at Koehler Fieldhouse Arena at East Stroudsburg University. More than 175 businesses will have representatives and information available for the public. It is a good place to make contacts and learn about businesses and services in the Poconos.

The Expo is today from 2:30 to 7

p.m. and Thursday from noon to 7 p.m. at East Stroudsburg University's Koehler Fieldhouse. Admission, which will benefit the ESU scholarship fund, is \$2 for adults and \$1 for children 12 and under. The expo is hosted by the Greater Pocono Chamber of Commerce and sponsored by Geisinger

Pat Metzgar vice president of operations and development for the chamber says the expo is a great place for businesses to meet potential new clients. It is also a good way for consumers to make new connections. You may

not need a new floor today, but when you do, you might remember meeting someone at the expo, like the people at General Flooring and Tannersville floor covering.

Darlene Crock of General Flooring says they attend the expo to let people know where the business is located, what type of products are carried and what services they offer. This year the General Flooring booth will highlight a unique ceramic tile design by AmericanOlean, a new line for the store. Crock said the business has gotten jobs

from the expo in the past.

Jim Becker, president of Access Office Technology on West Main Street, has been attending the expo for years. "The opportunity to network alone is enough of a value, and we have a lot of fun there," Becker said.

He advises people in the booth to stand in front of the booth instead of sitting inside. Don't be afraid to talk to people. "Put a smile on and don't be disappointed if the first people you talk to aren't interested. Before long you'll find someone to talk to," Becker said.

The expo is also a great place to learn about emerging technologies. Access Office Technology specializes in computer networking and copy print scan products. According to Becker, the B2C, or black and white to color is the highlight of his industry now. "Big machines are doing both at the same speed. The price for color is going way down," Becker said. Often in business, daily tasks take all the time. At the expo, businesses have set aside time to stop and talk about their expertise with anyone who is interested.