

## CHAMBER ANNOUNCES 2008 ANNUAL AWARDS WINNERS

The Greater Pocono Chamber of Commerce held it's Annual Awards Banquet on November 5, 2008 at the beautiful Terraview at Stroudsmoor County Inn.

The 2008 winners are Connie Roberts, Gray Chevrolet Oldsmobile Cadillac of the Poconos ATHENA Award, Sharon Taylor, Humanitarian of the Year, Michael Baxter, Businessperson of the Year, Dr. Kim Filipkowski, Citizen of the Year, Jill & Scott MacLaren, Schoelch Community Commitment Award, and Charlie Kirkwood, Chairman's Business Award.

We would like to thank PPL, sponsor of the banquet, Met-Ed, A First Energy Company, sponsor of the Cocktail Hour, Mr. William Rinehart and Gray Chevrolet Cadillac of the Poconos, for sponsoring the ATHENA award and their continued support of the Greater Pocono Chamber of Commerce, and ESSA Bank & Trust for sponsoring the Humanitarian of the Year, Businessperson of the Year, Citizen of the Year, Frank Schoelch Community Commitment, and the Chairman's Business Awards. We would also like to thank the Pirone Family for the complimentary butlered hors d'oeuvres, Gene Dickison for the invocation, and Ken Schurman of VIP Studios for the photos.

### The Gray Chevrolet Oldsmobile Cadillac of the Poconos ATHENA AWARD



Connie Roberts, General Manager of George Roberts Production attended Pleasant Valley High School and Northampton Community College. In her teens, Connie became a national champion equestrian and world medallion winner. She also assisted her parents in opening and running the Blue Motel Inn in Delaware Water Gap from 1987 through 1991.

Ms. Roberts served as the Chairperson for the American Red Cross of Monroe County from 2007-2008 and was named Volunteer of the Year for 2008. During her term she completed an extreme makeover of the American Red Cross building after securing \$140,000 in donations and was also one of the original organizers of the Run For The Red Pocono Marathon.

Ms. Roberts resides in Hamilton Township with her husband George, and two sons, George III and Justin.

### Chairman's Business Award



Mr. Charlie Kirkwood is the owner, with his wife Ginny, of the Shawnee Inn and Golf Resort and also President of Shawnee Holding, a family-owned development company in Shawnee on Delaware. He is the only American Director of Millennium & Cophorne, a British public company that owns 90 hotels around the world. Mr. Kirkwood is also an owner and Director to Pennsylvania General Energy Corporation, an oil and gas exploration company in Western Pennsylvania and has industrial real estate interests in China.

Mr. Kirkwood, an avid fly fisherman, is married to Ginny Kirkwood and they have five children and 13 grandchildren.

Award Winners *continued*

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

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### Greater Pocono Business Magazine TV Show

Four Local Business and Economic News Report+  
Airtimes: Mondays at 4:30 p.m.,  
Thursdays at 8:00 p.m.,  
and Sundays at 12:00 noon on  
Blue Ridge Cable TV 13.  
Airtimes are subject to programming changes.



For up-to-date airtime changes, program information, or to download a copy of the show, go to [WWW.GeorgeTV.com](http://WWW.GeorgeTV.com)

## From the Chairman of the Board Reflection and Thanks

The holiday season is a time to give thanks, reflect on the past year and look ahead. As 2008 enters its final weeks, I hope all our members find multiple reasons for thanks, including good health and many friendships. As Greater Pocono Chamber of Commerce members, there is much to reflect on. Historic economic and political events of the past seventy five days will shape our country for years to come. At the national level, it has become increasingly difficult to keep up with the number of industries (not just individual companies) seeking some form of financial assistance from the United States Treasury. The term “bailout”, once limited to the isolated treasury loan to the Chrysler Corporation in 1980, now describes countless proposals to assist financial services, banking, automotive and (in Pennsylvania) even a chain of retail department stores.



Theories abound as to whether it is a proper governmental function to take a financial stake in a financially stressed industry. The most common argument in favor of public intervention is the preservation of jobs. A common argument against loaning money to a struggling enterprise is there is no public interest in loaning fresh dollars to an enterprise with a failing business model. On a humorous note this week’s “Prairie Home Companion” radio program (I’m a sometimes listener) included a sketch between a small business manufacturer and a banker. The business owner made his case for a new line of credit, despite poor sales, with a blind optimism about the future. The banker looked at the numbers, shook her head and said “What product is it you manufacture?” “Telephone booths” replied the businessman...

The point is, uncertain markets for business capital and customer demand may be with us for some time. A time for thanks, reflection and looking ahead permits (if not requires) each of us to examine the very business model upon which our business organization is based. I think most of us can agree the telephone booth manufacturer needs to get another product line, fast! The more challenging task lies with each of us to review our delivery of goods and services to a target population. What is the most effective advertising? How can I recruit employees with the necessary skill set? How can I keep current with technology necessary to meet client or customer expectations?

Viewed in this context, the present economy presents both a challenge and an opportunity. Creative, fresh ideas and critical yet constructive thinking should be cultivated among owners, managers and staff. This applies to businesses of all size, professional practices and not for profit organizations, as well. To his end your Chamber Board will conduct a Board workshop in January to assess goals, priorities and service to membership. More to follow in 2009. For now here’s hoping you seek the time to give thanks, reflect and look forward to a progressive new year.

I welcome your feedback. [jmcdonld@josephmcdonaldlaw.com](mailto:jmcdonld@josephmcdonaldlaw.com).

Award Winners *continued*



### Frank Schoelch Community Commitment Award

Jill and Scott MacLaren, owners of the Gallery at Liztech in East Stroudsburg started their company in 1984 by recycling old costume jewelry and today, have a mailing list of more than 15,500 customers. The Liztech line has different pin designs and earring shapes that are all handmade. The pieces are inspired by the American Southwest, Egyptian and Indian mythology. Liztech has created many pins for non-profit organizations and donates a portion of the proceeds to that organization.

When Jill and Scott are not deep in the desert or out on the planet, they can be found in the Liztech studio, which is located on Crystal Street in East Stroudsburg.



### Humanitarian of the Year

Ms. Sharon Taylor, Director of Pocono Area Transitional Housing (PATH), is a native of Monroe County. She grew up in East Stroudsburg, graduated from East Stroudsburg High School and East Stroudsburg University with a degree in Sociology.

Ms. Taylor is Vice Chair of the Monroe County Housing Authority, Secretary and founding member of Pocono Healthy Communities Alliance (PHCA), Chair of PHCA’s Housing Committee, co-chair of the Organizations Division for the 2007 United Way Campaign, and a member of the Association of Fundraising Professionals PA, Pocono Mountains Chapter. She is on the Advisory Board of RSVP (Past President) and on RSVP Foundation (founding member).

Sharon has two daughters, Laura Taylor, who is married to Christopher Fehl of Worcester, MA and Amanda Taylor of Stroudsburg. She is the proud grandmother of Madison Taylor Jungk.



### Businessperson of the Year

Mr. Michael Baxter, Broker/Owner of Michael Baxter & Associates Commercial Real Estate & Property Management, has 24 years of commercial real estate experience with extensive experience in general commercial real estate, investment analysis, lease vs. own analysis, tenant representation, landlord representation, and commercial market value analysis.

Michael is married to Lauren, a Pocono Mountain School District teacher and has two children, a son Michael, a senior at Cornell University, and a daughter Brittany, a junior at Rider University



### Citizen of the Year

Dr. Kimberly Filipkowski, owner of the Chiropractic Health Partners of the Poconos, is a Monroe County native. She graduated from Stroudsburg High School and the University of Pittsburgh, where she was a Political Science major. After serving as a Legislative Assistant to former State Representative Joe Battisto from 1993-1995, she decided to change career paths and went back to college. In

1999, Kim graduated from Logan University in St. Louis, Missouri with a Doctor of Chiropractic degree.

In 1999, she moved back to Monroe County, got married and with her husband, Dr. Dan Filipkowski, opened Mountain View Chiropractic, P.C. Since then they have welcomed two daughters into their family, Megan age 7 and Ashley age 5. In 2007, Dr. Kimberly Filipkowski took over the practice solo, and in January of 2008, moved the practice to 217 Park Avenue in Stroudsburg, the new home of Chiropractic Health Partners of the Poconos (d.b.a.).

## From the President



Another year is about to end, and the Greater Pocono Chamber of Commerce can be proud of the endeavors that were achieved.

The Chamber assisted numerous start-up businesses, which helped create new opportunities for our area. Our Government Affairs Committee was extremely active on issues that affect our members and we will continue to work on affordable health care costs.

The Chamber, in cooperation with NEPA (Northeast Pennsylvania Alliance), offered one-on-one counseling to those who are interested in doing business with the State. The Business Development Committee offered Business for Breakfast Seminars on topics that are relevant to helping businesses succeed.

Our events in 2008 were outstanding, such as: Annual Awards Banquet, Bizzy Awards, Expo, Golf Tournament, Healthy Workplace Awards, and HR Conference. I would personally like to thank all of our sponsors, throughout the year, for their continued support of the Chamber and also their partnership to the community.

I would like to thank our Executive Committee and the Board of Directors for their guidance and continued support in the growth of the Chamber, and also to all the committee chairs and volunteers for their involvement.

I would especially like to thank my colleagues- Patricia Metzgar, Miriam Conway, Jessica Goward, and Georgia Strunk for their dedication and hard work in making the Chamber a success. And finally, I want to thank YOU, the members, for your investment in the Chamber. Mary Lou and I would like to wish you and your family a joyous holiday and a prosperous new year.

*Robert Phillips, IOM*

## December 2008 Calendar of Events

- December 3**.....*New Member Orientation*  
8:30 a.m. – GPCC
- December 8**.....*Quality of Life Committee*  
8:30 a.m. – GPCC
- December 8**.....*Education Committee*  
Noon – *JR's Grille - E. Stroudsburg*
- December 8**.....*Business Card Exchange*  
5:00 p.m. – *The Sherman Theater - Stroudsburg*
- December 9**.....*Women in Business Luncheon*  
12 p.m. – *Shawnee Inn & Golf Resort – Shawnee-on-Delaware*
- December 10**.....*West End Committee*  
8:30 a.m. – *Western Pocono Community Library - Brodheadsville*
- December 12**.....*Leadership Pocono Board*  
8:00 a.m. – GPCC
- December 15**.....*Finance Committee*  
7:30 a.m. – GPCC
- December 15**.....*Executive Committee*  
8:30 a.m. – GPCC
- December 16**.....*Business Development Committee*  
8:00 a.m. – GPCC
- December 16**.....*Board of Directors*  
4:00 p.m. - *Big A Grillehouse East Stroudsburg*
- December 17**.....*HR Committee*  
8:30 a.m. – GPCC
- December 18**.....*Expo Committee*  
8:00 a.m. – GPCC
- December 19**.....*Environmental Committee*  
8:00 a.m. – *Brownie's - Stroudsburg*
- December 23**.....*Women in Business Committee*  
10:00 a.m. – GPCC

### 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.

## Monthly Breakfast

The monthly breakfast was held on October 17<sup>th</sup>, 2008 at the Chateau Resort and Conference Center in Tannersville. As the morning started with our gracious host, Gene Dickinson of MtM Financials, the Pledge of Allegiance was followed by a scenic tour through the Chateau Resort to their back patio, where Gene led the group to a beautiful outdoor invocation. What an amazing sight the mountains had to offer the group!



From left to right: Bruce Denlinger, A.J. Healy, Sean Dally

The sponsor was **Allstate Insurance** and A.J. Healey, with the Allstate Workplace Division, was the speaker. Mr. Healey talked about the College Tuition Benefit Program (CTB). This program enables employers to affordably provide each employee with a college scholarship. Each year the scholarship grows by an amount equal to 5% of the employee's 401K balance. All scholarships and matching awards come from participating colleges. For further information on this program please contact Mr. Bruce A. Denlinger, CLU at your local Allstate Insurance Agency at 570.839.8700.

**Monthly Breakfast  
Sponsorships Available  
for 2009!**

**Please contact Pat Metzgar at the  
Chamber at 570.421.4433**

The special program was introduced by Bruce Denlinger, a 15 year veteran board member for **The Salvation Army** presented by Captain Tom Babbitt.



From left to right, Captain Babbitt, Gene Dickison

The first program introduced was the holiday season food drives and collection barrel stations hosted by the ever familiar ringing of the bells.

The thrift store, provided through the Salvation Army, collects a nominal amount for the articles sold of which at least 80% of the proceeds are spread throughout other facilities and programs, including a Drug & Alcohol treatment facility, homeless shelters providing shelter and safety to either individuals or families. The Salvation Army also offers a daily feeding program with a hot lunch served five days a week. With a full warehouse of food to maintain, the Salvation Army currently provides over 400 families food for the month.

**Membership Anniversaries**

20 yrs  
Cohen and Cohen, P.C.  
KNBT, Division of National Penn Bank- Stroudsburg

15 yrs  
KNBT, Division of National Penn Bank-Bethlehem

10 yrs  
Acorns to Oaks Day Care  
Davis Management Services, Inc.  
East Penn Council of the Lehigh Valley  
Sunrise Homes

5 yrs  
AVALAR Real Estate of the Poconos  
Law Office of Janet Marsh Catina, LLC  
Indymac Bank  
Inovative Mortgage Group  
Printing Craftsmen, Inc.  
Rayasam Commercial Entrprises, Inc.

## HR Corner

The EFCA: *Big Labor's Big Ticket*  
By: *Brian A. Caulfield*

While it did not receive the same media attention as the ongoing financial crisis, the misleadingly named Employee Free Choice Act (EFCA) will be a hot-button issue following the recent presidential election, and threatens to have a significant impact on this country's economic well-being. As proposed, EFCA will cause the most drastic overhaul of private sector labor relations since the passage of the National Labor Relations Act (NLRA) in 1935. Ironically, if passed into law, EFCA will severely restrict employees' free choice when it comes to deciding whether they wish to be represented by a union.

EFCA passed by a wide margin in the House of Representatives last year but was derailed in the Senate. President Bush stated that he would veto the bill. Given that the Democrats have solidified their control of the Senate and President-elect Barack Obama supports the bill, it is a virtual certainty that EFCA will be reintroduced in 2009.

EFCA will significantly alter the NLRA in at least three ways. First, EFCA allows for "card-check" certification of unions, meaning that once a union gets a majority of employees to sign authorization cards, it will become their collective bargaining representative. Under current labor law, an employer has the option of voluntarily recognizing a union based on receiving a majority of signed authorization cards, but also has the right to refuse to recognize a union on that basis and instead, insist on a National Labor Relations Board (NLRB) secret-ballot election to determine if employees wish to be union represented.

The overwhelming majority of employers require unions to go through the NLRB election process. Signed union authorization cards from employees are frequently the result of peer or union pressure and do not accurately reflect employee sentiment, which is best expressed in a secret-ballot election. Also, under EFCA's card-check certification procedures, unless an employer has advance notice – which rarely happens – that cards are being circulated among the work force, it will have no opportunity to communicate its views regarding why a union is not in the employees' best interests.

The second major change under EFCA severely impacts the employer's ability to negotiate a fair collective bargaining agreement. Under current law, the parties are required to bargain in good faith with regard to wages, hours and other terms and conditions of employment. An employer cannot be "forced" to agree to any union proposal. Once an agreement is reached, it is subject to a ratification vote by the employees. Under EFCA, if a contract is not reached within 90 days, either side can request mediation. If, after 30 days of mediation, there is still no contract, an arbitrator is appointed to impose the terms of a binding two-year contract. The arbitrator is not bound by the prior negotiations, and the employees do not get to ratify the contract. The effect will very likely be that an employer may end up agreeing to most of the union's demands

rather than risk having an arbitrator (who knows nothing about its business) decide the contract.

The third major change EFCA makes to existing law is the punitive set of penalties imposed on employers who are found to have violated the NLRA during a union organizing campaign or during contract negotiations. In contrast to the NLRA which provides for remedial penalties, under EFCA if an employer discharges or discriminates against an employee during a union organizing drive or first contract negotiations because that employee engaged in union activities, the employer is required to pay the employee triple back pay. EFCA also provides for fines of up to \$20,000 per violation against employers who willfully or repeatedly commit unfair labor practices during a union organizing drive or first contract negotiations. Finally, EFCA *requires* the NLRB to seek an injunction against employers when there is reasonable cause to believe they have interfered with a union organizing drive or first contract negotiations. These penalties are to be imposed only against employers.

Clearly, if passed, EFCA will reinvigorate the labor movement. The Service Employees International Union estimates that the ease of unionizing under EFCA would allow it to organize one-million workers a year, as opposed to the 100,000 workers it currently organizes annually.

Nonunion employers and employers where unions represent only a segment of the work force are strongly advised to take certain precautions to prepare themselves in the event EFCA becomes law. Some recommendations for employers include:

1. Use this time to review wage and benefit programs and make sure that no item lags far behind the norm in the area
2. Watch for signs of union organizing and specifically, the soliciting of cards
3. Formulate and prepare to communicate a campaign strategy (i.e. negatives of being in a union and positives of being union free) before the union gets a majority of employees to sign cards

For more information regarding the EFCA and its potential effect on your business, contact a member of Fox Rothschild's Labor & Employment Department or visit the Blog at: <http://employeeefchoiceact.foxrothschild.com/>.

Please join us for our Holiday Mixer on  
Monday, December 8th from 5 p.m. to  
7 p.m. at the Sherman Theater in  
Stroudsburg

*Sponsored by Pocono Business Journal*

For reservations, please call the  
Chamber at 570.421.4433



## Showcase Your Company for a Full Year – In Print AND Online!

**NEW, full-color  
2009-2010 Community Guide & Business Directory**

Chamber Members! You have an opportunity to advertise in our new printed and online publication that is chock full of advertiser's benefits.

### **New features designed to benefit you!**

Comprehensive overview of the Greater Pocono Area, its unsurpassed professional services, amenities and lifestyles provides the perfect place to showcase your business.

**TARGET** select homes, businesses and surrounding communities with an extensive distribution plan that includes new businesses and families moving to the area.

**BUILD** brand recognition. This publication is actively distributed throughout the year at community events, the Chamber office, and key locations in the Greater Pocono area.

**CONNECT** to your target audience. The **NEW INTERACTIVE ONLINE VERSION** links your ad to your website. A full year's access from both the Chamber's site and [www.KnowThisPlace.com](http://www.KnowThisPlace.com) gives online visitors plenty of opportunities to click your ad and go to YOUR website.

**REACH** powerful readers. Interesting, fact-filled editorial about living and doing business in the Greater Pocono area—enhanced with full-color photography in a glossy, magazine-style format—gives savvy readers what they need.

**CHOOSE** the editorial section that best suits your marketing strategy.

**Advertising costs are affordable for all members.**

**Contact Frankie Clayton 570-421-4433 x14 / Email: [frankieclayton@yahoo.com](mailto:frankieclayton@yahoo.com).**

A limited number of preferred advertising positions are available on a first-reply basis.



Produced and published by Atlantic Communications Group, Inc.  
Design → Produce → Print → Deliver  
PROUD TO BE A MEMBER OF THE GREATER POCONO CHAMBER OF COMMERCE

Actual Book Size: 8 1/4" x 10 3/4"

## Women in Business

The November Women in Business luncheon, which was sponsored by Dr. Kim Filipkowski of Chiropractic Health Partners of the Poconos was held at the Shawnee Inn & Golf Resort in Shawnee-on-Delaware. Everyone in attendance had a chance to visit vendors showcasing health, wellness and beauty products for “Spa Day”



“Spa Day” at the November Women in Business Luncheon

The December luncheon which will also be held at the Shawnee Inn & Golf Resort in Shawnee-on Delaware, is being sponsored by Tobyhanna Army Federal Credit Union. The Annual Holiday luncheon will feature carol singing with Ginny Kirkwood and the annual ornament exchange.

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.

## Business Card Exchange

The November 10th Business Card Exchange was held at the Big A Grillehouse in Marshalls Creek, What an outstanding facility and everyone had an opportunity to network along with sampling the delicious entrees that were displayed.



**Office Space for Lease at  
the Greater Pocono  
Chamber of Commerce  
Building.**

**Call 570.421.4433 for more  
information.**

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## Leadership Pocono 2009 Learns the Ropes

In spite of a torrential downpour, the 2009 Class of Leadership Pocono quickly learned leaders rise to any challenge no matter how difficult—or high—the obstacles. After ten years of almost perfect weather, Mother Nature decided to challenge this group more than any others before them. And they made it. Their strength and ability to endure an uncomfortable situation was evident as they cheered and applauded each other throughout the Challenge by Choice “ropes” course at Stony Acres at East Stroudsburg University. And this was only the beginning of an intensive ten month program.

Leadership Pocono participants had this to say about the day:

“What a wonderful experience. I learned a lot about myself and others. Even though the rain posed quite a challenge, it was still every bit as exciting and worthwhile.”

“Despite the terrible weather, the experience was amazing. We all worked together. When doing high ropes, you feel scared, anxious and anticipate the worse. But it was amazing to watch everyone cheer you on, come together and immediately develop a bond and a caring relationship right from the start.”

After that unforgettable day in September, the class began the more “traditional” side of the program. A leader knows the key to success is through the commitment they have to their employees, customers and community—skills participants can build through Leadership Pocono. In addition, acknowledging that the best leaders excel in communication, the class and mentors gained experience through an interactive workshop led by Marianne Chester and Tom Rhiel from mEnterprise Solutions, LLC. Dr. Matthew Connell, Dean of Northampton Community College, Monroe Campus, facilitated an enthusiastic discussion on the many different styles of leadership. The day climaxed with Gary Olson, President and CEO of ESSA Bank & Trust, providing the attendees insight into how ESSA has weathered major change and crisis. The class was excited to have a glimpse of true Level 5 Leadership within our community.

Leadership Pocono provides the identification, development and empowerment of excellence in business, personal and community leadership. Our vision is to provide a learning experience like no other, where those who shape our community tomorrow develop leadership skills from those who are doing it today. For more information, go to [www.leadershippocono.org](http://www.leadershippocono.org). Leadership Pocono, Inc. is a wholly-owned subsidiary of the Greater Pocono Chamber of Commerce.

## Members in the News

Victoria Kassab has joined as Imaging Sales Consultant for **Advanced Business Equipment**. Advanced Business Equipment has offices in Allentown, Pa. and Wilkes-Barre, Pa. and provides Digital Copier, Color Copier, Printers, and Document Management Systems to Monroe County and 7 other adjoining counties.

Victoria received her Bachelors of Science Degree in Rehabilitation Services in 2006 from The Pennsylvania State University in State College, Pa. She has held responsible positions in Human Services as a Therapeutic Staff Support Professional and in the Allentown area at Lehigh Valley Child Care. Victoria has always gravitated toward helping others and providing support when needed.



She has recently started her Professional Career in Sales with Advanced Business Equipment because they provide similar care to the Business Community and have been doing it for over 25 years. The Pocono Mountains and Monroe County have been a vital geographical territory for Advanced Business Equipment, and Victoria expects to be able to maintain a strong business communication with her com-

pany's existing clients and strive to grow her Client list. Helping local businesses to be more profitable through the use of her company's equipment and service will be her goal in Monroe County, and hopefully, you'll get to meet Victoria soon and see if she can provide superior products and service to your company.

**Close The Loop, LLC** is offering a free workshop. Do you have a retail store with not enough customers walking through the door each day with no web presence? Tired of paying hundreds to thousands per month rent when you could be open 24/7 online at practically no cost? Are you out of work or looking to start a business online & be your own boss? With 15 years in the computer industry, and an additional 8 years running a “dot com” business, **Rita Lacey** from **Close the Loop, LLC** will be offering a free workshop to 20 selected small businesses & people interested in starting a new online business on Thursday, December 4<sup>th</sup> from 10:00 am-2:00pm at the Pocono Mountain Chamber of Commerce on Main Street in Stroudsburg, PA. All you have to do is write one paragraph describing your interest in the course & why this workshop would be helpful to you and email to: [info@closetheLOOP.com](mailto:info@closetheLOOP.com).

We will select 20 people maximum capacity for this class... must have some computer experience (email, word).



Join **Close the Loop** for this workshop and receive a practical, low-tech approach that will give you the confidence and the tools you need to increase your online marketing efforts. You will go home with everything you need (including more confidence) to create a website & increase the visitors to your site.

For more information, contact Close the Loop online at [www.closestheLoop.com](http://www.closestheLoop.com), or by email at [info@closestheLoop.com](mailto:info@closestheLoop.com) or phone 570.629.8414.

**Better Homes and Gardens Real Estate, Wilkins & Associates** has presented the Arrowhead Lake Community Association with an acknowledgment plaque. The community celebrated the news that Better Homes and Gardens magazine chose Arrowhead Lakes as a HOUSING HOT SPOT and one of the best places to buy a vacation home.

The community was chosen due to it being an affordable option to vacation home buyers and the fact that it is located only 90 minutes away from New York City and two hours from Philadelphia. Arrowhead has become a recreation destination for urbanites due to its privacy. The community is adjacent to state game lands, and offers a wide variety of seasonal amenities.



Pictured center, Thomas R. Wilkins, the CEO of Better Homes and Gardens Real Estate, Wilkins & Associates made the presentation the board of the community association at their last meeting.

**Monroe Career & Technical Institute** – Adult Continuing Education announces the opening of the Adult Culinary Program in January 2009. This comprehensive study of the food service industry is designed to prepare participants for employment as a Preparatory Cook or Sous Chef in restaurants, hotels, casinos or for those considering having their own restaurant, Bed & Breakfast or Personal Chef Services as well as those already in the field, wanting to upgrade their skills. The students will learn food preparation through basic and intermediate topics such as: Culinary Fundamentals, Sauces and Soups, Core Cooking Methods, Cake Decorating, Grains and Vegetables, Bread Making, Advanced Culinary Applications, Cuisine of France, Italy and Asia, Modern Masters, Basic and Ad-

vanced Pastry and Cake Decorating, Buffets, Banquets, Market Basket Cooking, Healthy Cooking and Achieving Nutritious Food Choices. In completing this 16 month course, our students will also receive their ServSafe Food Safety Certification. The ServSafe certification will also be offered to class participants. The students will also be eligible to study for and sit for certification by the National Restaurant Association in the following areas:

Student chefs will be involved in all aspects of preparing and serving a variety of food and beverages in our demonstration restaurant- the Laurel Lake café, which will be open to the public in the evenings, beginning in late October of 2009. Controlling Food Costs/Hospitality & Restaurant Management, Customer Service, Inventory & Purchasing, Marketing, Menu Marketing and Management, Food Production and Managerial Accounting.

“We could not do this without some wonderful chefs spearheading the Program”, says Carol Sitroon, Adult Education Supervisor. “Executive Chef Richard Coxe, Trout Lake Retreats and Conference Center, whose background includes 30 years of combined experience in the culinary and pastry arts fields, is a continuing education alumnus of The Culinary Institute of America, was formally trained and educated in International Cuisine, Culinary Arts, Pastry Arts, Catering, Cake Production and Business Management, and served as a Culinary Institute of America extern mentor, a mentor and supervisor for college, university and technical institute culinary externs and interns.

Co teaching with Chef Coxe is Chef Patrick Marinuk, Chef-owner of the Novel Gourmet, a Personal Chef Service. Chef Patrick is a Graduate of the Restaurant School at Walnut Hill College and is a member of the American Culinary Federation and the Greater Philadelphia Hotel Association. Both chefs have had the opportunity to study abroad in France and England. Patrick also worked at Le Bec Fin, Brassier Perrier, Park Hyatt Hotel in Philadelphia and the Bellevue Hotel, one of the most elegant Hotels in the Northeast.

“This Post Secondary Program will allow us to provide a first class culinary program to adults, graduating seniors, and incumbent workers in the food service industry. The employment opportunities for cooks, chefs, and food and beverage managers in the Pocono region are outstanding, and career advancement opportunities abound,” says Sitroon.

If you are interested in attending this Program, want to send an employee, have questions, need additional information or want to become an educational workforce development sponsor, please call Mrs. Carol Sitroon, 570-629-2001 x1115 or via email [csitroon@monroecti.org](mailto:csitroon@monroecti.org)

**Pocono Personnel** has changed their name. As of Monday, November 17th, the staff at Pocono Personnel is happy to announce their partnership to Express Employment Professionals!

Over the years, our business has evolved into more than just temporary jobs. You can now call on us for a wide variety of employment services.

The new phase of our name change has begun and our staff of recruiters have new e-mail addresses!! Our phone numbers and branch locations remain the same. All PoconoPersonnel.com e-mail addresses are defunct. Please use the following e-mail addresses for our staff:

**Terry Burns**, Owner  
[terry.burns@expresspros.com](mailto:terry.burns@expresspros.com)

**Mary Beth Janaskas**, Office Manager *East Stroudsburg*  
[marybeth.janaskas@expresspros.com](mailto:marybeth.janaskas@expresspros.com)

**Kathleen Sanfilippo**, Staffing Consultant *East Stroudsburg*  
[kathleen.sanfilippo@expresspros.com](mailto:kathleen.sanfilippo@expresspros.com)

**Lisa Tozzi**, Office Manager *Tobyhanna*  
[lisa.tozzi@expresspros.com](mailto:lisa.tozzi@expresspros.com)

**Barbara Case**, Staffing Consultant *Tobyhanna*  
[barbara.case@expresspros.com](mailto:barbara.case@expresspros.com)

Job Seeking, Employer ordering and Employer billing processes will remain the same!

We changed our name to reflect the variety of our staffing offerings, including light industrial, office services, and professional. We still offer temporary staffing, but we also offer evaluation hire and career placement. In addition, we provide a variety of human resources services such as our HR Hotline, ePay online payroll system, HR Audits, Organizational Effectiveness Survey, Employee Handbook creation, and training.

We want to make it clear that our local franchise ownership and the great service you've come to know is not changing, only our business name is. Express Employment Professionals has been helping companies find good people for 25 years, and we will continue to do so. We've grown to over 600 offices in four countries, while still maintaining local ownership for each office and providing quality service to each of our clients.

If you have any questions, need assistance with staffing services, or would like to learn more about our HR Services and how they can help protect and grow your business don't hesitate to call your local branch.

Two Great Locations to serve you better:

429B North Courtland Street  
 East Stroudsburg, PA 18301  
 570-424-1800  
 Fax: 570-424-3732

300 Community Drive  
 Suite A-2  
 Tobyhanna, PA 18466  
 570-839-3838  
 Fax: 570-839-3866



**Realty Executives** hires new agent. Betsy Lloyd has recently joined Realty Executives in Stroudsburg at 7400 Route 611, The Stroud Commons.

Lloyd has been in the real estate business for 5 years. As an agent with Realty Executives, Lloyd will handle the marketing and sales of real estate in and around Monroe County.

"We are honored to have Betsy on our Realty Executives team," said Sara Cramer, Vice President. "She is an excellent addition to our hard-working team."

Lloyd is also involved in professional organizations.



**Riverside Rehabilitation** Occupational Therapist completes intensive training in hand therapy. Kendall Santarelli, MSOTR/L, Occupational Therapist at Riverside Rehabilitation Centers, recently completed an intensive three-day program at the Hand Therapy Center of OAA Orthopedic Specialists in Allentown.

This interactive tutorial session allowed Santarelli the opportunity to shadow Jay S. Talsania, MD, a board-certified hand surgeon, as he completed numerous surgeries and office visits. She then observed a rheumatologist, lymphedema therapist and certified hand therapist. Santarelli also observed EMG testing.

At Riverside, Santarelli evaluates and treats patients with injuries to their upper extremities, resulting from repetitive strain disorders, traumatic injury to the hand, wrist or forearm, arthritis, CVA, head trauma, developmental delays in motor skills, work injuries or spinal cord injuries. She said, "Participating in this course allowed me to see how surgeons repair diagnoses I regularly treat when conservative therapies don't work. Actually watching hand surgery gave me a clearer understanding of hand anatomy. I also expanded my knowledge of splinting and several provocative tests. It inspired me to complete my hand therapy certification."

Santarelli obtained her MS in Occupational Therapy from College Misericordia and is certified in Physical Agent Modalities. She joined Riverside in 2007 and treats patients in their East Stroudsburg, Brodheadsville, Mt. Pocono and Moscow facilities. On-going training, including observing specialists in her field, prepares her to provide the best holistic care available to patients with hand, wrist and arm injuries.

**Riverside Rehabilitation Centers** are pleased to welcome Hernani Pantinople, PT and Veronica Wilkinson, MSPT, as full time staff physical therapists and Jennifer Fusik, as a full time Physical Therapist Assistant.



Pantinople is a Southwestern University alumni with more than 15 years of experience in neurologic, orthopedic, pain management, sports injury and geriatric rehabilitation. He has provided physical therapy to patients in a variety of clinical settings

including home care, acute care, skilled nursing and outpatient facilities in New York, New Jersey, Florida and Pennsylvania.



Wilkinson received her BS degree from the University of Delaware and her MS in Physical Therapy from Columbia University. She has treated physical therapy patients for more than ten years and has also worked as a clinical instructor and trainer. Her background includes experience in hospitals as well as outpatient settings. She has a special interest in neurological and vestibular rehabilitation. Wilkinson joined Riverside in 2007 as a per diem therapist.

In their new positions, Pantinople and Wilkinson will evaluate and treat physical therapy patients as well as educate patients and their caregivers at the Parkinson's Road Clinic in East Stroudsburg.



Jennifer Fusik is a graduate of Orange County Community College. Her background includes nursing homes, rehabilitation hospitals and outpatient settings. She has extensive experience working with orthopedic, neurological, spinal and sports injuries.

Fusik's duties at Riverside will include manual therapy, use of modalities, balance training, therapeutic activities instruction, water therapy and patient education in both the Mt. Pocono and Moscow facilities.

David Manento of **Royal Security Services, Inc.** has been awarded Honeywell/First Alert's Top Sales Leader of the Year in its division. Each year, Honeywell/First Alert recognizes the top tier of security firms in various categories at their annual convention. This year's annual convention was held in Orlando, Florida from November 13 – 15.

"I know everyone at Royal Security Services is proud of this accomplishment", said David, "it took a lot of hard work, but now the race is on for next year's award!"

Royal Security Services, Inc. was also awarded "The Five Year Club Award" "for their dedication and commitment



over the past five years, which has been instrumental in its success. Ted Manento accepted the award. Royal Security Services is once again pleased to be associated with the Honeywell / First Alert Program which is considered

"... the pre-eminent independent dealer program in the security industry..."

**S&K Construction** located in Tobyhanna Pennsylvania is proud to announce it has earned prime contractor status from PENNDOT.

"Our mission is to develop an exemplary model of a diversified professional company providing unsurpassed service and quality to our clients." states Zoltan Kovacs, President of S&K. "the PENNDOT prime contractor status enables us to further expand our reach and create more jobs locally."

For more than 25 years, S&K has provided services to the commercial, residential and civil construction industries in Pennsylvania and the northeastern tier in the United States. The company's services include General Construction, Project Management, Demolition, Site Remediation, Excavation/Site-work, Cast Concrete and Unit Masonry. S&K Construction Is located at 465 Sterling Road, Tobyhanna, PA 18466.

S&K Construction is a SBA certified Hubzone Business Concern and listed on CCR. The company's NAICS codes are; 236220: Commercial and Institutional Building Construction, 237110: Water and Sewer Line and Related Structures Construction, 237990: Other Heavy and Civil Engineer 238110: Poured Concrete Foundation and Structure Contractors 238120: Structural Steel and Precast Concrete Contractors 238140: Masonry Contractors 238190: Other Foundation, Structure, and Building Exterior Contractors 238910: Site Preparation Contractors.

**The Shawnee Playhouse** presents the Northeast Ballet Ensemble's **THE NUTCRACKER**, December 7-21, 2008.

One of the world's most famous ballets and the undisputed favorite of all Western nations, **THE NUTCRACKER** have been enchanting audiences for over 100 years.

On Christmas Eve, Clara and her family host a party with friends. Clara's mysterious godfather gives her a toy Nutcracker. She is overjoyed, but her jealous little brother breaks the gift. Late that night, Clara wakes to find an army of mice attacking her Nutcracker. It comes to life, defends Clara, and defeats the Mouse King. The Nutcracker is transformed into a prince, who takes Clara to a magical world of dancing snowflakes and angels. They are welcomed by the Sugar Plum Fairy, who leads dancers from all nations and confections in celebration. After the festivities, though, Clara must return to her own world.

With music by the great master Pyotr Ilyich Tchaikovsky, and original choreography by Diane Verdi of the Northeast Ballet Ensemble, **THE NUTCRACKER** is a brilliant Christmas treat for the entire family, full of grace, magic, and wonder.



Tickets for **THE NUTCRACKER** are \$15 for adults, \$13 for seniors and \$8 for children. Complete **NUTCRACKER** performance schedule: 7:00 pm Sunday evenings December 7, 14, 21, 2008.

For tickets, show times, and more information please contact the Shawnee Playhouse Box Office at 570-421-5093 or visit [www.TheShawneePlayhouse.com](http://www.TheShawneePlayhouse.com).

Nicholas Caprioli (a resident of Brodheadsville) is chief of the Technical Publications and Provisioning Branch, Production Engineering Directorate at **Tobyhanna Army Depot**.

He supervises 21 people who develop, validate and verify technical manuals. The branch provides integrated logistics support (ILS), and prepares ILS documentation and various drawings and illustrations for technical manuals. The staff also prepares provisioning documentation and provides support on the development of maintenance allocation charts.



Prior to his current position, Caprioli was an electronics engineer in the Intelligence, Surveillance and Reconnaissance Engineering Branch in the same directorate. He began his career at Tobyhanna in August 2003. He is a 1999 graduate of Pleasant Valley High School. In 2003, he earned a bachelor's degree in physics from East Stroudsburg University.

Caprioli and his wife, Kristina, reside in Brodheadsville. His hobbies include fishing, hunting, camping and traveling. Caprioli is a member of the West End Fire Company, Chestnuthill Township Planning Commission and Knights of Columbus.

**J.R.'s Grill & Salad Bar**, located in the Budget Inn & Suites in East Stroudsburg, announced today a program to assist local food pantries in providing for the less fortunate of our community.

The program, which begins the day after Thanksgiving, Friday, November 28<sup>th</sup>, asks J.R.'s grill customers to bring up to 8 canned or non-perishable food items for donation, to the restaurant during dinner hours. Guests who bring in donations will receive \$1.00 for each item donated (up to 8 items per visit) off their dinner check. Guests may do-

nate any night of the week between 4 pm & 9 pm. The program will end on the first day of winter, Sunday, December 21<sup>st</sup>.

Food pantries benefiting from the program, known as "J.R.'s neighbors helping neighbors" include, but not limited to; St. Matthew's, The Salvation Army & Stroudsburg United Methodist church. The program was developed due to the recent economic conditions and the rising unemployment rate. "Right now, food pantries' stocks of goods available for distribution to the community are at an all time low. The need, however, is on the increase" stated Amanda Cunard, Director of Sales & Assistant General Manager of the hotel & restaurant. Barth Rubin, President of the organization noted, "One of the benefits of having a locally owned & operated restaurant, such as J.R.'s Grill, allows us to contribute back to the community directly. So as the community supports us, we in turn are able to support the community".

J.R.'s Grill & the Budget Inn & Suites have been in business for more than 30 years, and continues to serve lunch Monday through Friday from 11:30 am to 2 pm, weekend breakfast buffet every Saturday & Sunday morning from 7 am, with dinner served nightly.

For more information, contact Paul Antosh at 570-424-5451.

**Bottom Time Productions** of East Stroudsburg is preparing to answer that age old question, what is there to do in the area? Producers Denny and Eleanore Willis have a well established track record of knowing what the public wants and giving it to them. This is evident by the success of some of Bottom Times other programs such as their award winning travel program *Dive Travel TV* and their popular local HGTV style real estate program *Stage My House*.

Bottom Time is excited to announce their newest release coming out Winter 2009, *PA Vibes*. This is what the producers had to say about the new program.

"*PA Vibes* is a monthly TV magazine that puts you in touch with the entertainment and activities in and around the area. From the Lehigh Valley to North East PA, *PA Vibes* will visit the hot spots to get you out and about by day, from sky diving to local events and area nightlife, from comedy clubs to casinos and sports bars to martini bars. And in order to recharge you'll need to eat so *PA Vibes* will check out the culinary diversity in the area from pizza to fine dining. In each episode *PA Vibes* will showcase local musicians keeping you connected with the area's hottest talent. In short whether it's hot, trendy or a long time favorite, *PA Vibes* will pick up on those vibes and bring it to the viewers, so they'll always know where to go to relax and socialize."

This fast paced program will take you to over a dozen attractions, activities and hot spots in each and every episode. Each program will also showcase a local band in the *Sharp* entertainment segment as well as bring viewers the updates on the hottest comedy venue in the area, Poconuts

Comedy Club, located at Pocono Brewing Company in Swiftwater.

Bottom Time plans to make it easy for you to keep up on the whole social seen by airing the program once a week on two different stations reaching over 5,000,000 potential viewers as well as and streaming the program online.

**Manpower Inc.** is celebrating its 60<sup>th</sup> anniversary as a trusted advisor in the changing world of work. In 1948, Milwaukee attorneys Aaron Scheinfeld and Elmer Winter recognized an opportunity to provide companies with the flexibility and convenience of temporary workers. The business they launched in a rented storefront soon evolved into a provider of a wide range of employment services. Manpower extended its presence internationally 52 years ago and became a public company in 1967.

Today, Manpower is a \$21 billion global enterprise that annually serves 9 million people and 400,000 clients from a network of 4,500 offices in 80 countries and territories.

“While the workplace has changed dramatically over the past 60 years, Manpower has been a stable, reliable organization with a mission of helping individuals find employment and new opportunities while assisting businesses in finding talented workers. It’s exciting to know that we’re able to make a long-term difference in people’s lives.

Manpower has been a part of the Pocono community for 40 years and is an active member of The Greater Pocono Chamber of Commerce, LANEPA, United Way - DAY OF CARING, Catholic Social Services and Big Brother Big Sister.

On Wednesday, November 12<sup>th</sup> **ActionCOACH of Northeast PA** hosted a free Business Workshop for local business owners and CEO’s. The workshop focused on: “How to Weather this Economic Crisis: And Increase YOUR Revenues & Profits!” Attendees were given strategies and tools to increase business performance today and to better position their businesses for the recovery.

“Faced with the barrage of doom and gloom economic news and media opinion, it is not surprising that the recession and how to navigate its impact on the economy, is a huge concern among many business owners,” stated Richard Munson, owner ActionCOACH of Northeast Pennsylvania. “We had a tremendous turnout during the workshop. Our sponsors and ActionCOACH presented many ideas on how business owners can survive and thrive during this economic crisis. The response to the workshop was extremely overwhelming. Due to overwhelming response and reaction to this workshop, we are considering holding it again after the first of the year. ”

Scott, a small business owner from Roseto, Pennsylvania stated “Wow, what an awesome event! I just about killed the battery in my PDA taking notes. Congratulations!”



The event was sponsored by, A.J. Lupas Insurance, The Benefits Group, Pocono Business Journal, Riley and Company, Inc., WSBG, Carbon County Chamber of Commerce, Greater Hazleton Chamber of Commerce, Greater Pocono Chamber of Commerce, Greater Scranton Chamber of Commerce, and the Slate Belt Chamber of Commerce. Each sponsor was given an opportunity at the beginning of the event to give their perspective as to what business owners could and should be doing during this crisis, and even after.

Vinny Bianchi of Nassau Broadcasting, one of the sponsors, had this to say about the event, “I’ve heard Bill Skinner and Rick Munson speak many times about how to improve your business. When Rick spoke at the conference, I still picked up a least a dozen new ideas on how, within a few hours, you can improve your bottom line in difficult economic times. I also picked up many ideas from all of the other speakers and the reaction I’ve been getting from my presentation, even after all this time, has been very positive.”

ActionCOACH is the world’s number one business coaching firm. Started by entrepreneur and CEO Brad Sugars in 1993, the company is one of the fastest growing franchises in the world, with more than 1,000 offices in 26 countries. To learn more about business coaching and ActionCOACH, go to [actioncoachpa.com](http://actioncoachpa.com) or call ActionCOACH of Northeast Pennsylvania at (570) 517-7100.



Sanderson joins **Better Homes and Gardens Real Estate**. Lisa L. Sanderson with BOBHAY.com has joined Better Homes and Gardens Real Estates Wilkins & Associates. Sanderson, who handles residential sales throughout the Pocono Mtns, was pleased to make that announcement at the beginning of November. She will remain a partner in the soon to be licensed BOBHAY.com

team. “To still be a partner of the (soon to be) BOBHAY.com team and be able to associate with the Better Homes and Gardens Real Estate name is a win-win. I had no idea about all the tools and marketing tips that they have to offer.” said Sanderson. “We hired Bob Hay and Lisa to work as partners--they will be licensed as the BOBHAY.com Team.” said Thomas R. Wilkins, CEO.

Members in the News continued on page 15

## Welcome New Members

The following new members are not listed in the 2008 Membership Directory & Buyer's Guide. Please be sure to add this page to your copy of the Directory.

### **Camp Canadensis**

Eric Forti  
RR 2 Box 2350  
Canadensis, PA 18325  
570.595.7461  
570.595.9290  
eric@canadensis.com  
www.canadensis.com  
CAMPS-CONFERENCE CENTERS

### **Cottman Transmissions**

Chris Forgione  
1856 West Main Street  
Stroudsburg, PA 18360  
570.476.9898  
570.476.9929  
camarotnt@hotmail.com  
www.cottman.com  
AUTOMOBILE-SERVICE & REPAIRS

### **Curves**

Tanya Ramirez  
3002 Milford Road  
East Stroudsburg, PA 18301  
570.421.1942  
570.421.1944  
tramirez@ptd.net  
FITNESS-WOMEN'S HEALTH

### **Elefante, Daniel**

Daniel Elefante  
P.O. Box 126  
Tannersville, PA 18372  
570-421-8468  
djelefante@verizon.net  
TRANSPORTATION

### **Granite Transformations NEPA**

David & Joy Flood  
6886 Chrisphalt Drive  
Bath, PA 18014  
610.837.4900  
610.837.6410  
elegantspaces@msn.com  
www.granitetransformations.com  
KITCHENS-BATHS-CUSTOM DESIGN

### **Monroe County Youth Employment Services**

Peter Alasty  
P.O. Box 81  
Merchants Plaza  
Tannersville, PA 18372  
570.620.2410  
570.620.0546  
payes@ptd.net  
www.monroeyes.com  
NON-PROFIT ORGANIZATIONS

### **Pocono Community Theater, Inc.**

Eric Hantson  
88 South Courtland Street  
East Stroudsburg, PA 18301  
973.424.6684  
hantson@poconocommunitytheater.org  
www.poconocommunitytheater.org  
ORGANIZATIONS/  
ASSOCIATIONS

### **Pro-Care Carpet Cleaning**

Nicholas Gemmo  
400 Cindy Lane  
East Stroudsburg, PA 18301  
570.588.1938  
CARPET-UPHOLSTERY CLEANING

### **Rick Hagerman Painting & Wallpapering**

Rick Hagerman  
1314 Setzer Road  
Stroudsburg, PA 18360  
570.629.7924  
570.629.7924  
rhagerman3@verizon.net  
CONTRACTORS-HOME IMPROVEMENT

### **Spa Parties by Zina**

Zina Hamilton  
226 Poplar Creek Lane  
Effort, PA 18330  
570.233.9370  
spapartiesbyzina@yahoo.com  
SPA

### **Wayne L. Altemose Trucking**

Wayne & Theresa Altemose  
RR 1 Box 289A  
Effort, PA 18330  
610.681.4414  
610.681.2308  
TRUCKING

Members in the News *continued from page 13*

Sanderson, while being a fulltime Realtor, is community minded and is President of the Penn Estates POA, Sec of the Pocono Mountains Association of Realtors Board of Directors, a participating member of the MLS and Government Affairs Committees and a Capital Club member of PAR. Sanderson is also a past member of the Stroudsburg Field Hockey Booster Club (2007-08) and holds the ABR (Accredited Buyer Representative) designation.

Sanderson is an active blogger and author under the name Pocono Real Estate Blog. Sanderson is an invited contributing writer to AgentGenius.com, a national real estate opinion column.

Said Wilkins, CEO, "Adding Bob Hay and Lisa Sanderson to our roster of full time Realtors is a compliment to not only our company, but to their team as well. Both are extremely successful Realtors and long-time players in the Pocono real estate industry--add the Better Homes and Gardens Real Estate name and that's guaranteed success. Before joining, Sanderson toured the Corporate offices of Better Homes and Gardens Real Estate in Parsippany, New Jersey where she met key management personnel, had a tour of the facility and lunch with the Senior V.P. of Development.

Wilkins & Associates Real Estate became a Better Homes and Gardens Real Estate franchise in July of 2008. Wilkins has eight (8) offices throughout the Pocono Mountains.

**The Shepherd's Maternity House** 7<sup>th</sup> Annual Valentine Charity Ball to be held on February 14<sup>th</sup>, 2009 at 5:00 PM to 10:00 PM at the Ridgecrest, Stroudsmoor Country Inn. Details to follow in the January issue or call 570-476-1428 ext 2.

**Pocono Healthy Communities Alliance (PHCA)** is countywide community planning organization that focuses on health and human service programs and systems changes that support residents as they strive to improve their quality of life. From its grassroots beginning, PHCA has collaborated with over 300 organizations to identify unmet needs in the community. Partnerships and pooling resources are the foundational building blocks for success within Monroe County.

Recently, PHCA launched "Your Tax to the Max for Kids" campaign, a program that offers tuition assistance to children from financially eligible families wishing to attend approved pre-school facilities. Businesses are eligible to apply for Pre-K Tax Credit if they are authorized to do business in Pennsylvania and are subject to any of the following taxes:

- Corporate Net Income Tax
- Capital Stock Franchise Tax
- Bank & Trust Company Shares Tax
- Insurance Premiums Tax
- Title Insurance Companies Shares Tax
- Mutual Thrift Institutions Tax

While there are needs around the holidays, this is a need year round. The current economic strains are greatly affecting children and their educational opportunities.

The Tax to the Max for Kids campaign is a "Win-Win" for three reasons:

Employers win by investing their tax dollars (which they have to pay regardless) in their local community and future workforce.

Parents win because they are more productive employees knowing that their children are in high quality child care and education programs.

Children win because they are in nurturing programs designed to prepare them to enter school ready to learn.

Here's is how it works.

Businesses submit their application (ONLY 1 Page) available at [www.newpa.com](http://www.newpa.com). They type Educational Improvement Tax Credit Program in the search bar, and download the PKTC Business Guidelines (see Appendix i). The application is within. The business will receive written notification of approval from the Pennsylvania *Department of Community and Economic Development* (DCED). They would then send their contribution within 60 days of approval to PHCA, as we are a Pre-K scholarship organization. PHCA will send written acknowledgement within 30 days and will forward a copy of acknowledgement to DCED within 90 days. Businesses then file their tax return as usual and **claim tax credit for contribution!**

Another easy way for businesses to give back to the community (and receive a lot of advertising) is to donate to the School Readiness Calendar fund. This calendar, sent to over 5,000 families, details different learning topics with suggested daily activities. The calendar includes a list of children's books that will not only keep the attention of a 4 year old, but stimulate learning. The School Readiness Calendar ends with a "List of Import Skills," and a checklist that allows parents to monitor and track their children's physical, social, emotional and cognitive development. The calendar is based on the Pre-K Early Learning Standards from the Pennsylvania Department of Education and Public Welfare. By using the calendar, as a guide, parents become "partners" supplementing and supporting the work of their children. There are two ways you can contribute to the creation of the calendar:

Sponsorship at the \$250 level will promote your business name on the back cover of the calendar.

Sponsorship at the \$500 level will promote your business name and logo on the back cover of the calendar.

For more information, contact Pocono Healthy Communities Alliance at 570.517.3953.

## WELCOME WEDNESDAYS

On Wednesday, November 19<sup>th</sup>, 2008 chamber members gathered at the Silver Arrow Gallery & Gift Shop with their hosts Joan and Robert Schramm. Delighted by the sights and sounds of the Native American culture, members were encouraged to tour the shop at their leisure.



Walls decorated with beautiful art and creations such as Dream Catchers, magnificent artifacts and educational games for the young ones, this gallery offers it all.

Our first station was with Joan, as she indulged our curiosity with the history of Turquoise. The word derived from the French language Turquoise, meaning Turkish. With a map, Joan pointed the way to some of the finest natural Turquoise found right here in the United States, especially Nevada where you can find some of the most unique patterns and hues of the stone.

On to our next stop where Robert brought us behind the jewelry counter to the Workbench Area, where the magic begins. This area showcased the new addition to the Silver Arrow Family, the grinding and polishing wheel, where Robert can now handle adjustments and repair to silver jewelry. Robert urged members to listen and learn the simple procedures to follow to fully maintain your priceless jewelry. Robert encourages anyone who questions their antique or new silver jewelry to bring it in. While Robert works on your personal jewelry, you can browse some of the other amazing pieces filling the store.



Last, but definitely not least, we had a very special visitor. Mr. Quinton "Bear" Fuller, a Seminole from the gorgeous Everglades in Florida. Currently Bear resides right in our neck of the woods in the peaceful area of Albrightsville, but states that his home is where his heart is and that would be right at home with his family on the reservation in the Everglades.

Bear discussed the traditions of the Native American culture. Education is regarded very highly in the Native's way of life. Both native and sign

language are a must. English is encouraged through their schooling system that begins at a very young age. Children are taught not only the ways and methods of the tribe, but also everything that is included outside of the reservation. Through a profit sharing program that the Natives offer their families, children are able to pick where to further their education through the United States.

Engaged to the sounds of the Native's, members dined on delicious snacks while listening to our very own guest, Bear as he played beautiful majestic hymns on the Native American Flute. What an evening to network, learn and have a great time! You can take a look at some of Joan and Roberts masterpieces online at [www.silver-arrow-gallery.com](http://www.silver-arrow-gallery.com) or stop by at the DePue Plaza on Route 611 in Tannersville, PA. Drop a call by dialing 570.619.0461. Hope to see you there soon!

# PA VIBES

pavibes.com



## Coming Soon

Nightlife & Entertainment  
Pizza to Fine Dining  
Activities & Events

From the Lehigh Valley to North East PA, "PA Vibes" will visit the hot spots to get you out and about by day, from sky diving to area nightlife, from comedy clubs to casinos, sports bars to martini bars and local events you'll want to be at.

Since you'll need to recharge, "PA Vibes" is checking out the culinary diversity and serving it up.

A fast paced monthly TV magazine putting you in touch with the entertainment and activities around Eastern Pa.

Whether it's hot, trendy or a long time favorite, "PA Vibes" will pick up on those vibes and bring it to our 5 million viewers.

Each episode "PA Vibes" teams up with "SHARP Magazine" to showcase local musicians to keep you connected with the area's talent.

Bottom Time Productions LLC

Quality TV Programming  
Affordable Advertising Opportunities

www.bottomtimeproductions.com  
570-369-4543



## Ribbon Cuttings



### Allied Tax & Notary Corp.

Allied Tax & Notary Corp. held a ribbon cutting ceremony to celebrate their new, beautiful downtown office suite in Stroudsburg on Friday November 21, 2008. Accompanied by Chef Jim Rock, guests were fulfilled with a delicious variety of cuisine offered for the ceremony.

Allied Tax & Notary Corp. is a full service accounting firm with 26 years experience. They provide services including general accounting; bookkeeping; tax preparation; payroll and related tax filings; start-up services; business consulting; tax planning for clients throughout PA, NJ and NY.

To find out how Allied Tax & Notary Corp can consolidate your accounting needs please contact their office at 570.476.4686 or stop by at 814 Monroe Street Suite 109 in Stroudsburg, PA today!



### Express Employment Professionals

Express Employment Professionals recently held a ribbon cutting ceremony in their Tobyhanna office this past November to celebrate their name change. As members may recall, Express Employment Professionals was formerly known as Pocono Personnel.

Express Employment Professionals offers your business unsurpassed recruiting efforts and cutting edge technology to help you find the right personnel for your company in the Pocono Mountains and surrounding areas. By recognizing the talents of their employees and knowing the needs of their clients, they are able to match employee to employer with high accuracy.

For further information on Express Employment Professionals programs please contact the East Stroudsburg office at 570.424.1800 or in their Tobyhanna office at 570.839.3838.

## Healthy Workplace Awards

The Greater Pocono Chamber of Commerce along with Chamber Choice and BlueCross of Northeastern Pennsylvania, held the 1st Annual Healthy Workplace Awards Luncheon on Tuesday, October 14th at the Chateau Resort & Conference Center.



The luncheon was held to announce the winners of the award as follows:

Large Business 50 and over Employees, **Patterson Kelley Company**

Small Business 49 and under Employees, **Ramsour Family Chiropractic**

A special thanks to our sponsor Blue Cross of Northeastern Pennsylvania

### Monday Morning Report!

If you are interested in receiving the Chamber's Monday Morning Report  
Please email  
Jessica Goward at  
jgoward@greaterpoconochamber.com  
so your email address can be  
added to the  
distribution list.

If you are not familiar with the Monday Morning Report, upcoming Chamber events and meetings for the week are posted.

# IMPACT



## Executive Committee

*Joseph McDonald* - Chairman of the Board  
*Jamie Keener* - First Vice Chairman  
*Daisy Gallagher* - Second Vice Chairman  
*Charles Niclaus* - Treasurer  
*Elizabeth Koster* - Secretary  
*Bob Hay* - Past Chairman

## Staff

*Robert Phillips* - President/CEO  
*Patricia Metzgar* - Vice President, Operations/Development  
*Jessica Goward* - Membership Director  
*Miriam Conway* - Executive Assistant

## Board of Directors

Denise Cebular  
Bruce Denlinger  
Gene Dickison  
Dr. Robert Dillman  
Frank Epifano  
Dr. Kim Filipkowski  
Donald Hannig

Scott Henry  
Tim Kelly  
Chris Kurtz  
Allan Muto  
Jane Niering  
Ann Pilcher  
William Prall

Lynn Price  
Barbara Samet  
Dr. Isaac Sanders  
Conrad Schintz  
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Visit us at [www.greaterpoconochamber.com](http://www.greaterpoconochamber.com)

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