

Pocono Mountains Chamber of Commerce
Stroudsburg, PA

IMPACT

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IMPACT

March 2004 VOL. 33, NO. 3

Culinary Celebration of the Poconos Huge Success

The Fifth Annual Culinary Celebration of the Poconos at East Stroudsburg University drew well over three hundred individuals who enjoyed the food and other offerings from participating restaurants including Aramark Dining Services, B&G's 18301 Café, The Blakeslee Inn & Restaurant, Cakes and Scones, Candlelight Caterers, Cherry Valley Vineyards, Fernwood Hotel & Resort/Mama Bella's, Franklin Hill Vineyards, Great Bear Golf & Country Club, Hotel Jonas, Knottle Hottle Inn, Marrakech, Meadowbrook Inn & Riding Club, Misto Gourmet, Mrs. Cee's Poppy Seed Dressing, Party Shack/Handyman Rental, Patricia's Personal Chef Services, The Private Table, Tom X Inn, and Truly Tasteful. Sponsors included The Blakeslee Inn, CDC Food Brokerage, Pepsi and PoconoWeddings.com; brochure printing was donated by GE.DE Enterprises. Attendees also enjoyed the music of WVPO's Peter Ward and photography of Mark Wiley. Thanks also go to host ESU and the student volunteers, and our panel of judges including Gary Smith from WSBG Radio, Ken Schurman of VIP Studios, Debi Cope of Debi Cope Associates, and Charley and Christine Hohl. The judges chose the following winners: Best Entrée, The Blakeslee Inn; Best Appetizer, Hotel Jonas; Best Dessert Mama Bella's; and Best Dish of the Year was The Blakeslee Inn. The People's Choice awards were: Best Entrée, The Blakeslee Inn; Best Appetizer, The Blakeslee Inn; Best Dessert, Cakes and Scones. A portion of the admission proceeds will be donated to the ESU Hotel, Restaurant and Tourism Management Scholarship Program.



The People's Choice winners for the 2004 Culinary Celebration of the Poconos went to The Blakeslee Inn for Best Entrée and Best Appetizer and Cakes and Scones for Best Dessert. From left, Brandon Igdalsky of Blakeslee Inn, owner; Tere deMelo of Cakes and Scones; Robert Phillips, Chamber President/CEO, IOM; and Karlton Harris of the Blakeslee Inn.



Dish of the Year for the 2004 Culinary Celebration of the Poconos went to The Blakeslee Inn.

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Route To:

From the Chairman of the Board



First I want to congratulate all of our volunteers for their hard work on the Winter Festival and the Culinary Program. Both were resounding successes. Also, thanks to the venues and their staff that hosted both events. We are fortunate to have the likes of East Stroudsburg University and Pocono Manor as partners in our programs and services, and I hope that these positive relationships continue. Thank you for your contributions to making our Chamber a valuable organization.

In December of 2002, the Board of Directors unanimously approved a Strategic Plan for the Chamber. In doing so, we established priorities for our efforts over the next 5 years. First among these strategic goals was to become the voice for all businesses in our service area. As an example of this, our Legislative Committee has really hit the ground running this year. The Legislative Committee's goal, and ultimately the Chamber's goal, is to work with the appropriate individuals and organizations to provide affordable health insurance packages for all of our members.

Along with this, the Legislative Committee is busy developing a system that will allow for the timely dissemination of information impacting our members. We plan on ensuring that our voice on these issues, whether state or federal, is heard by those that need to know where we stand as discussions take place.

Secondly, we established as a strategic goal the development of a Chamber membership recruitment and retention plan. Our goal this year is to increase membership by 5% and to increase retention of current members by 5%. I know that the chamber staff is busy working on these goals; I also ask that you as members help us achieve these goals by letting the staff know about any issues/concerns expressed by current members which might impact on their continued involvement in the Chamber. If you know of potential members, please pass that onto the staff as well.

I am looking forward to seeing you at our EXPO on March 10th and 11th at the Koehler Fieldhouse at East Stroudsburg University. And, if you really want to make a difference in our future leaders, contact the Education Committee to let them know you are interested in participating in EXPO's CareerFest program on March 10th, again at East Stroudsburg University. As always, if you have any feedback about your Chamber, please feel free to contact me at 570-688-2466 or by e-mail at mconnell@northampton.edu.

-Matthew Connell

March 2004 Calendar of Events	
March 2 Women in Business Steering Committee 12 noon - PMCC
March 3 New Member Breakfast 8 a.m. - PMCC
March 4 Quality of Life Committee 8 a.m. - JR's Green Scene
March 5 Legislative Committee 8 a.m. - TBA
March 8 Education Committee Noon - Monroe County CareerLink Business Card Exchange 5:00 p.m. - Tannersville Inn
March 9 Leadership Pocono Steering Committee 8 a.m. - PMCC Women in Business Luncheon Noon - Best Western Pocono Inn Membership Committee 4 p.m. - PMCC
March 10 Transportation Committee 8 a.m. - PMCC
March 11 Pocono Plateau Committee 8 a.m. - TBA
March 16 Small Business Development Committee 8:00 a.m. - PMCC
March 17 Executive Committee Noon - PMCC
March 19 Monthly Breakfast 7:30 a.m. - Best Western Pocono Inn
March 23 Board of Directors 11 a.m. - Best Western Pocono Inn Culinary Committee 4 p.m. - PMCC
March 25 HR Committee 8:30 a.m. - PMCC
March 26 Environmental Committee 8 a.m. - PMCC

Val Vigliotti, New Membership Director

The Chamber welcomes our new Membership Director, Val Vigliotti. Please feel free to contact her at 570-421-4433 or by email at vvigliotti@poconochamber.net for all your membership questions and any other assistance you might need.



Peppe's Ristorante Hosts Business Card Exchange

More than 115 Chamber members and their guests gathered at Peppe's Ristorante for the February Business Card Exchange. In addition to outstanding hot and cold hors d'oeuvres and a delicious pasta station, participants enjoyed networking opportunities.

The March Business Card Exchange is scheduled from 5:00 to 7:00 p.m. on March 8 at the Tannersville Inn. For more information or to make reservations, see the flyer in this issue of *Impact*.



Chamber Intern Helps Out



In December and January, Theresa Joseph, a student from Keystone College, worked an internship here at the Chamber. Ms. Joseph, who has an interest in the field of public relations, plans to go on to Delaware State University to pursue a major in communications.

New Member Packets

As a special member benefit, the Chamber has created a New Member Packet designed to offer member-to-member discounts from existing members to new members. This one-time marketing tool is a great way to offer coupons and other types of discounts on goods or services while getting the word out about your business. Those interested in participating in this can contact Val Vigliotti at the Chamber at 421-4433.

Dates Set for Youth Appreciation Lunch And Golf Tournament

The Youth Appreciation Day Luncheon, an annual event sponsored by the Chamber's Education Committee, will be held on Tuesday, May 25, 2004 at the Clarion Hotel at 12 noon. The cost is \$15 per person. Please see next month's issue of *Impact* for details.

The annual Quality of Life Golf Tournament will be held on Wednesday, June 30 at Skytop Lodge. Details will be available in future issues of *Impact*.

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Meet the Directors

Andy Forte of the Stroudsmoor Country Inn originally joined the Chamber for increased visibility and networking opportunities, and soon found himself on several committees, which he calls "very rewarding." He holds a BS in Accounting from Rider University and an MBA in Finance and Marketing from Fordham University. In the past he worked as an audit manager for KPMG Peat Marwick. From 1985 to the present, he has been president of the family-owned Stroudsmoor. He feels some of the best benefits of Chamber membership are the advertising and networking opportunities. "I believe most importantly that the Chamber, more than any other organization, can be a spokesperson and advocate for the business community," he says. "When businesses unite on a particular issue and speak with one voice, they have a greater impact." Forte and his wife have been married for 24 years and they have a 19-year old son. They reside in Stroud Township.



2004 Winter Festival

The snow was flying as dogs raced and pulled weights at the 2nd Annual Pocono Mountains Chamber of Commerce Winter Festival at the Pocono Manor on January 31 and February 1.

The two-day event featured horse-drawn sleigh rides, a snowman building contest sponsored by the Girl Scouts, ice skating and ice sculpting, with musical entertainment provided by Ron Richardson.

Over one hundred people attended Saturday evening's Ice Ball and enjoyed a dinner of black angus prime rib and salmon. Musical entertainment was provided by "Who Knows" and IceWorks carved an ice sculpture of the Chamber's logo. Many thanks to our major sponsor, Rodale Press of Emmaus (publishers of Backpacker Magazine) and other sponsors including Anheuser-Busch, Cramer's, Handyman Rental, Homestead Land Services, Hutton Metal Crafts, Journal Newspapers, Locust Ridge Quarry, Moritz Embroidery, Oakridge Construction, Penn Security Bank & Trust, Pepsi, the Pocono Times, Pocono Manor Rod and Gun Club, Printing Craftsmen, and Purina ProPlan.



Paige Blubm from Tails of the Tundra Siberian Husky Rescue in Colmar, PA was present to spread the word about animal adoption.



Girl Scouts from Troop 176 of the Scranton Pocono Council (shown) and others participated in a snowman-building contest.



An artist from IceWorks sculpts a dog team out of blocks of ice.

Marketing Seminar

The Pocono Mountains Chamber of Commerce, in partnership with Monroe County CareerLink, will present a seminar titled "How to Start and Manage Your Business." The seminar will be held on Wednesday, March 17, 2004 from 5:30 to 9:00 p.m. at Monroe County CareerLink at a cost of \$10 per person. For more information please call Peter Alasty or Miriam Conway at the Chamber at 570-421-4433.

Ribbon Cuttings Laurie B. Samet Physical Therapy

Laurie B. Samet and staff held a ribbon-cutting ceremony to celebrate the grand opening of a new facility of Laurie B. Samet Physical Therapy at 302 East Brown Street, Suite B in East Stroudsburg. The business specializes in orthopedic physical therapy.



Members in the News

Caesars Cove Haven, Crescent Lodge and Werry's Cottages have all been featured in an article about Valentine's Day trips in Attaché Magazine, US Airways' in-flight magazine.

Jessica Carroll has been promoted to Rooms Manager at **Caesars Pocono Resorts**. She had completed a 12-week training period in the Starwood Management Training Program. Previously she interned at the Guantanamo Bay Naval Station in Cuba as Catering Manager.

Century 21 Select Group has merged with Pocono West Real Estate Inc. The new company will continue to serve Lake Harmony, Split Rock and Albrightsville, and specialize in resort and recreation property sales.

Chestnut Hill Bed & Breakfast is under new ownership as of January 12. The new owners, Debbie and Terry Connelly, wish to extend the facility as a romantic getaway and also integrate it into the business community by hosting meetings and being a restful haven for business travelers.

East Stroudsburg University is sponsoring a poster contest for sixth grade students throughout Monroe County. The theme of the contest is alcohol abuse. ESU's Campus Committee on Alcohol and Drug Abuse will use a portion of the funds awarded in a \$15,720 grant from the Pennsylvania State Police, Bureau of Drug and Liquor Control Enforcement and the Pennsylvania Commission on Crime and Delinquency to sponsor the event.

The **Executive Women's Golf Association** will "tee-off" the 2004 golf season on March 24 at 6:00 p.m. at Mt. Manor Inn in Marshalls Creek. This is a free event including food, door prizes, golf vendor tables and new member sign-ups.

Joan Fitzgerald Real Estate, Ltd. held its annual year-end ceremony to congratulate agents and staff. Award recipients include Susan Price, who was named Realtor of the Year and received The Roxanne Pugh Award; and Doug Pugh who received an award for Transaction of the Year.

Lehigh Valley International Airport reports an overall 23% increase in travelers during 2003 when compared with 2002 results. Dramatic growth by Southeast Airlines and increases seen by other carriers contributed to these figures.

Donna Houser of **M&T Bank** in Stroudsburg was recently promoted to Mortgage Loan Originator. Houser is on the Chamber's Board of Directors and the Small Business Development Committee and serves on the finance committees at United Way of Monroe County and the Monroe County Historical Association.

The **Pocono Environmental Education Center** is offering workshops this month in wilderness first aid, wilderness survival and tracking, and stained glass.

A benefit auction and raffle organized by Teel Realty has raised \$10,000 for **Pocono Services for Families and Children**, the organization that oversees Head Start. Over the past eight years, this annual event has raised \$75,000 for Head Start.

Toni E. Lynch, owner of **Polysteel of PA**, recently addressed the New Jersey Engineers Association in a two-part seminar on renewable energy systems. Lynch discussed installation costs, operating costs and tax incentives.

Raymond James Investment in Stroudsburg will sponsor a seminar titled "Riding the Rebound- Smart Investing in a Recovering Economy." The seminar includes a lunch and it will be held at Skytop Lodge on March 25. The Stroudsburg office is also home to Anthony Diaz, a representative who is the number seventeen producer nationally.



Jessica Carroll, Caesars Pocono Resorts



Chestnut Hill Bed & Breakfast



Donna Houser, M&T Bank



Pocono Services for Families and Children from left: John Mevers, Phase 4 Promoters; Terry Teel, Teel Realty; Jobanna Weaver, PSFC Executive Director; and Robert Teel, auctioneer.

ESSA Major EXPO 2004 Sponsor For Second Year in a Row

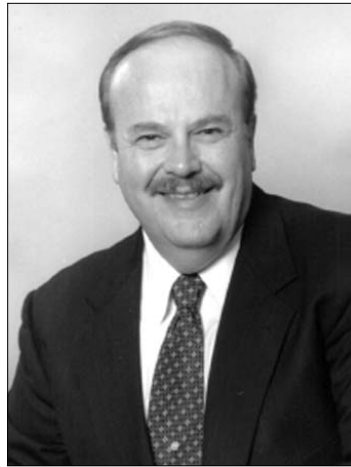
ESSA Bank & Trust has signed on for the second year in a row as the major sponsor of EXPO 2004.

EXPO is the region's largest business and community exposition, about to enter its 17th year this coming spring. The event will be held at East Stroudsburg University's Koehler Fieldhouse on March 10 and 11 from 3- 8:30 p.m. EXPO provides a perfect opportunity to build awareness of your company or organization, showcase your newest products and services and meet potential customers and suppliers face-to-face. A food court and live entertainment will be featured throughout the two-day event. A variety of sponsorship levels are available that will entitle businesses to have their company name displayed on the entrance header, logo printed on a high-quality canvas tote bag given out to attendees, and other benefits. Thanks to our major sponsor- ESSA- and EXPO's other sponsors who include Advanced Business Equipment, ClearChannel Radio, East Stroudsburg University, Herbert Rowland & Grubic Inc., Journal of the Pocono Plateau, Liberty Custom Home Builders, Nassau Broadcasting, NEPA Federal Credit Union, Niclaus Engineering Corp, Northampton Community College, Penn Security Bank & Trust Co., PenTeleData, Pocono Health System, Pocono Produce, PPL, Popish Inc., Priority Financial Group, and Wilkes-Barre Scranton International Airport.

EXPO will feature **CareerFest**, sponsored by Pocono Mountains Chamber of Commerce Education Committee. This program brings the expertise of professionals from a variety of fields to tenth and eleventh graders.

Admission is \$2 for adults, \$1 for children 12 and over, and under 12 free. Proceeds benefit the ESU Scholarship Fund.

Booths are close to being filled up so immediate reservations are strongly encouraged. All forms including exhibitor application, contract, sponsorship details and floor plan (which has changed since last year) are available on our Web site at www.poconochamber.net, or contact the Chamber at 421-4433 for more information.



From the President

During the past few months, the small business development office at the Chamber has been extremely active. Peter Alasty, Vice President of Business Development/Government Affairs, manages this office and the Business Resource Center for the Small Business Development Committee of the Chamber. This office was created in November 1999 with the mission to recruit and counsel potential new business start-ups and assist existing businesses that would like to expand in the region. Additionally, that office provides numerous workshops and seminars in areas of marketing, accounting, finance, legal compliance, and insurance for both new and existing businesses.

Since its inception, this office has had a remarkable record of achievement. Eight hundred and thirty (830) individuals applied for counseling as new business start-ups. From this group, one hundred and twenty-two (122) individuals successfully open their businesses. This represents an estimate of four hundred and thirty (430) new jobs because of these new start-ups. Additionally, one hundred and eighty-two (182) existing regional businesses were counseled and assisted in the areas of expansion, growth, and refinancing.

These statistics exemplify how your Chamber is contributing to improving our quality of life in the Pocono Mountain region. We are extremely proud of these accomplishments since 1999. This is another example of how the Pocono Mountains Chamber of Commerce is the number one business leader and advocate for its 1,600 members.

-Robert Phillips

Chamber President Receives IOM Designation

Chamber President/CEO Robert Phillips has recently received IOM designation from the Institute for Organization Management of the U.S. Chamber of Commerce. According to the U.S. Chamber, "IOM signifies achievement in nonprofit management and leadership study."

This recognition demonstrates that Mr. Phillips possesses a clear and concise understanding of nonprofit management and that he is fully committed to the overall success of the Pocono Mountains Chamber of Commerce. IOM is the foundation for Certified Chamber Executive (CCE) status granted by the American Chamber of Commerce Executives (ACCE). Mr. Phillips plans to pursue the CCE certificate. His title will now be President/CEO, IOM.

Nassau Broadcasting Hosts January Breakfast

Nassau Broadcasting hosted January's Monthly Breakfast at the Best Western Pocono Inn in Stroudsburg. Speakers Doug Beck and Paul Fuhr reported that their newest station is Lite 107 ("Lite Rock Less Talk") which serves the Lehigh Valley and Pocono region. Nassau Broadcasting gave away a drawing for \$2100 of free advertising, which was won by Charlie Wilson of Pocono Medical Home Care.

Lee Fister, from the Tropicana Casino in Atlantic City, gave away a drawing which was won by Gene Dickson, who in turn donated it to Rachel Moyer. Ms. Moyer, who provided a VCR presentation on defibrillators, stated that throughout Monroe County 3500 individuals have been trained on this equipment. She will auction off this drawing at an upcoming event at the Fernwood Resort and Conference Center to raise money for additional defibrillators.

The special program was provided by Leadership Pocono. The mission statement of Leadership Pocono reads: "Leadership Pocono is the premier community building organization in the Poconos, identifying, developing and supporting leaders for superior community service."

Dr. Kim Filipkowski discussed her past participation in Leadership Pocono and stated that each class does a class project. Patricia McAleavy of RedCo Group Behavioral Health also gave a testimonial on her experience in Leadership Pocono.

The March breakfast, scheduled for 7:30 a.m. on March 19, will be held at the Best Western Pocono Inn and hosted by Secure Health Care Solutions. The special program will be provided by Pocono Slate Belt Youth for Christ.

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



The staff of host Nassau Broadcasting, with Chamber President/CEO Robert Phillips (at left).



At left is Robert Phillips, Chamber President/CEO, IOM; with Leadership Pocono's Trish McAleavy and Dr. Kim Filipkowski.

Membership Anniversaries

25 Years

Coldwell Banker Commercial Phyllis Rubin Real Estate
Geo. R. Stoeckel Jeweler

20 Years

Golden Business Machines, Inc.
Pocono Gift World

5 Years

A-Right Security
Hampton Inn
Keystone Nazareth Bank & Trust
Kiwanis Club of Stroudsburg
Mountain Area Abstract, Inc.
Slinger Enterprises, Inc.
Universal Plumbing, Heating & Mechanical
Wachovia

Congratulations!

Women in Business Luncheon

The February Women in Business luncheon was held at the Best Western Pocono Inn in Stroudsburg. Vickie Mavis of HR Synergy Solutions began a two-part series on "Time Management." The March Women in Business Luncheon will be held on March 9, 2004 at noon at the Best Western Pocono Inn, and Ms. Mavis will present part two of "Time Management."

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



Michelle Bisbing (left), Women in Business Chair, stands with Vickie Mavis of HR Synergy Solutions.

Welcome New Members

These new members are not listed in the 2004 Membership Directory & Buyer's Guide. Please be sure to add this page to your copy of the Directory. The anticipated publishing date for the new edition is March 2004.

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