

CHAMBER ANNOUNCES 2013 ANNUAL AWARDS WINNERS

The Greater Pocono Chamber of Commerce 2013 Awards Dinner was held on Wednesday, April 24th at Terraview at Stroudsmoor. Over 200 people were on hand to honor this year's award winners. The winners were: **Ann Pilcher**, Gray Chevrolet Cadillac ATHENA Award, **Dr. Rose Mattioli**, Humanitarian of the Year, **Tom Sforza**, Businessperson of the Year, **Len Lavenda**, Citizen of the Year, **Michael J. Frailey & Michele Frailey-Miller**, Frank Schoelch Community Commitment Award, and **Arthur Berry III**, Chairman's Business Award.

A special thanks to the following businesses; PPL and Camelback Mountain Resort - Gold Sponsors, Met-Ed A First Energy Company - Silver Sponsor, and William Rinehart & Gray Chevrolet Cadillac for sponsoring the ATHENA Award. A special thanks to the Pirone Family at Stroudsmoor for the complimentary butlered hors'doeuvres served at the cocktail hour and also to Ken Schurman of VIP Studios for taking photos at the event.



*Ann Pilcher -
2013 Athena Award Winner*

Ann M. Pilcher is the community relations/public affairs director and tourism sales manager for the Pocono Mountains Visitors Bureau, the tourist promotion agency representing the four county region of Carbon, Monroe, Pike, and Wayne Counties. In this capacity since February 1997, Ann acts as bureau liaison to chambers of commerce, business associations, environmental groups, historical associations, universities, local, state, and federal government entities and many other community groups throughout the Pocono Mountains region. Since 2009, Ms. Pilcher has been leading the tourism sales effort representing the bureau at international, national, and regional tradeshows, conventions, and sales missions.

Ms. Pilcher currently serves on Monroe County Open Space Advisory Board, ESU Recreation Management Advisory Board; NCC Hotel Restaurant Management Advisory Board, PA Group Tour Committee, Litter and Beautification Committee, chairman of the GPCC Environmental Committee, Pocono Community Fundraiser Selection Committee, Downtown Stroudsburg Business Association, Pennsylvania Route 6 Association Marketing Committee, among other local and regional boards. Past community involvement includes founding board member of Leadership Pocono and Leadership Carbon, board member of Greater Pocono Chamber of Commerce and Carbon County Chamber of Commerce.

Prior to her employment at the Pocono Mountains Visitors Bureau, Ann worked for the Pennsylvania Rural Leadership Program (RULE) a two-year leadership development program delivered through Penn State University.

Ms. Pilcher earned her Bachelor's Degree from Bloomsburg University in Political Science with a concentration in Public Administration. She is married to husband, Tim and has two sons, Benjamin and Liam. Travel, Yoga and Coffee are what keeps her going!

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GPCC MISSION STATEMENT

Act as A Unified Voice of Business
Dedicated to the Prosperity of all
Commerce
Leading to the Enhancement of
the Quality of Life in our region and surrounding
areas.

May 2013 Calendar of Events

- May 6.....*Business Card Exchange*
5:30 p.m.- Notre Dame H.S. -
East Stroudsburg
- May 7.....*West End Committee*
8:00 a.m.- Western Pocono Community
Library - Brodheadsville
- May 8.....*Economic Development Transportation*
Committee - 8:00 a.m. - GPCC
- May 10.....*Leadership Pocono*
8:00 a.m.- GPCC
- May 13.....*Education Committee*
11:00 a.m. - GPCC
- May 14*Women In Business Luncheon*
Noon - Chateau Resort & Conference
Center - Mt. Pocono
- May 20.....*Finance Committee*
7:45 a.m. - GPCC
- May 20.....*Executive Committee*
8:15 a.m. - GPCC
- May 21.....*Women in Business Committee*
9:00 a.m.- GPCC
- May 21.....*Board of Directors*
11:00 a.m.. - Chateau Resort &
Conference Center - Tannersville
- May 21.....*Youth Appreciation Day Luncheon*
11:00 a.m. - Chateau Resort &
Conference Center - Tannersville
- May 24.....*Environmental Committee - 8:00 a.m. -*
GPCC

Members in the News

First National Community Bank (FNCB), the largest community bank in Northeastern Pennsylvania, announced today a \$250 donation to Bushkill Relay for Life as part of the Community Caring employee volunteer program.



From l to r: Annette Velez, assistant manager, Marshalls Creek FNCB; Lisa Hoey, community income development specialist for the American Cancer Society; and Theresa Williams, customer service representative, Marshalls Creek FNCB.

Through the FNCB Community Caring Program, employees who volunteer can qualify for grants for their favorite community organization. Theresa Williams, customer service representative at FNCB’s Marshalls Creek branch, selected Relay for Life, an organization she dedicated more than 50 hours of volunteer service to in 2012.

“Relay for Life brings people together to raise funds and awareness to save lives from cancer,” said Williams. “FNCB is proud to support their efforts and the efforts of other community-minded organizations through our employee volunteer program.”

The support of Bushkill Relay for Life represents part of FNCB’s larger Community Caring initiative. Through outreach programs, donations, and an employee volunteer network, FNCB is committed to helping the communities they serve.

Pocono Medical Center (PMC) has been awarded a three-year term of accreditation in stereotactic breast biopsy as the result of a recent review by the American College of Radiology (ACR). A breast biopsy is performed to remove cells – either surgically or through a less invasive procedure involving a hollow needle – from an area in the breast suspected to be cancerous. These cells are examined under a microscope to determine a diagnosis. In stereotactic breast biopsy, a special mammography machine helps guide the radiologist’s instruments to the site of an abnormal growth.

“This accreditation is another step in demonstrating how PMC is committed to making our community healthier

**Sponsorships Available
for 2013!**

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

through the prevention of diseases like breast cancer,” notes Kathleen E. Kuck, President and CEO, Pocono Health System/Pocono Medical Center. The ACR gold seal of accreditation represents the highest level of image quality and patient safety. It is awarded only to facilities meeting ACR Practice Guidelines and Technical Standards after a peer-review evaluation by board-certified physicians and medical physicists who are experts in the field. Image quality, personnel qualifications, adequacy of facility equipment, quality control procedures, and quality assurance programs are assessed.

The ACR is a national professional organization serving more than 36,000 diagnostic/interventional radiologists, radiation oncologists, nuclear medicine physicians, and medical physicists with programs focusing on the practice of medical imaging and radiation oncology and the delivery of comprehensive health care services.

WEICHERT, REALTORS® - Acclaim in Tannersville has announced that Realtor Josefina S. Butler has joined the agency's sales team. A



Realtor Josefina S. Butler

resident of Albrightsville, she will assist buyers and sellers throughout the Pocono Mountains. She is a member of the Pocono Mountains Association of REALTORS® and is fluent in Spanish.

Butler is a member of the Penn Kidder PTA. She is pursuing a bachelor's degree in business administration at DeSales University in Center Valley.

Butler has a professional background in medical office management.

WEICHERT, REALTORS® - Acclaim is located at 2920 Route 611 in Tannersville, Telephone 570-629-6100. The company Web address is www.weichertrealorsacclaim.com.

One of three class projects of **The Leadership Pocono Class of 2013** is its partnership with Monroe County Meals on Wheels. As a volunteer-driven organization, Meals on Wheels delivers nutritious meals to many homebound individuals throughout Monroe County who are unable to prepare meals for themselves. A team of six participants from Leadership Pocono are working with the organization to develop a marketing plan to recruit additional volunteers to assist in making meal deliveries throughout Monroe County.

Leadership Pocono seeks to enhance Meals on Wheels volunteer partnerships with area employers, broaden its mes-

saging to the greater Pocono community, and communicate the value of its services in ensuring that “no senior goes hungry.” With a growing homebound population in the Poconos, Meals on Wheels requires additional volunteers who desire to serve their community. Whether an individual is available every day of the week or once a month, Meals on Wheels has a place for anyone to volunteer. If you are interested in volunteering for Monroe County Meals on Wheels, please contact Mimi Mikels at 570.424.8794 or go to www.monroemeals.com.

The second annual High Five Charity Auction sponsored by **Michael Baxter & Associates Commercial Real Estate & Property Management** has announced the list of properties and other items to be auctioned off at this year's event.

Properties include several parcels of commercial land, multi-family units and projects plus commercial buildings and restaurants.

Of the seventeen properties two of the more recognizable are long-time area restaurants, Everybody's Café on Main Street, Stroudsburg and Twin Willows in Sciota. Both are being sold with the restaurant equipment and Twin Willows includes a liquor license.

Winchell Plaza, a strip mall investment property located along route 940 in Pocono Summit is expected to get action due to the property type as well as its close proximity to the proposed Kalahari resort project at Pocono Manor.

Residential rental properties include a 4-unit in Stroudsburg and three units in Tannersville. On a larger scale the remaining Mystic Pines Townhome development project in Pocono Pines is on the chopping block.

The opportunities to acquire commercial land in strategic locations around the Poconos are best represented with parcels along most of the area's major local routes including, 611, 209 and 940.

In addition to real estate other items to be auctioned include an African photo safari, NY Jets autographed footballs, golf package, another vacation to be determined, a Great Wolf stay and even preparation of a will. Owners of real estate sold at the event are each donating \$5,000 to participating charities. The seller and buyer will select the receiving organization(s) for their portion of the donation. Other items sold will benefit the sponsoring charity directly.

This year's participating organizations are Pocono Alliance for Crossing Abilities Playground, Pocono Area Transitional Housing, Pocono Family YMCA, Shepherd's Maturity Home and Women's Resources of Monroe County.

High Five Charity Auction 2 will be a live auction event held at Desaki Restaurant on Rt 611 in Swiftwater on May 16th, 2013. For more information and tickets please call Michael Baxter & Associates (570) 421-7466 or visit www.highfivecharityauction.com. Tickets may also be pur-

chased from any of the participating charities. Admission tickets are \$35 each with all net proceeds being shared by the five charitable organizations.

The **Leadership Pocono** Class of 2013 along with Leadership Programs from Hazleton, Lackawanna, Wayne, and Wilkes-Barre had a joint Regional Leadership Day held at the Scranton Hilton & Conference Center. The purpose of the Programs getting together was to learn about issues that pertain to all of Northeastern PA. The Keynote speaker was Teri Ooms, The Institute for Public Policy and Economic Development who started the day of learning. Remarks were also given by State Senator John Blake to kick off the afternoon session.

The day consisted of 5 Panel Discussions beginning in the morning with Economic Development in NEPA. The afternoon sessions were; Education and Schools/Job Presentation, Marcellus Shale, a discussion on Arts, Culture, Recreation and Tourism, and the day finished with a discussion on Environmental Concerns in Economic Development.



Leadership Pocono Class of 2013 with Board Members and Alumni

All discussions were moderated with experts in each of the fields represented presenting and answering questions. All topics were well received as each discussed issues that are pertinent to the growth of the NEPA Region. It also gave the participants to network with other colleagues in other Leadership Programs to learn more about our expanded region and what we need for a successful future in Northeast Pennsylvania. To learn more about the programs and speakers contact Francesca Turturro at 570-421-4433.

The **Sherman Theater** is excited to announce the full details of this year's Pocono Raceway Festival in beautiful Downtown Stroudsburg. The Sherman Theater is celebrating the Pocono Raceway Festivals' 5th year anniversary on Saturday, June 8 with spectacular show cars, delicious food vendors, games for all ages, carnival rides and musical performances on several stages throughout downtown.

Taking place the day before the Fan Driven 400 NASCAR Sprint Cup Series race at the Pocono Raceway in Long Pond, PA – just minutes down Interstate 80 – this free, all-day long music and racing celebration will have something for everyone in the family. The festival was created in part to support Sunday's race at the Pocono Raceway, give the fans that are visiting the region something fun to do on the day prior to the race and provide economic support to the businesses of Downtown Stroudsburg and the greater Pocono region.

The events on Saturday June 8th will begin at 12:00 PM and include a variety of features for all ages. This year the Sherman Theater will feature a rock climbing wall, multiple stages with great music, food vendors, over 100 craft and retail vendors, a full carnival featuring a Ferris Wheel on Main Street and NASCAR show cars. Headlining the music portion of the event at the main stage on Main Street will be Dickey Betts and the Great Southern.

For more information on the 2013 Pocono Raceway Festival or any of the Sherman Theater's upcoming events, visit the Sherman online at www.shermantheater.com or call theater at (570) 420-2808.

On Saturday, April 20th, **Pocono Raceway**, a leader in the sports industry for their ongoing Pocono Green initiatives, and ZLOOP Computer and Electronics Recycling Centers transformed part of the infield space at the "Tricky Triangle" into one of Pennsylvania's largest e-Waste recycling events of the year in celebration of Earth Day 2013. In association with Venturini Motorsports, approximately 100,000 lbs. of e-Waste was collected during the day long recycling event and sent back to ZLOOP's headquarters in Hickory, NC for processing, and not in local landfills.

Pocono Raceway is considered one of the most environmentally conscious tracks in NASCAR and the entire sports world. "This recycling event is just another example of the ongoing greening movement that Pocono Raceway has made to identify ways to reduce our carbon footprint, enhance our environmental performance, raise awareness about environmental issues and harness potential for large-scale behavior change," stated Brandon Igdalsky, Raceway President and CEO.

"The need for a safe, secure and easy way to dispose of used or unwanted electronics was realized at Pocono, with the collection of more than 100 thousand pounds! Just amazing and a great way for us to start our Green partnership with Pocono Raceway," stated Bob LaBarge, CMO ZLOOP

An impressive turnout consisting of local residents, municipalities, school districts and companies converged on Pocono Raceway Saturday afternoon to drop off their unwanted and unused electronics safely and securely...and at no cost. The group, organization, community or business that recycled the most e-Waste, will receive free advertising on the ZLOOP stock car, driven by Justin Boston,

which will be competing in the June 8, Pocono 200 ARCA race. This event will be nationally televised on the SPEED channel and advertising includes the winner's logo on the Venturini Motorsports No. 25 ZLOOP sponsored car along with in-focus exposure via the "in-car" camera.

The Pocono River Otters Swim Club/Freedom Through Water Foundation team won the contest with 3,800 lbs. and the *Pocono Mountain School District* came in second with 2,100 lbs.

Both will be featured on the ZLOOP race car in June. Each adult, who participated in the recycling event, received a free grandstand ticket to the June 8 Pocono 200 as a thank you from Pocono Raceway for their involvement.

Dr. Brettney Ramsour of The East Stroudsburg **AlignLife** Clinic receives 2 Major Awards for excellence in Service to his patients and outreach to the community. Recently Dr. Brettney Ramsour and Dr. Neil Lewis took their staff to Corporate Headquarters in Peoria, Ill. for training. At a dinner, Dr. Ramsour was presented with these awards by Dr. Cristina Esposito President & COO of AlignLife. During the event the vision of wellness for everyone was enthusiastically discussed. Corporate wellness plans were introduced as well as enhanced plans for further educating our communities was discussed. Updated systems for our offices with step by step strategic focus for better health care at the AlignLife Clinics were presented.



From l to r: Antoinette Chiarello Director of Marketing & Public Relations ; Dr. Brettney Ramsour and Debra Ranieri Manager & Billing Specialist

Our nutritional products are being tested again to be certain no GMO products are contained within them. AlignLife now has 13 clinics around the country and is growing rapidly. Our Mission is to serve patients through a Natural Health Care System by providing specific, hands-on chiropractic care, instilling wellness concepts, and empowering patients to achieve their optimal health potential. This goal lead AlignLife to start Health Missions, a non- profit organization. Our Health Missions vision is to create Mission Clinics throughout the United

States to ensure that all men, women and children have access to drug-free, natural healthcare.

In addition to healthcare services, we will provide education to enable parents to make better decisions in managing the health of their family. The rising cost of health insurance has caused many families to struggle in receiving much needed healthcare. AlignLife wants to bridge the gap and assist in giving families not only healthcare but also an option to discover the powerful benefits of natural health services.

Our goal is not only to provide services for their current healthcare crisis but also a means to prevent acute illnesses, and chronic diseases.

Our next event is on Wednesday March 15th Chiro Kids Day! All children can come in for a complimentary exam and consultation. Please call our offices to make your appointment.

For more information about our local clinics visit www.alignlife.com/eaststroudsburg or Dr. Brettney Ramsour 570-476-5577 or www.alignlife.com/stroudsburg or Dr. Neil Lewis 570-420-1600 or visit us on Facebook.

Pocono Produce Co., Inc., one of the nation's leading independent food distribution companies, today unveiled a new brand identity to more accurately market its current capabilities and product offerings to the foodservice and retail industries. The rebranding, which includes a new look, increased services and name change to Pocono ProFoods, connects over 70 years of history to the company's vision for the future.

Founded in 1940 by Edward K. Driebe, Pocono Produce Company outgrew its name a long time ago as it added product categories ranging from grocery items to fresh meats and seafood. As early as the 1950s, it was one of the pioneering companies that embraced selling frozen food as it grew in popularity and never stopped adding categories since then. "Although produce remains a very important aspect of our business, Pocono ProFoods just better describes who we are, what we do, and where we are going," said Terrence Snyder, president of Pocono ProFoods. "We still remain an independent family-owned business which is now operated by the second and third generations. Our family and our associates are dedicated to providing our customers with exceptional products and services with the integrity and honesty that has always been our foundation."

Snyder continued, "It seems simple now, but we struggled for many years explaining to prospective customers that we do much more than produce. We are in a unique position since we are rebranding to create an identity that matches what we deliver versus other companies that strive to live up to their name."

Pocono ProFoods delivers quality products and fresh ideas to independent and multi-location restaurants, schools, institutions, and universities throughout twelve states in

the Northeast and Mid-Atlantic. Whether it is a fresh fish that was swimming in the ocean yesterday and flown half-way around the world, or simply local produce that travelled only a few miles, Pocono ProFoods is focused on getting restaurants what they want when they want it. The essence of what they do is summed up by their new tagline-Always Serving You!

To learn more about Pocono ProFoods and see their new brand in action please visit their website at www.poconoprofoods.com

Pocono Raceway will host the third-annual Jimmie Johnson Fan Experience, which includes an exclusive question-and-answer session with the five-time NASCAR Sprint Cup Series Champion, prior to the start of the "Party in the Poconos 400" on Sunday, June 9. Additionally, Lowe's, the sponsor of the No. 48 Chevrolet SS driven by Johnson, and Pocono Raceway will make a donation to support "Crossing Abilities" of Monroe County (PA).

The 2013 Jimmie Johnson Fan Experience ticket package offers two options for either an individual race fan or for a family of four. This driver-ticket package is available for purchase by calling 1-800-RACEWAY (1-800-722-3929) or by visiting www.poconoraceway.com/jj48.

The \$48 individual ticket package includes: one June Sunday Grandstand ticket, exclusive access to Johnson's fan question-and-answer session, one Racing Electronics scanner rental and one Lowe's "Build and Grow" car.

The \$148 family four pack includes: four June Sunday Grandstand tickets, exclusive access to Johnson's fan question-and-answer session, two Racing Electronics scanner rentals and four Lowe's "Build and Grow" cars.

This year's Jimmie Johnson Fan Experience, per donations from Lowe's and Pocono Raceway, will support "Crossing Abilities" of Monroe County. Crossing Abilities, sponsored by Pocono Alliance, a 501 (c) (3) non-profit organization, is a project comprised of volunteers with a collective vision for making a safe, all-inclusive playground a reality in Monroe County. The future site for this playground will be Mountain View Park, located in Tannersville, PA. For more information about this project, please visit www.crossingabilities.org.



Realtor Timothy H. Asbury

WEICHERT, REALTORS® - Acclaim in Tannersville has announced that Realtor Timothy H. Asbury has joined the agency's sales team. A resident of Kunkletown, he will assist buyers and sellers throughout Monroe County. He is a member of the Pocono Mountains Association of REALTORS®.

Formerly Asbury had a 17-year career in the transportation industry.

WEICHERT, REALTORS® - Acclaim is located at 2920 Route 611 in Tannersville, Telephone 570-629-6100. The company Web address is www.weichertrealorsacclaim.com

On Monday, May 13, 2013 from 8:00 am to 2:00 pm, Dorney Park & Wildwater Kingdom and the South Whitehall Township are partnering to conduct a full-scale emergency preparedness drill. As part of the Park and Township's ongoing readiness training, the exercise will involve a fictional emergency incident at the amusement park complex. The drill is sponsored by the Northeast Pennsylvania Regional Counter Terrorism Task Force (NEPRCTTF). Program manager, Robert G. Werts says, "When an emergency occurs you always revert to the manner in which you have been trained and, during an emergency, it's too late to exchange business cards. The goals of NEPRCTTF are to provide training for emergency personnel who will respond to the dangerous conditions they confront and allow those persons to become familiar with the needs and operational abilities of other first responders prior to arriving at an actual emergency."

Participants will have an opportunity to evaluate current standard operating procedures, contingency plan implementation, and capabilities for responding to an emergency at Dorney Park. The focus will be on key local emergency responder coordination, critical decisions, and integration of the multi-jurisdictional assets necessary to save lives and protect the public.

The exercise will be conducted and evaluated by Strategic Crisis Solutions (SCS), an emergency preparedness change management firm. SCS President, Steven E. Harper, says, "A crisis never occurs when it is convenient, so it is wise that agencies prepare for the inevitable in a proactive manner. To that end, we have assembled a diverse team to challenge and stretch the responders in a 'no fault,' win - win environment."

The drill is structured to serve as a valuable training tool for response personnel. Evaluators will offer comments as well as recommendations for future training, equipment acquisition, and the development of response procedures.

The emergency incident is not real; however, the response will be as realistic as possible. The exercise will simulate a hazardous condition with multiple casualties during the peak of the Park's summer season.

Jon Hammer, South Whitehall Township Manager says, "On a busy day, attendance at Dorney Park can result in the doubling of our population in South Whitehall. We are committed to the well-being and public safety of our long term residents as well as our one-day visitors. This exercise is part of our ongoing proactive approach to ensure that our first responders are prepared and equipped to handle any emergency."

Emergency responders will mitigate the crisis, perform crime scene investigations, and provide medical treatment for volunteers playing the role of victims.

This interagency exercise is the largest of its kind in Lehigh County with approximately 300-400 first responders and volunteers. Area hospitals; law enforcement; fire and emergency teams; government officials and agencies; and private-sector partners will participate.

"Dorney Park is pleased to work with this group of federal, state and local agencies to assist in their training efforts," says Jason McClure, Vice President and General Manager at Dorney Park & Wildwater Kingdom.

The following agencies and organizations will participate in the exercise: Dorney Park & Wildwater Kingdom, South Whitehall Emergency Management Agency, South Whitehall Police Department, Lehigh Valley Hazmat/Special Operations, Cetronia Ambulance Corps, Cetronia Fire Department, Lehigh County 911, Lehigh County Coroner's Office, Lehigh Valley Health Network, St. Luke's University Health Network, Allentown and Bethlehem Fire Departments.

For more information, please contact: Steven Harper, President, Strategic Crisis Solutions seh@strategiccrisisolutions.com or 1-888-502-3099.

The Shawnee Playhouse Presents the 2013 Winners of S.O.P.S. (Shawnee Original Playwright Series):

S.O.P.S encourages local playwrights to submit their original and unpublished works to the Shawnee Playhouse for a chance to win our annual contest. This year, each play was read by volunteer actors over several weeks. The public was invited to join the readings of the original plays and had a chance to vote and comment on each. Our Executive Committee reviewed the ratings and chose 1 full length winner and 4 one act winners. The winners' plays will be produced and performed on stage by the Worthington Players in 2014. Congratulations to the winning playwrights! Below are the selected plays.

Full-Length Winner:

Your Enemies Closer
by Brian McDermott

Your Enemies Closer will be on stage: January 24 through February 2, 2014. Tickets are: \$19 Adults \$16 Seniors \$11 Children under 12

One Act Winners:

Duty
By Zachary Wobensmith

Happily, After All

By Julie Luongo

18

by Hank Willenbrink

Assistants, Please

by Sarah McCarroll

Duty, Happily, Ever After, 18 and *Assistants, Please* will be on stage together: January 4-19, 2013
Tickets are: \$19 Adults \$16 Seniors \$11 Children under 12

For tickets, show times, and more information please contact the Shawnee Playhouse Box Office at 570-421-5093.

Ribbon Cutting

Evoke Hair Salon



Ms. Sarah Martini and Valerie Martini owners of Evoke Salon recently held a ribbon cutting at their location at 6515 Route 209, Unit #1, Countryside Square in Stroudsburg.

They offer Women's, Men's, Children's Haircuts, Colors, Perms, Highlights, Sets, Updos, Straightening, and Facial-Waxing. You can contact them at 570-992-4844 or check them out on Facebook at Evoke-Inc.

Golfers Wanted for our upcoming Annual Tournament to be held at Mount Airy Golf Course on Monday, July 15, 2013.

For more information, contact Patricia Metzgar at the Chamber at 570.421.4433.

(cont'd from front cover)



*Dr. Rose Mattioli
2013 Humanitarian of the Year
Recipient*

Dr. Rose Carmella Nocito Mattioli was born on July 19, 1927 in Philadelphia, PA to parents Michael C. and Louise (Durante) Nocito. She attended elementary school in Philadelphia, and graduated from Kensington High School for Girls in 1945. She attended Temple University where she met the late Dr. Joseph Mattioli, Jr. while working with the Registrar's office between semesters.

The late Dr. Joseph Mattioli, Jr. and Rose were married on August 5, 1950 between their sophomore and junior years of Podiatry and Dentistry classes respectively. Rose graduated number one in her class from Temple University School of Podiatry in June of 1952 and started her podiatry practice in 1953.

She was inducted in "Amita" for Business Achievement in 1974. Amita Golden Ladies is a group of outstanding women in the United States of Italian American heritage. Twelve women are honored yearly in New York at the Plaza Hotel, and past honorees included Helen Boehm, Geraldine Ferraro, Clair Booth Luce, Anna Moffa and Suzanne Martens.

Other recent/current activities include Chairman of the Board of Pocono International Raceway, Executive Director of Special Events at Pocono Raceway, Secretary/Treasury/Director of Pocono International Raceway (retired), Member of American Auto Racing Writers Broadcasters Association and Eastern Motorsports Press Association, Member of NASCAR (National Association of Stock Care Auto Racing), member of National Motorsports Press Association, Member of CARA (Championship Auto Racing Auxiliary), involved with women's group of the National Italian American Sports Hall of Fame, Past member of the Pennsylvania Podiatry Society, recipient (along with the late Dr. Mattioli, Jr.) of the 2011 National Motorsports Press Association (NMPA) Myers Brothers Award, Secretary/Treasurer of the Auto Racing Fraternity, Inc.

Among the numerous contributions (too many to list them all here) are Lehigh Valley Hospital (Mattioli Trauma Center), Mattioli Main Street Trust (Beautification of Downtown Stroudsburg), Mattioli Scholar (Valedictorian and Salutatorian of the school districts of Monroe County), Pocono Medical Center (Mattioli Emergency Room) and the Pocono Mountain Regional Police Foundation.

Dr. Rose Mattioli has three children, seven grandchildren and four great-grandchildren.



*Tom Sforza
2013 Businessperson of the Year
Recipient*

Tom Sforza opened Best Auto Service Center in the fall of 2007. With determination, faith, honesty, and integrity he managed to make it through the recession. Early on he decided to join the Chamber of Commerce, which till this day has helped their business grow. Best Auto has also become a BBB accredited business and decided to get involved with AAA and became a certified repair shop. Became an A/C DELCO PREFERRED SERVICE CENTER and a year later added AMERICAN CAR CARE SERVICE CENTER. Together with all of these businesses and organizations that Best Auto has paired up with, they knew that they would have great results. Their business continues to grow every year due to

their excellent service and loyal customers.

Best Auto Service Center, Inc, received three Bizzy Awards: 1) Best New Business 2010, 2) Best Business Card Design 2011, and 3) Best Small Business 2012.

They hosted several fundraisers, such as: a car show in 2010 to benefit Special Olympics of Monroe County and another one in 2011 that benefited Center for Vision Loss. All proceeds were donated to those organizations. They also donated \$5.00 from oil Changes & \$10.00 from oil changes w/tire rotation for one month to benefit Toys for Tots, United Way of Monroe County, and Center for Vision Loss. Over the past several years they have been a drop off site for Toys for Tots and food & clothing donations for the victims of Hurricane Sandy.

Best Auto Service Center, Inc. was named 2012 Top Shop Leader from AAA North Penn, their highest achievement and was given the Top Shop Award.



*Len Lavenda
2013 Citizen of the Year
Recipient*

Len Lavenda is Vice President, Communications for Sanofi Pasteur North America. He is responsible for the development of internal and external communication initiatives including employee communications, product publicity, corporate communications and media relations in the U.S. and Canada. Len is responsible for coordinating communication and public affairs efforts with senior management, marketing, public policy, government relations, human resources and outside public relations consultants.

For many years, he was also responsible for the company's community relations and philanthropy activities.

Len joined Sanofi Pasteur in 1996 as Director, Public Affairs, where he developed communication vehicles for crisis and issues management for company executives to use before various audiences.

Prior to joining Sanofi Pasteur, he worked in a variety of communications positions, including corporate communications, marketing communications, financial communications, employee communications and community relations. He held these positions at Hoechst, Elf Aquitaine and Union Carbide.

Len has a bachelor's degree in Engineering from Rensselaer Polytechnic Institute in Troy, New York, where he was a member of the senior honor society.

Len currently serves on the Board of Directors for the American Red Cross of the Poconos. Previously he served as a Working Co-Chair for Monroe County Community College's campaign for a new Monroe County campus and was a founder of Leadership Pocono. He lives in Stroud Township with his wife, Carol.

Yes, they are twins however Mike will be the first to say that he is 10 minutes older than his sister, Michele. "I am older but she is definitely a lot smarter and cuter than I."



*Michele Frailey-Miller &
Michael J. Frailey
2013
Frank Schoelch Community
Commitment Award
Recipients*

Their lives are mirrored by being life-long residents of Monroe County; attending Stroudsburg High School where they both played in the band; graduating from Gove City College both receiving a BA in Business Administration – Financial Planning, and also attending the same church, Reeders United Methodist Church where they hold numerous positions. Not surprisingly while in college, Michele introduced Mike to his wife of 18 years, Leigh. Needless to say not only do they enjoy working together but they are the best of friends as well.

Michael is a member of the Kiwanis Club of the Stroudsburgs and is the Education Chairman for Kiwanis International based in Indianapolis. Michael serves as Board President of the Stroud Area Regional Tennis Association, sits on the Friends of Scouting Fundraising Committee, is a member of GPCC, and serves as a board member of Pocono/Slatebelt Youth for Christ. He has worked in the family business since 18 years of age and is currently the Owner/Team Leader of Frailey Insurance and Financial Services. He has been a recipient of many awards such as Nationwide Insurance Champion Award, Life Underwriter Training Council Fellow, a Nationwide Insurance Regional Community Service award winner, Kiwanis International George Hixson Fellowship, and the Kiwanis

International Distinguished Governor Award. Michael is also an avid tennis player. He played on the USTA League Champion 8.0 Mixed Doubles team from Monroe County and has captained the Men's 4.0 team for three years. Besides playing tennis he enjoys hiking, hunting, traveling, reading, public speaking and watching James Bond 007 movies. Playing the drums is another of his untold talents

Michele is a member of Spirit of Women, Community Health Connection Work Groups at Pocono Health System, and GPCC Women in Business. Between her junior and senior years she proudly passed The Pennsylvania Property & Casualty Insurance Examination while her brother waited until after college graduation. Yes, they are competitive. In 2009 she was the recipient of the Pocono Business Journal Third Annual Women in Business Award. She has worked at Frailey Insurance and Financial Services since the age of 14 and has held every position from a filing clerk to the present Chief Operations Officer. Michele has participated in a Sprint Triathlon and Run for the Red 5k. Hobbies are reading, cross-stitching, cycling and playing the piano, "which she does superbly," states Mike.



*Arthur B. Berry, III
2013 Chairman's Business
Award*

Arthur B. Berry, III is President and co-owner of Camelback Mountain Resort with his college roommate, Ken Ellis, President of Aquatic Development Group. Arthur is a 1982 graduate of Wyoming Seminary Preparatory School and a 1986 graduate of Skidmore College. He had a diverse career prior to acquiring Camelback in 2005.

After graduating from college he constructed, owned and operated Firestone Tire Franchises until he sold the company in 1997. He then started Stock Car Racing Experience, a Nascar driving school for thrill seekers, at Pocono Raceway, in the Pocono Mountains in Pennsylvania. From 2000-2003 he was the East Coast developer for Lee Myles Transmissions. He left in 2003 to open an Orvis fly-fishing and sporting clays business at Pocono Manor; a 110-year old, 5000 acre property. In 2005, Berry, along with his college roommate, Ken Ellis, acquired Camelback Ski Area and renamed it Camelback Mountain Resort.

Over the past eight years of ownership, the resort has grown each year visits to 900,000 plus guests. The resort includes a 160 acre ski area, 41 lane snowtubing park, Camelback Mountain Waterpark with 37 rides, slides and attractions and CBK Mountain Adventures, which opened May 2010. In 2011, the addition of a 4500' steel-rail mountain coaster and a 4000' twin Zip Flyers brought Camelback Mountain Resort into a full-time, year round resort.

Besides skiing, Berry enjoys golfing, salt-water fishing, riding his Harley-Davidson, racing and collecting cars and traveling.

April 15, 2013

Dear Business Leader:

Monroe County has recently launched a Veteran's Discount Program as a way of saying "Thank You" to our veterans who have served to protect all of us. Under this program, area businesses would voluntarily agree to offer a discount of their choosing to qualified veterans. Similar programs operate in Pike, Wayne, and Bucks counties. Our Veterans' Affairs office has begun to issue ID cards to veterans who qualify for the program.

We feel that it is vitally important to show our appreciation to the men and women who have served in all our Armed Forces as they have sacrificed a great deal to keep us free.

If you are interested in participating in this program, please complete the enclosed application and mail it back to Mr. Joel Keller, Director of Veterans Affairs, 1 Quaker Plaza, Room 101, Stroudsburg, PA 18360, in the enclosed envelope.

Thank you for your interest in this program. Our County's veterans thank you for your kindness and consideration.

Sincerely,

MONROE COUNTY BOARD OF COMMISSIONERS

John R. Moyer, Chairman

Charles A. Garris, Vice-Chairman

Suzanne F. McCool, Commissioner

/ck

Business Card Exchange

East Stroudsburg University hosted the April Card Exchange at their Innovation Center. The card exchange kicked-off a week long celebration to commemorate the inauguration of Dr. Marcia Welsh.



Dr. Marcia Welsh

There was an outstanding array of food, along with delicious desserts, that was displayed in two separate rooms, so everyone in attendance got the opportunity to walk around and see the fantastic collection of art by Sterling Strauser and his wife Dorothy.



Business Card Exchange at ESU's Innovation Center

Women In Business Luncheon

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

Non-Profit/Volunteer Category: Quiet Valley Living Historical Farm

Business Category: Kinsley's Shoprite

Government Category: Tobyhanna Army Depot

Individual Category: Robert LaBar

Mark Lichty Award: Don Baylor



2013 Save Our Planet Award Winners

We would like to thank our sponsors, Pocono Mountains Visitors Bureau, Pocono Record, and Michael Reisenwitz of the Brodhead Creek Regional Authority for sponsoring the awards and High Impact Writing Solutions for sponsoring the luncheon. We would also like to thank Cantor Designs for the beautiful trophies that they created for this event and Ken Schurman of VIP Studios for the photographs.

The May luncheon will be held at Chateau Resort and Conference Center and the topic to be featured will be "Adventures in Team Building" presented by Stoney Acres. The sponsor will be Ideal Design Solutions

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.

Welcome New Members

The following new members are not listed in the 2012-2013 Membership Directory & Buyer's Guide. Please be sure to add this page to your copy of the Directory.

Big Daddy's Family BBQ

Anthony Mazzella
96 Route 611
Bartonsville, PA 18321
570.517.7979
570.517.7977
lysstoye1226@gmail.com
www.bigdaddyspoconos.com
Restaurants

Wyckoff Chiropractic and Wellness

Claes Wyckoff, DC
112 Valley Terrace
East Stroudsburg, PA 18301
(Loc:) 1015 Congdon Avenue,
Stroudsburg, PA 18360
570.517.9970
cwyckoff9@gmail.com
www.drwyckoffchiro.com
Chiropractors

NJ.com

Connie Holveck/Judy-Ann Hargrove
67 East Park Place
Morristown, NJ 07960
973.829.5100
973.829.5101
cholveck@nj.com/jhargrov@nj.com
www.nj.com
Media Website

Rinehimer Construction

Michael Dembinski
P.O. Box 209
Pocono Pines, PA 18350
(Loc:) 513 Old Route 940, Pocono Pines,
PA
570.643.6653
570.643.6654
michael@rdcustombuilders.com
www.rdcustombuilders.com
Builders

Special Olympics PA Monroe County

Cathy Russell
P.O. Box 378
Bartonsville, PA 18321
570.460.1533
sopamonroecounty@gmail.com
www.somrc.org
Non-Profit Organizations

Tu Voz Con Christina

Christina Luna Zabih
P.O. Box 309
Shawnee-on-Delaware, PA 18356
646.387.9052
chris@tuvozconchristina.com
www.tuvozconchristina.com
Radio Stations

IMPACT



Executive Committee

Elizabeth Koster - Chairman of the Board
Chris Kurtz - First Vice Chairman
Kathy Kuck - Treasurer
Michael Katz - Secretary
John Holahan - Assistant Secretary
Chuck Niclaus - Past Chairman

Staff

Robert Phillips - President/CEO
Patricia Metzgar - Vice President, Operations/Development
Miriam Conway - Executive Assistant
Georgia Strunk - Office Assistant

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Michael Baxter
James Becker
Brandie Belanger
Rich Berkowitz
Vinny Bianchi
William Blake
Denise Cebular
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Alex Grum

Bob Hay
Gary Hazen
Scott Henry
Rob Howell
Brandon Igdalsky
Tony Konn
Kathy Mullins
Joseph Murphy
Doug Olmstead
George Roberts
Matthew Rumph
Dr. Thomas Rushton
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Conrad Schintz
Tom Sforza
Mathilda Sheptak
William Skinner
Paula Testa
Marc Troutman
Dr. Marcia G. Welsh
Carl Wilgus
Theresa Yocum

IMPACT

Visit us at www.greaterpoconochamber.com

Greater Pocono Chamber of Commerce
552 Main Street
Stroudsburg, PA 18360-2093

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

"The Voice of Business in the Poconos"