

A Donation Comes Full Circle From ESSA and Back Again

Heart disease is the leading killer of both men and women in the United States with over 26 million diagnosed this past year. For the month of February, Pocono Medical Center (PMC) is projecting a big red heart on the side of the hospital to promote heart health and the ESSA Heart & Vascular Institute at PMC that makes it possible.

The ESSA Bank & Trust generously donated a gift of 1.5 million to the hospital in 2002, allowing PMC to create the ESSA Heart & Vascular Institute in 2006, and in addition, bring great health back to one local grandmother in particular, Rose Demery.

She needed an aortic valve replacement. Shortness of breath and chest pain was just the beginning of her hurting. Rose was told she had to have surgery. When her four year old granddaughter asked her why she had to go to the hospital, Rose replied:

“Because I want to dance at your wedding.”

This past November, Rose went into surgery under Cardiothoracic Surgeon, Laszlo Fuzesi, MD, exactly one day before her 60th birthday.

After the life---saving procedure, Rose asked Robert Danges, the PA---C (Certified Physician’s Assistant), how she would do and if she’d ever be able to make it to her granddaughter’s wedding.

“Rose, you will dance at **all** of your grandchildren’s weddings.”

Rose is currently in the cardiac rehab program at PMC, doing extremely well and working hard to regain normal function back to her body. She asks often when she can return to work, which just happens to be at ESSA Bank & Trust.

“This image of the heart is so meaningful because it’s a reminder to everyone who has heart trouble. They can come to PMC and be fixed, just as I was.”

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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.

February 2014 Calendar of Events

- February 4**.....*West End Committee*
8:00 a.m.– *Western Pocono*
Community Library-Brodheadsville
- February 7**.....*Government Relation/Public Policy*
Committee
8:00 a.m. - *Stroud Township Bldg. -*
Stroudsburg
- February 10**.....*Education Committee*
11:00 a.m.– *GPCC*
- February 11***Women In Business Luncheon*
Noon – *Stroudsmoor Country Inn -*
Stroudsburg
- February 12***Econ Dev./Transportation Committee*
8:00 a.m. – *GPCC*
- February 13***Expo Committee*
8:00 a.m. – *GPCC*
- February 18**.....*Women in Business Committee*
9:00 a.m.– *GPCC*
- February 24**.....*Finance Committee*
7:45 a.m. – *GPCC*
- February 24**.....*Executive Committee*
8:15 a.m.– *GPCC*
- February 25**.....*Board of Directors*
8:30 a.m. - *ESU Innovation Center -*
East Stroudsburg
- February 28**.....*Environmental Committee*
8:00 a.m.– *GPCC*

Business Card Exchange and other Sponsorships Available for 2014!

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

Members in the News

Brandon Igdalsky, **Pocono Raceway** President and CEO, announced today the addition of Kevin Henry to the Raceway staff as Senior Director of Facility Operations. Igdalsky also announced the promotions of Ben May and Roger Green. “The addition of Kevin, and the promotions of Ben and Roger, will strengthen the Raceway’s management team and help lead Pocono Raceway on a successful growth path in future years,” stated Igdalsky.

Kevin Henry comes to Pocono Raceway after a thirteen year professional experience at Penn State University’s Department of Intercollegiate Athletics, where he took on numerous operational roles from facility management of venues such as Medlar Field at Lubrano Park – Penn State’s mixed collegiate and professional baseball venue - to event management of varying scales to include Penn State’s Beaver Stadium. In recent years, Kevin’s focus was on event operations at Penn State’s Beaver Stadium, working with major contractors and event personnel to successfully implement game operations for full-scale collegiate football games.

Born in Erie, Pennsylvania, Kevin holds a Bachelors’ degree in Recreation and Park Management and a Master’s Degree in Project Management from Penn State University. In addition, Kevin is an active member in the National Center for Spectator Sport Safety and Security (NCS4) and holds certifications in venue safety and security from both NCS4 and the Department of Homeland Security. Kevin and his wife, Colette will soon relocate to the Pocono region and are the proud parents of two children, Audrey and Will.

Ben May was promoted to the position of Pocono Raceway’s Chief Marketing Officer. Ben has been a member of the Pocono Raceway family since 2000, where he began his career as the Trackside Sales Manager. Formerly, Ben was the Chief Operating Officer of the Pocono Raceway concessions arm, Mountain Concessions. Ben leads a dedicated team determined to exceed the experience the Pocono faithful deserves. Ben also heads up the concessions business for Pocono Raceway’s sister track, South Boston Speedway. Additionally, Ben is a member of Pocono Raceway’s sales, marketing and promotional team and proudly helps Pocono continue as a leader in the NASCAR industry with its entertainment, sustainable energy and fan -driven mindset. Ben is a Greenville, NC-native, a graduate of Elon University and lives in Effort, PA with his wife, Cory and son, Nate.

Roger Green assumes the position of Senior Director of Corporate Partnerships. Roger joined the Raceway staff in 2004, previously handling Trackside Sales including Corporate Displays, Driver Souvenir Trailers and Corporate Hospitality. He is a graduate of East Stroudsburg University with a Sports Management Degree. Roger resides in Saylorsburg, PA with his wife, Sandra and two children Braydon and Alexandra.

Wealth Strategies & Management LLC (WS&M) hosted a seminar discussing the Educational Improvement Tax Credit (EITC) program at their in-office conference center on Thursday, January 9, 2014. Held in conjunction with Pocono Alliance and featuring guest speaker State Representative Mario Scavello, the seminar focused on the key benefits that the EITC program offers to Pocono businesses – in particular the ability to receive a tax credit for donations made to non-profit scholarship or educational improvement organizations. The seminar was well attended, with local business owners, certified public accounts, and community leaders among those in the audience.

“We were pleased to host this informative session on the benefits of the EITC program,” expressed Kevin Yurko, WS&M co-founder and CFP®, CRPC®, CRPS®, CERTIFIED FINANCIAL PLANNER™. “It is important to get the word out to the Pocono business community about the benefits of utilizing the EITC program to put our tax dollars directly to use as charitable contributions in our region.”

The EITC program allows approved applicant businesses the ability to convert their tax liability into a community asset via a specific tax credit equal to 100% of the first \$10,000 donated and up to 90% of the remaining amount contributed up to \$150,000. Businesses which may apply for the EITC program are any Pennsylvania businesses which pay one of the following: capital stock franchise tax, bank and trust company shares tax, title insurance company shares tax, insurance premiums tax, mutual thrift institutions tax, or personal income tax. Business accepted into the EITC program must pay their tax credit directly to an approved, local, not-for-profit scholarship or educational improvement organization to be utilized for providing Pocono regional children enhanced educational opportunities. More information on the EITC program can be found at the website www.newpa.com or by contacting Pocono Alliance at 570-517-3955.

“This seminar was the first step to improve the impact of the EITC program in the Poconos,” summarizes Yurko.

Kim Ernsberger, Recreation Manager for **Hamilton, Jackson, Pocono (HJP) Park and Open Space** was recently certified as a Certified Park and Recreation Professional (CPRP) by the National Certification Board (NCB) and the National Recreation and Park Association (NRPA).

The CPRP certification is granted to individuals employed in the recreation, park resources and leisure services professions who meet the eligibility requirements—including a combination of higher education and/or work experience—and who successfully complete the national CPRP examination. The examination tests knowledge in all aspects of general administration, programming and operations management for parks and recreation. CPRP certifications are valid for a period of two years, and professionals who wish to re-apply are required to complete a profes-

sional continuing education unit requirements or equivalent academic course work.

Individuals certified as CPRPs meet high standards of education, expertise and experience established in the field for park and recreation professionals, and many agencies recommend or require CPRP certification when hiring for professional positions.

Kim has degree in Criminal Justice and a career diploma in Forestry /Wildlife Conservation. She has worked for Elkhart County IN. Parks and Recreation and Lake County Florida Parks and Trails as a law enforcement park ranger. She received 2007 Ranger of the Year Award by the Park Ranger Training Institute, where she was an instructor and sat on the Board of Directors. She has been the Recreation Manager for HJP Park and Open Space Commission since 2011.

Jack Rader, Chairman of The HJP Board of Directors, stats “Kim has worked hard for this accreditation. It is not only a good thing for her career, but our park agency and community will benefit as well.”

The CPRP program is offered by the National Certification Board in coordination with NRPA and the CPRP Certification Committee.

Now that the **United Way of Monroe County’s** 2013 campaign is over, it’s time to ask Monroe County residents to help allocate the funds raised.

The United Way’s annual “Citizens’ Review” fund distribution process will kick off with a breakfast orientation for volunteers on Wednesday, February 26, from 8:00 a.m. to 10:00 a.m. at East Stroudsburg University of Pennsylvania’s Center for Innovation. Over 50 volunteers throughout our community are needed for this very important, annual decision-making process. Attendees will receive their panel information and will get to meet fellow panel members and representatives from the United Way of Monroe County’s partner agencies that are requesting funding.

Citizens’ Review is a unique feature of the United Way’s fund distribution process. Volunteers come from all over our area and have diverse backgrounds, but share a common goal of improving the lives of Monroe County residents. Volunteers will serve on one of four panels that recommend where campaign funds will be distributed. These panels include: Helping Children Succeed, Meeting Basic Needs, Promoting Self-Sufficiency and Engaging Youth.

Volunteers will carefully review all aspects of the non-profit programs seeking funding and will make recommendations about grant requests. The process includes site visits to agencies and a review of outcomes/results in improving people’s lives. The total time commitment can range from 20 to 30 hours, with each panel setting up its own meeting schedule. Volunteers will need to have an e-mail account, access to the Internet and a printer. Panel

meetings and site visits will run from March through mid-April.

To get involved or for more information, visit www.unitedwaymonroe.org or call the United Way of Monroe County at 570-629-5657 and ask for Monica Cravotta, campaign and fund distribution director or e-mail monica@unitedwaymonroe.org. The deadline to respond is Friday, February 14, 2014.

Shawnee Mountain Ski Area in cooperation with the **American Cancer Society** and the **Hope for Strength Breast Cancer Fund** are all working together to increase awareness of cancer prevention and to raise money for cancer research, education, advocacy, and patient services.

On Saturday February 8th, all are welcome to Paint the Mountain Pink for breast cancer awareness. Guests, Skiers, Riders and Tubers are encouraged to dress in pink and participate in fun activities throughout the day. The first 200 lift ticket purchasers will receive a free pink headband, compliments of Shawnee Mountain. "Margaret" the Pink Fire Truck and the "Share the Love" Multi-Color Subaru will both be on display in the ski area courtyard. Local radio personality Gary Smith of the "Gary in the Morning" show will attend with a live remote, outdoor music and giveaways compliments of WABT Radio. And in conjunction with Pocono Health Systems, the Hope for Strength Breast Cancer Fund is running a benefit raffle and prize winners will be drawn at 5 p.m. Prizes include a 2014/15 Shawnee Mountain Season Pass, a two-night stay at the Shawnee Inn and Golf Resort, and a FLOW snowboard with bindings. Winners need not be present to claim prizes. For raffle tickets (available in advance or onsite) and additional raffle information, e-mail cabowyer@ptd.net or call (570) 977-0872

On Sunday, skiers and snowboarders of all ages and abilities are invited to participate in the Joe Reisle Memorial Ski Race Against Cancer. This annual race has been newly named in the honor Joe Reisle a longtime and beloved Shawnee Ski School Supervisor who passed away in February of 2012. Using the NASTAR format, the intermediate-level course is set on the Upper Tomahawk Trail. The cost is \$7 for two runs or \$13 for five runs. A valid lift ticket is required for participation. All race proceeds benefit the American Cancer Society. Non-skiers can contribute to the Ski Race Against Cancer by purchasing "In Honor Of" or "In Memory Of" donation cards at Guest Services or the Ski School Desk.

Spectators are welcome all weekend in the base area however a lift ticket is required to go on the snow. For more information you can contact Shawnee Mountain at 570-421-7231 ext. 254 or go to www.shawneemt.com

Recently team members at **Frailey Insurance and Financial Services** helped to load numerous gifts collected through the "Angels for Aging" Christmas tree project. These gifts were donated by clients, team members and

the public. It was the third year that Frailey Insurance and Financial Services partnered with this agency, and what a huge success it was. Essentials to lap blankets and bedroom slippers were on the list.



From l to r: Michele A. Frailey-Miller, Wanda J. Nicolo, Sandy E. Haley

"Every year the team decides on which non-profit to support during the Christmas holiday. This year we enhanced the quality of life of some Monroe County senior citizens age 60 and older. We did this by picking a name off the tree and fulfilling their 2 wishes. We then wrapped the gifts, attached their name, and placed them under the tree." says Sandy E. Haley, project coordinator.

Wanda J. Nicolo, Aging Case Aid II, helped to load and distribute the gifts. "Many of the seniors that are recipients of the "Angels for Aging" gifts are low income and frequently do not have friends or family to support them during the holidays. We at MCAAA are happy to be able to work in collaboration with the Frailey team. This gesture of holiday cheer is uplifting for the seniors and brings some joy to those in need." states Nicolo.

If you would like the Frailey team to partner with your agency, you may contact the team at 570 421-7447.

Three local financial advisors affiliated with **Keystone Financial Management** have been selected to join Signator Investors' Hall of Fame, it was announced by [Signator Investors, Inc.](#), powered by John Hancock Financial Network.

Mr. Tom Nikles, president and CEO of Keystone Financial Management; Ms. Jagruti Panwala, owner and president of Wealth Protection Strategies, LLC, an affiliate of Keystone Financial Management; and Mr. Michael Fischer, president and CEO of Client 1st Financial, LLC, an affiliate of Keystone Financial Management were named for demonstrating career-long leadership in client excellence, personal ethics and integrity, and the ability to solve clients' financial needs.

"To be selected for Signator's Hall of Fame, financial representatives must have demonstrated their commitment to providing exceptional client service throughout their ca-

reers," said Brian Heapps, CLU, ChFC, President of John Hancock Financial Network. "We feel Tom, Michael and Jagruti have each earned their recognition based on a strong foundation of integrity and service. It is my hope that they serve as role models to young men and women as they enter our business."

The three will be formally inducted and receive Hall of Fame jackets at a ceremony in May. Since the inception of the Hall of Fame in 1956, less than 250 financial representatives have been named.

Local non-profit, **Burnley Employment and Rehab Services**, is turning 50! The Stroudsburg-based organization is dedicated to individuals with disabilities, championing the dreams and potential of all its employees.

"If you have met or worked with any of our employees, you'll know how rewarding it is to see someone with disabilities have the opportunity to challenge themselves, earn a wage and be a success in their own right" commented Judy Sanner, Burnley's Director of Operations.

"It's easy to forget that 50 years ago, opportunities for people with disabilities were very limited. Thanks to our founders and a very supportive community, we've been able to change thousands of lives and the face of employment for people with disabilities in Monroe County."



Janet Kerstetter (right) of Kunkeltown demonstrates how to assemble a Weiler product for Burnley Board Member, John Casella (left)

Burnley opened its doors in East Stroudsburg in 1964, partnering with local industry to provide training and employment for individuals with disabilities. Now, it serves more than 100 individuals each day, providing training, supervision and employment opportunities at work sites throughout Monroe County.

Burnley's 50th anniversary celebrations will take place on Friday, April 4th at the Stroudsmoor Country Inn. The Golden Anniversary April Showers Ball is a black-tie optional affair featuring fine dining, dancing, a silent auction and awards ceremony.

The event is generously supported by the Weiler Corporation, the Mattioli Foundation, PPL Utilities and Stroudsburg Eye Specialists. Funds raised through the April Showers Ball enable Burnley to serve individuals with disabilities in Monroe County, bridging the gap between funding sources.

To learn how you can sponsor, attend, advertise your business or donate to the April Showers Ball contact Charlotte Wright at 570-814-4487 or cwright@allied-services.org

Pocono Health System/Pocono Medical Center's leadership team made a decision last summer to serve as a resource to the community on the Affordable Care Act and how to navigate the Health Insurance Marketplace in order to apply for health insurance. Despite the fact that this meant more work for an already busy Financial Counselors' team and there is no fee or reimbursement available, Pocono Health System knew it was simply the right thing to do.

The team immediately began the process to become a Certified Application Counselor site and Carmen Baez-DiElmo, the Patient Financial Counselor team lead was the first to pass the five-hour exam. From there, Carmen fielded hundreds of calls from throughout the region including some from out of state looking for assistance in obtaining health insurance. Many individuals found Pocono Medical Center right at <https://localhelp.healthcare.gov/> where they can find the respective organizations' in their area providing assistance.

Pocono Health System is the only organization in Monroe County providing this service and has also been serving many residents from Carbon, Northampton, and Pike counties. Due to the fact that Pocono Health System was receiving so many calls during the month of December, they set-up the Health Insurance Marketplace hotline at (570) 476-3788. Since that time, Carmen Baez-DiElmo and Cassandra Bertoline of the Patient Financial Counselors' team have helped over 300 residents throughout the region obtain and get approved for health insurance through Healthcare.gov.

"I am just so proud of Carmen and Cassandra for stepping up in order to provide this important service to our community," notes Kathleen E. Kuck, President and CEO, Pocono Health System/Pocono Medical Center. "Their willingness to go above and beyond the work that they do each and every day for our patients and their families demonstrates our commitment to being the community's partner in life."

Pocono Medical Center (PMC) Security Services team strives to respond effectively to a wide variety of emergencies at the hospital and sometimes people in distress need help to make it to the hospital's entrance. A composite team of Security, Couriers, Valet Attendants, and Shuttle Drivers work to provide a safe environment of care at PMC as well as its offsite medical practices and parking facilities.

On several occasions, Shuttle Drivers have encountered pedestrians in medical distress and intervened. For example, Frank Gimbel, a 7-year veteran of the hospital's Shuttle Service, has been credited with two such interventions. In one case, Gimbel observed a man near East Brown Street clutching his chest and upon asking if he was ok, the man complained of shortness of breath. Gimbel promptly used his radio to notify the hospital switchboard, and helped the man to the hospital's Emergency Department.

The team's Valet Attendants have intervened and notified the "Code Stat" team to obtain help for vehicle occupants arriving at the hospital's entrances in medical distress including heart problems and diabetic shock. Security personnel, especially the evening and night shifts, have encountered people struggling to walk to the Emergency Room entrance but unable to make it on their own. Security Officer II William Thornton has been credited with two such "saves" in recent years, and other team members have as well.

Recently, two members of the Security team were recognized for their use of CPR to help save the life of a vehicle passenger who was driven to the Emergency Department entrance with no pulse or respiration. Security Officer II Perry Langbein and Sergeant Ben Capozzi extracted the man from the vehicle and started CPR while Security Officer James Bratcher notified the Code Stat team. Seconds later, the man was on a stretcher being cared for by the Emergency Department team. Minutes later, he was awake, alert, and asking to go home.

"These stories and experiences remind us all why we are in healthcare and that is to serve and help others," notes Kathleen E. Kuck, President and CEO, Pocono Health System/Pocono Medical Center. "I am very proud of the entire Security Services team for these heroic occasions."

East Stroudsburg University invites Warriors fans and the Pocono community to a spring luncheon recognizing Warriors athletics on Friday, February 7 from 11:45 a.m. to 1:30 p.m. at Peppe's Bistro in East Stroudsburg.

Attendees will meet the ESU coaching staff and get the inside story and updates on their favorite Warriors teams. Registration is \$15 per person. Lunch includes a choice of chicken parmigiana or roast beef, along with fresh vegetables, potato, pasta, coffee, tea and dessert.

To register or for more information, please visit www.esufoundation.org/warriorssluncheon

Join President Marcia Welsh of **East Stroudsburg University** for coffee and candid conversation about your local university on Friday, February 7th from 7:30 a.m. to 9:00 a.m.

The meeting will be held at the Penn Stroud Room at Sarah's Corner Café on 700 Main Street in Stroudsburg.

RSVP to mcetnar@esu.edu or call 570.422.3546.

The **ESSA Heart and Vascular Center at Pocono Medical Center (PMC)** has been named a Blue Distinction Center+® in the area of Cardiac Care as part of the Blue Distinction Centers for Specialty Care® program by Blue Cross of Northeastern Pennsylvania (BCNEPA).

The Blue Distinction Centers for Specialty Care® program

is a national designation awarded by Blue Cross and Blue Shield companies to medical facilities such as PMC that have demonstrated expertise in delivering quality specialty care.

"Our mission is to provide world-class care, close to home," said Kathleen E. Kuck, President and CEO of Pocono Health System/Pocono Medical Center. "I am proud of our entire team and recognize them for their efforts in delivering high quality care and positive patient outcomes that have once again been recognized nationally."

To earn BCNEPA's Blue Distinction Center+ designation, PMC was evaluated based on an objective, evidence-based selection criteria established with input from expert physicians and medical organizations.

"Our goal with the Blue Distinction Centers+ for Specialty Care® program is to identify local medical facilities that deliver higher overall quality and positive patient outcomes for a specific area of specialty care, such as cardiac care," said Nina M. Taggart, MD, Vice President of Clinical Operations and Chief Medical Officer for BCNEPA. "This helps our members, and all local residents, make more informed healthcare decisions."

Research confirms that the newly designated Blue Distinction Centers+ demonstrate better quality and improved outcomes for patients, with lower rates of complications and readmissions than their peers. Blue Distinction Centers+ also are more than 20 percent more cost-efficient.

Since 2006, consumers, medical providers and employers have relied on the Blue Distinction program to identify hospitals delivering quality care in Bariatric Surgery, Cardiac Care, Complex and Rare Cancers, Knee and Hip Replacements, Spine Surgery, and Transplants.



L to r: Ashley Dubravcak, Intern with Monroe County, Tiffany Remington, Speech Therapist at Riverside Rehabilitation, Leslie Berger, Director of Loder Sr. Center.

For people with Parkinson's Disease, talking can be a struggle or even embarrassing when a whisper comes out as a shout. Speech therapy may help these patients by teaching them to speak loud and low rather than shouting to get their message heard. Tiffany Remington, Speech Language

Pathologist at **Riverside Rehabilitation** recently spoke to members of the Monroe County Parkinson's Support Group during their monthly meeting about the techniques used to improve speaking abilities in patients with Parkinson's Disease.

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

The Monroe County Parkinson's Support Group offers counseling and support to people with Parkinson's disease, their family members and their caretakers. The group meets the third Wednesday of each month at 2:00pm. Meetings are held at the Loder Senior Center; 62 Analomink Street; East Stroudsburg, PA 18301. For more information on the support group, please call Kate Koehler at 570-420-3746.

He shoots, he scores and makes wishes come true! When hockey fans purchase a special ticket package for the Sunday, February 16, 2014 Wilkes-Barre/Scranton Penguins game against the Hershey Bears, they will be helping to make wishes come true for local children with life-threatening medical conditions. **Make-A-Wish** packages for the 4:05 p.m. game at Mohegan Sun Arena at Casey Plaza include a ticket to the game, hot dog, chips and soda.

Pricing is \$24 for red zone tickets, \$22 for gold zone tickets and \$19 for blue zone tickets. Deadline to purchase tickets with the food voucher is Tuesday, February 11, 2014. Tickets can be purchased by calling Dave Eisenberger at 570.970.3626.

Make-A-Wish Greater Pennsylvania and West Virginia is a non-profit organization that grants wishes to children, aged 2 1/2 to 18, with life-threatening medical conditions. Currently, the local chapter is one of the most active in the country, having fulfilled more than 15,000 wishes. For more information, please call Make-A-Wish at 800.664.9474 or visit its Website at greaterpawv.wish.org.

Come out and paint your own bank at **Poke-A-Nose Pottery** any day between January 25th and February 23rd.

All banks will be displayed during Disability Awareness Month, March 2014, at a local business to raise awareness and collect donations to help support the individuals served by Devereux Pocono Programs and Services.

Cost is \$25 per bank. Proceeds to benefit the individuals served by Devereux Pocono. For more information or if your business would like to display a bank please contact Kristen Laga at 570.335.4357 or Poke-A-Nose Potter, 3400 Route 611, Bartonsville, PA 570.688.0044. Hours are Monday to Thursday 11 a.m. to 6 p.m., Friday and Saturday 11 a.m. to 7 p.m. and Sunday 12 noon to 5 p.m.

Head over to Deer Lake on Saturday, March 8, 2014 for a fun-filled day of events benefiting **Make-A-Wish Greater Pennsylvania and West Virginia**. If you are feeling brave enough to take on the frigid waters, the Polar Plunge begins at 1 p.m. Afterwards, warm up with the Chili Cook Off from 3-5 p.m.

To participate in the Polar Plunge, you must raise donations by pledges, the minimum being \$50 to jump. Breakfast for those preparing to take the plunge will be at 10 a.m. at Deer Lake Pub, where 10% of the food sales all day will go to Make-A-Wish. Throughout the day, there will be hot food and beverages available for purchase, a Chinese Auction hosted by the Deer Lake Fire Company, and T-shirts provided for the participants. For those participating in the Chili Cook-Off, the cost is \$5 to enter one crock pot of your favorite chili recipe, and \$5 to participate in the tasting. The first place winner will receive \$100.

For more information about the Polar Plunge, please call Denna at 570.366.1110. To register for the Chili Cook-Off, call Patty at 570.617.3982 or Carly at 570.401.1570.

On January 15, 2014 Dr. Brettney Ramsour of **AlignLife Chiropractic & Natural Health Care Center** of East Stroudsburg presented a New Year! New You Workshop! This was presented in conjunction with National Detox Day! All around the country many people were getting ready to begin a detox program that would last 10 days. Dr. Ramsour presented information that helped people understand the need to remove toxins from their bodies naturally. This informative evening gave people in our community choices to begin the new year in a healthier manner. It included step by step ways to do so. The results were fantastic when people went on the program. Some results were more energy, weight loss, no more cravings for junk foods, inches loss, good night sleep, better eating habits to name a few.

Welcome to *AlignLife* of East Stroudsburg

Get the Unique Healing Triad of Chiropractic, Rehabilitation and Clinical Nutrition for Maximum Results in East Stroudsburg!

Dr. Brettney Ramsour

Why Choose *AlignLife* of East Stroudsburg

He will be repeating the program again on Monday Feb. 10th at 6pm in his office. It's located at 747 Milford Road in East Stroudsburg. To reserve your seat call 570-476-5577. This information is worth listening to even if you should decide the program is not for you right now. Join us. You won't regret it. Keep our community in better health

Welcome New Members

The following new members are not listed in the 2013-2014 Membership Directory & Buyer's Guide. Please be sure to add this page to your copy of the Directory.

Blake Martin Financial

Blake Martin
1056 Route 390
Cresco, PA 18326
570.595.7447
570.595.7226
blake@blakemartinfinancial.com
www.blakemartinfinancial.com
FINANCIAL SERVICES

Stroudsburg Seventh-Day Adventist Church

Livingstone Aaron
2001 W. Main Street
Stroudsburg, PA 18360
570.421.0891
laaron@paconference.org
www.stroudsburgsda.org
CHURCHES

Franklin Hill Vineyards

Elaine Pivinski
7833 Franklin Hill Vineyards
Bangor, PA 18013
(Loc): 2942 Route 611 - #101,
Tannersville, PA
610.588.8708
610.588.8158
info@franklinhillvineyards.com
www.franklinhillvineyards.com
VINEYARD-GIFT SHOPS

Vincent's Deli

Vincent DiFrancisco
2885 Route 611
Tannersville, PA 18372
570.213.4529
570.213.4472
vincentsdeli@gmail.com
www.vincentsdeli.net
DELI-CATERING

JR Government & Community Solutions

Jim Rienhardt
P.O. Box 97
Dingmans Ferry, PA 18328
570.234.9444
jrgov.community.solutions@gmail.com
www.jrgovcommunitysolutions.com
CONSULTANTS

Jaxxon Consulting

Darrin Jackson
P.O. Box 520
Albrightsville, PA 18210
(Loc): 121 Fern Ridge Road
917.582.9344
djackson@jaxxonconsulting.com
www.jaxxonconsulting.com
CONSULTANTS

Stroud Compounding & Wellness

Drugstore

Danica Garcia
1619 N. 9th Street - Suite 3
Stroudsburg, PA 18360
570.476.6936
570.476.6938
stroudrx@gmail.com
www.stroudcompounding.com
PHARMACY

Business Card Exchange

Big Daddy's Family BBQ hosted the January Business Card Exchange at their location in Bartonsville. This was a great event for both members and non-members to network, to sample the foods that were offered, along with purchasing the beverage of your choice.



Networking at Big Daddy's BBQ

Big Daddy's is under new ownership! Anthony Mazzella, former owner of the Plaza Deli in Scotrun, is the new owner of Big Daddy's and with his new and improved menu, he has something for everyone to enjoy. For more information on their hours and menu, visit their website at www.bigdaddyspoconos.com.

LEADS WANTED!!!!

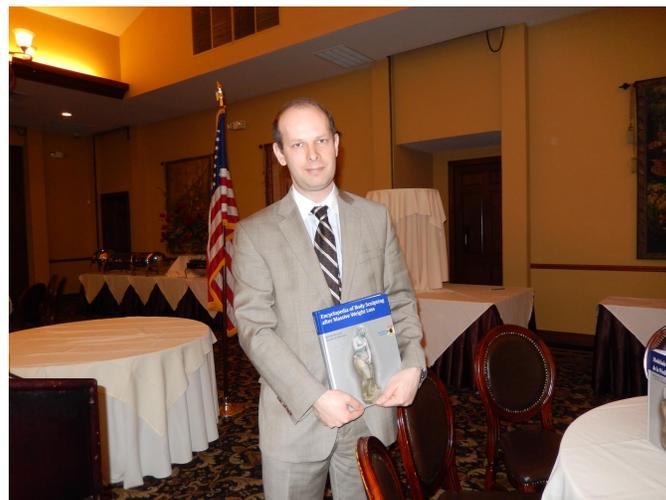
If you are aware of a new or existing business in the Greater Pocono region that might be interested in learning more about the various benefits of chamber membership, please contact Patricia Metzgar at 570.421.4433 or email to pmetzgar@greaterpoconochamber.com.

Women In Business Luncheon

The January Women in Business luncheon, sponsored by Pocono Tranquil Gardens, was held at Stroudsmoor Country Inn in Stroudsburg. Dr. Charles K. Herman of Pocono Medical Center did a presentation entitled "New Year, New You! Looking and Feeling Your Best for 2014"



Pocono Tranquil Gardens - Lunch Sponsor



Dr. Charles K. Herman - Topic Presenter

The February luncheon will again be held at Stroudsmoor Country Inn and is being sponsored by Tom Sforza of Best Auto.

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.

IMPACT



Executive Committee

Chris Kurtz - Chairman of the Board
Kathy Kuck - First Vice Chairman
Michael Katz - Treasurer
John Holahan - Secretary
George Roberts - Assistant Secretary
Elizabeth Koster - 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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William Skinner
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Carl Wilgus
Theresa Yocum

IMPACT

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