

## Pocono Medical Center Reveals New Entrance for Mattioli Emergency Center

As part of Pocono Medical Center’s vision of improving patient experience, Pocono Medical Center proudly announces the opening of the new entrance to its Mattioli Emergency Center on the morning of Tuesday, March 22, 2016.

With an overall expected completion date for summer 2016, the \$3.8 million in renovations will deliver the addition of 13 new minor treatment areas to enhance and grow our minor care treatment by 30%. These developments will improve the experience of all our Mattioli Emergency Center patients and assist us in achieving our mission of providing excellent care close to home.

The reveal of the new entrance will include a dedicated pediatric space and a dedicated resource area added to the Clementine Abeloff Community Health Center exclusively for all of our local EMS partners. These changes allow us to become fully integrated in our partnerships with local EMS providers and the transition of care for our community. For our patient and visitor’s convenience, the following changes were made to create optimal navigation for you and your loved ones in need of emergency care. For your convenience, improved and updated signage will help indicate the following:



For emergency patients and visitors, including those being dropped off, traveling east on East Brown Street toward the emergency center, please make the second left-hand turn off East Brown Street where signage will indicate the new “Emergency Entrance.”



Emergency patients and visitors traveling west on East Brown Street from PA

Route 447 (Independence Road) please make the first right-hand turn off East Brown Street after the Main Hospital Entrance where signage will indicate the new “Emergency Entrance.”

For emergency patients and visitors exiting the emergency center drop-off, or emergency center parking lot, please follow the signs and painted directional pavement arrows throughout the parking lot to exit onto Prospect Street. **The emergency center parking lot will no longer be accessible from Prospect Street.**

Immediate Care Center (ICC) patients must access parking from Prospect Street. Upon entering from Prospect Street, the dedicated ICC Parking Lot will be on the left. **Emergency ambulance and receiving entrances will remain on Prospect Street.**

All hospital patients and visitors in need of Valet Parking may continue to advance toward the Dale and Frances Hughes Cancer Center portico Main Entrance where our valet staff will continue to assist them. Valet will be available from 6:30am to 4:30pm Monday -Friday. Patients and visitors will then take the Hughes Cancer Center elevators to the third floor and then take the bridge to the Main Hospital. **All patients and visitors will not be able to access the Main Hospital from the Emergency Center. Please continue to use the Main Lobby A Entrance across from the Dale and Frances Hughes Cancer Center.** *(cont'd on page 13)*

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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.

## April 2016 Calendar of Events

- April 4.....*Business Card Exchange*  
5:30 p.m.- *Great Bear Golf Club - East Stroudsburg*
- April 8.....*Legislative Breakfast*  
8:00 a.m. - *Chateau Resort & Conference Center - Tannersville*
- April 11.....*Education Committee*  
11:00 a.m. - *GPCC*
- April 12.....*Women In Business Luncheon*  
Noon – *Peppe’s Bistro - East Stroudsburg*
- April 13.....*Economic Development/ Transportation Committee*  
8:00 a.m.. - *GPCC*
- April 19.....*Women in Business Committee*  
8:30 a.m.- *G.PCC*
- April 26.....*Board of Directors*  
8:30 a.m.– *ESU Innovative Center - East Stroudsburg*
- April 27.....*Annual Awards Dinner*  
5:30 p.m.– *Terraview at Stroudsmoor Country Inn - Stroudsburg*

## Members in the News



Donald C. Seiple Jr.

**St. Luke’s University Health Network** has named Donald C. Seiple Jr. as president of its seventh and newest hospital which is expected to open in fall 2016 along Route 611 in Bartonsville, Monroe County.

A Nazareth resident, Seiple has been the Network’s Vice President of Operations since 2010. In that role he managed clinical engineering, plant operations, safety and security, nutrition services, environmental services, volunteer services, property management, sterile processing, grounds, and the nephrology service line which includes inpatient and outpatient dialysis and the Network’s nephrology practice.

In 2007, Seiple was named St. Luke’s Network Director clinical engineering. During that time he developed equipment standards to improve safety and reduce ownership expenses, negotiated and administered clinical service contracts valued at \$4.2 million, managed the evaluation and selection of all medical equipment in the network, developed policies and procedures to ensure compliance with various regulatory agencies, and developed staff to eliminate the reliance on contract services. Seiple began his St. Luke’s career in 2000 as a biomedical equipment technician hired to establish an in-house nuclear medicine service program.

“I am ecstatic at the opportunity to bring a higher level of health care – St. Luke’s excellent inpatient care – to the Monroe County community,” Seiple said. “Being part of a brand new hospital that will provide the residents of Monroe County and the surrounding area access to better care is an exceptional honor. Working with the physicians, clinical staff and operational team is a welcome professional challenge, and knowing what a difference we can make in the community is also very personally rewarding.”

“I have not taken a traditional career path,” he said, “I came to St. Luke’s 15 years ago and 12 years ago became a member of the management team. I have always appreciated the people who mentored me and looked out for me.”

Seiple has a degree in Specialized Technology Electronics from Lincoln Technical Institute, a degree in Business Administration from Northampton Community College and a degree in Business Administration in Healthcare Management from Liberty University.

The new St. Luke’s Monroe Campus is under construction on a 41-acre parcel of land located on Route 611 in Bartonsville. It’s close to the Route 33 and I-80 interchange and is within a 30-minute drive of most of Monroe County.

### 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](mailto:pmetzgar@greaterpoconochamber.com).

Targeted to open in the fall of 2016, St. Luke's Monroe Campus is the first new hospital in Monroe County in 100 years. It will provide easy access to outstanding physicians and advanced practitioners, nationally recognized health care and superb customer service.

The first phase of the new campus includes a beautifully-appointed four-story, 180,000 square foot acute care hospital with a large, full-service emergency room, surgical services and spacious private patient rooms with home-like features, hotel-style amenities and beautiful views.

You can now have locally produced, sustainably made wine and spirits delivered right to your door. **Mountain View Vineyard, Winery & Distillery** has opened an [online store](#).

Every day, the business owners, Randy and Linda Rice, hear customers ask if they can order wine and spirits online. Many say they love the idea of shopping locally, but it's not always convenient for them to drive to the winery tucked away in the hills of Jackson Township.

Randy noted, "Some people drove long distances to come to our place and were delighted to find a new favorite wine or spirit. But then they ended up buying wines they like less from the state store simply because it was more convenient." State stores have a relatively small selection of Pennsylvania wines. Most are not produced sustainably.



*Sarah packing store's first online order*

Pennsylvanians have limited options for home alcohol delivery. The commonwealth does not allow out of state businesses to ship wine or spirits directly to customers in Pennsylvania.

Mountain View Vineyard, Winery & Distillery wants customers to enjoy wine and spirits responsibly. You must certify you are 21 or older to use the website. Someone 21 years old or older must sign for the delivery.

The new store will help the small, family-owned business continue growing, which in turn will help the local economy. Randy and Linda plan to hire several new staff members this year to help keep up with the growth.

The store features all of Mountain View Vineyard's Wine and Spirits. They're all made on the winery and distillery property on Neola Road. There's everything from a dry, peppery red Noiret that goes well with steak, to a bright, sweet Niagara white to pair with your favorite desserts. Those who prefer spirits might enjoy the apple pie moon-

shine or vodka infused with fresh fruit juice.

You can shop through the link below.

<https://mountainviewvineyard.com/shop/>

### NCC Offers Wine Specialist Certificate

Do you love wine? Whether you want to become a grape grower, a winemaker, or just expand your knowledge of this growing industry, Northampton Community College's new "Wine Specialist Certificate: From Vineyard to Table" program will give you everything you need to get started.

The program is designed to deepen your knowledge about growing grapes and producing wine. The certificate program includes eight classes with classroom instruction and vineyard visits, for a total of 58 hours.

Beginning in the spring, and continuing through summer and fall, participants will first study grape growing (viticulture) and continue to wine production (enology.) Additional wine appreciation courses will be scheduled each semester. Vineyard trips will be scheduled on weekends.

To receive a certificate, all courses must be completed within a two-year period. Participants must be at least 21 years of age. Courses include: Wine Essentials, The World of Wine and Its Vineyards, The Growth of PA Vineyards, Great Grapes, Grape Expectations, From Vine to Wine, Finishing Touches, and Tasting Like a Pro.

The first certificate course, Wine Essentials, will be offered on Tuesdays, Feb. 9-March 1, from 6:30-8:30 p.m. at NCC's Bethlehem Campus. The fee is \$119. Other courses offered for spring and summer semesters include:

The World of Wine and Its Vineyards – Tuesdays, March 15-April 12, 6:30-8:30 p.m. \$145

The Growth of PA Vineyards – Tuesday, April 26-May 10, 6:30-8:30 p.m. \$119

Great Grapes – Tuesdays, June 14-June 28, 6:30-8:30 p.m. \$96

Classes are taught by Linda and Randy Rice of Mountain View Vineyards. For more information, or to register, visit [www.northampton.edu/lifelearn](http://www.northampton.edu/lifelearn).

**Mount Airy Casino Resort**, Mt. Pocono, PA received the esteemed AAA Four Diamond Rating. Mount Airy Casino Resort has maintained this celebrated rating consecutively since 2010.

Hotels at this level are committed to providing every guest with a personalized experience and attentive service in comfortable, high-quality surroundings, according to AAA. They typically offer an extensive array of amenities and guest services.

“AAA North Penn is pleased to recognize Mount Airy Casino Resort as a Four Diamond hotel,” said Nina Waskevich, AAA North Penn Director of Marketing/PR. “To maintain the exceptional standards required for this rating on a daily basis is an outstanding achievement. AAA Four Diamond establishments are attentive to guests needs and consistently deliver memorable travel experiences.”



From L to R: David Mullen, Mount Airy Director of Marketing Operations; John Culetsu; Mount Airy Executive Vice President & General Manager; Nina Waskevich, AAA North Penn Director of Marketing/PR; Matthew Magda, Mount Airy VP Of Operations; Lisa DeNaples, Mount Airy Owner and Managing Trustee; Glenn Smith, AAA North Penn CEO/President.

Mount Airy Casino Resort is part of a select group of establishments within North America. Establishments. For 80 years, AAA has used professional inspectors to conduct in-person property inspections. AAA offers the only rating system using comprehensive, on-site professional hotel and restaurant evaluations guided by member priorities. With a far greater inventory than any other rating entity, AAA’s rating system covers the U.S., Canada, Mexico and the Caribbean.

AAA inspectors visit more than 58,000 hotels and restaurants over the course of the year, allowing them to identify emerging trends in the industry. Inspectors have observed hotels increasingly using technology to complement the white glove service guests expect at the ultra-luxury level, allowing options such as mobile check-in and touch-screen access to concierge services. Similarly, at restaurants they have observed the emergence of tablet-based digital menus, with electronic ordering and tableside payment features.

#### NCC Presents Act 235 Information Session

The Commonwealth of Pennsylvania requires that any person wishing to become a certified security officer or who is privately employed and is required, as a condition of employment, to carry a lethal weapon, must participate in a 40-hour Lethal Weapons Training Program.

Northampton Community College’s Center for Business & Industry (CBI) will hold four information sessions to guide participants through the application process, taking courses and becoming certified. An information session is mandatory for all certification program participants. Students should not register for the program without attend-

ing an information session and obtaining their approval letter.

The free sessions will be held on Monday, April 4, at 10 a.m. and 6 p.m., and on Monday, May 9, at 10 a.m. and 6 p.m., at the Fowler Family Southside Center. Learn more at [www.northampton.edu/act235](http://www.northampton.edu/act235). For questions, please call 610-332-6596.

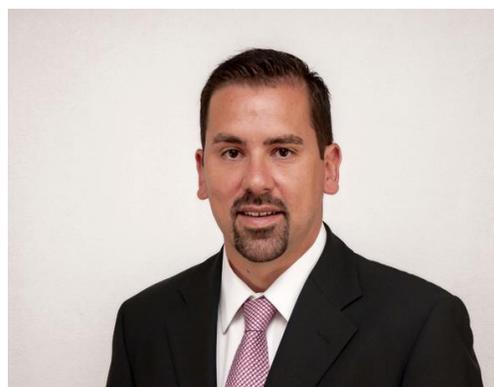
#### NCC Presents Intro to Mobile App Development

Learn how to create cross-platform mobile applications in Northampton Community College’s new course, “Introduction to Mobile Application Development with CoronaSDK.” Corona SDK allows you to write your application once for Android and Apple mobile devices, and publish it to the iTunes store, Android Play Store, Windows 10 store and more.

This hands-on course is perfect for beginners, and will provide the foundation for creating your own mobile apps.

This course runs on Thursdays, April 7-May 12, from 6:30-8:30 p.m., at the Fowler Family Southside Center, 511 E. Third St., Bethlehem. Fee is \$200.

To register, visit [www.northampton.edu/lifelearn](http://www.northampton.edu/lifelearn). For questions, call 610-861-5435, or email [technical@northampton.edu](mailto:technical@northampton.edu).



Tarik. H. El-Bassiouni

**M o r g a n Stanley** announced today Mr. Tarik H. El-Bassiouni, Financial Advisor with The Hamilton Group in its Wealth Management office in Stroudsburg,

has been named to the Firm’s Pacesetter’s Club, a global recognition program for Financial Advisors who, within their first five years at the firm, demonstrate the highest professional standards and first class client service.

El-Bassiouni, who has been with Morgan Stanley Wealth Management since 2013, is a native of Stroudsburg, Pennsylvania. He holds a bachelor’s degree from The University of Miami in Business Law and Finance. Tarik currently lives in Hamilton Township with his wife Alexa and their three young children Marlo, Tae, and Mya.

Morgan Stanley Wealth Management, a global leader, provides access to a wide range of products and services to

individuals, businesses and institutions, including brokerage and investment advisory services, financial and wealth planning, cash management and lending products and services, annuities and insurance, retirement and trust services.

Morgan Stanley (NYSE: MS) is a leading global financial services firm providing investment banking, securities, wealth management and investment management services. With offices in more than 43 countries, the Firm's employees serve clients worldwide including corporations, governments, institutions and individuals. For more information about Morgan Stanley, please visit [www.morganstanley.com](http://www.morganstanley.com).

**Pocono Medical Center** now proudly offers medical oncology through Dr. Claudia Corona, Medical Oncologist at Pocono Medical Center's Dale and Frances Hughes Cancer Center, at its West End Healthcare Center, located in Brodheadsville.

Dr. Claudia Corona is Board Certified in hematology and oncology with fellowship training from Drexel University College of Medicine. She has extensive experience in cancer research and is a member of the American Society of Clinical Oncology and the Pennsylvania Oncology Society.

Excellent care provided by Pocono Medical Center's leading physicians and providers have made Dale and Frances Hughes Cancer Center become the region's leader in cancer care. Stacy Goetz, Executive Director of the Oncology Service Line at Pocono Medical Center's Dale and Frances Hughes Cancer Center, indicates the importance of increasing accessibility for cancer patients, "As a nationally recognized leader in cancer care, we are proud to expand Pocono Medical Center's West End Healthcare Center's comprehensive services by offering medical oncology services as part of our mission of building a healthier community."

As the most comprehensive facility to serve the West End, Pocono Medical Center's West End Healthcare Center will become a new home for patients seeking medical oncology care in the community. "It is important to Pocono Medical Center that as we expand our services throughout the region, we continue to offer a full spectrum of care to ensure that the future of today's cancer patients rests in the comfort of receiving care in the heart of their own community," said Dr. Corona.

As part of its mission of building a healthier community, Pocono Medical Center had recently expanded medical oncology services to the Dingmans Medical Center in 2014. The high quality care provided by medical oncology physicians and providers are backed by distinguished accreditations of the Dale and Frances Hughes Cancer Center including the American College of Surgeons (ACOS), Gold Seal of Approval in Radiology from the American College of Radiation (ACR), and more recently its recognition as a Certified Quality Breast Center of Excellence in the Na-

tional Quality Measures for Breast Centers Program™ (NQMBC™).



Jill D'Alessandro

**St. Luke's University Health Network** has named Jill D'Alessandro vice president of patient care services of St. Luke's Monroe Hospital, which is scheduled to open in Fall 2016.

D'Alessandro will join recently appointed President Donald Seiple in leading the new campus, the seventh hospital of St. Luke's University Health Network.

"Our employees are very excited about our new hospital and as a result, many well qualified candidates applied for this position," Seiple says. "Jill was selected because of her track record of delivering high patient and employee satisfaction and her commitment to continuously improving patient care. I can't think of anyone I'd rather join me in bringing the high quality patient care for which St. Luke's is known to the residents of the Monroe County region."

A graduate of East Stroudsburg University, D'Alessandro has worked at St. Luke's University Hospital in Bethlehem since 2004, when she enrolled in St. Luke's School of Nursing to pursue her passion of helping others through a career in nursing. She began as a patient care assistant and after graduating, as a staff nurse, clinical coordinator and finally, patient care manager.

"I'm honored. Being selected to lead patient care services of a new hospital is an opportunity very few people are privileged to experience," D'Alessandro says. "I am especially excited because it is located in Monroe County, where I have always found the community to be warm and welcoming." D'Alessandro attended East Stroudsburg University, where she obtained a degree in movement studies and exercise science. Also, she worked for five years as head athletic trainer for the Stroudsburg School District.

"I'm eager to work with the new staff that we will recruit and the physicians who already serve the region, but most importantly, I look forward to bringing our patients the comprehensive and advanced patient care services that a large network like St. Luke's Health Network can provide," she says.

It's time to welcome the spring and what better way than with the **Pocono Arts Council's** Annual Spring for the Arts Gala. Scheduled for Friday, April 8, 6 PM, at Terra-view at Stroudsmoor Country Inn, this special event is designed to spotlight regional visual and performing talent throughout an evening. The theme for this year's event is

“Go Green” in recognition of the importance of the environment to all our lives. Sponsors for the evening include: First Keystone Community Bank; Connoisseur Media; Pocono Medical Center; Pocono Pro Foods; Wayne Bank; The Bushkill Group; Farda Landscaping; Key Foods Marketplace; PNC Bank; Pocono Eye Associates and Waste Management.

In addition to art, music, fine food and great company, PoconoArts will be inducting several local artists into its artist “Hall of Fame” during the event. This year’s inductees include Jill Elizabeth, Visual Art Hall of Fame; Susan Jordan, Performance Art Hall of Fame; and The Families of Stroudsmoor Country Inn, Lifetime Achievement Award.

Additionally, PoconoArts will recognize two “Rising Stars,” senior art and music students who plan to continue their studies at the college level. The Rising Stars will each receive \$500 Suzanne Anderson Scholarships. “

The gala begins with a preview of the live and silent auction items from 6-7 p.m. followed by dinner and recognition of this year’s award recipients. The live auction follows and includes work by Dorothy Strauser, Andrea Rimberg and Andrei Protsouk. Silent auction items include visual and performing arts as well as items and services from local merchants and organizations. Key boxes with valuable prizes will also be on tap for those wishing to try their luck.

If you are unable to attend the auction, raffle tickets are being sold to support PoconoArts with the winners selected that evening – you do not need to be present to win. Raffle Prizes include A Delaware River Trip for Four donated by Edge of the Woods Outfitters; Four Waterpark Day Passes to Great Wolf Lodge and two tickets to Six Festivals at Shawnee Mountain.

Proceeds from the evening benefit the Pocono Arts Council. Tickets are a reasonable \$60 per person for PoconoArts members and \$70 for non-members. For further information, or to reserve your place, call the Pocono Arts Council at 570-476-4460 or visit [www.poconoarts.org](http://www.poconoarts.org) to reserve on line.

**Pocono Raceway** is partnering with four Pennsylvania universities in advance of the first NASCAR XFINITY Series race at the 2.5-mile raceway.

Pocono Raceway is hosting a NASCAR XFINITY Series race on June 4, the first time the series has run at ‘The Tricky Triangle.’

The Pocono Raceway College Tour will visit East Stroudsburg University (March 19), Kutztown University (April 8), Penn State University (April 23) and Temple University (April 30).

Working in conjunction with sport management clubs, those universities are hosting events with the winner earning access to a Skybox during the NASCAR XFINITY

Series race at Pocono Raceway as well as Pit/Paddock Passes.

At each stop on the College Tour, groups will be asked for their best “Start Your Engines,” command and to host an event during a NASCAR XFINITY Series race. Each school also has a specific hashtag to utilize on social media. The Pocono Raceway Fan Council, along with selected Pocono Raceway staff members, will use creativity, social media use and event management to determine who wins the skybox.

Those college students in attendance at events will also be introduced to ID.me, a verification system that allows students exclusive pricing to events at Pocono Raceway and a host of other special offers.

Pocono Raceway will host seven national motorsports events during the 2016 racing season, including a NASCAR XFINITY Series race for the inaugural time on June 4. The Axalta “We Paint Winners” 400 NASCAR Sprint Cup Series (NSCS) race is set for June 5, the Pennsylvania 400 NSCS race on July 31 and the ABC Supply 500 Verizon IndyCar Series race on August 21. The Pocono Mountains 150 NASCAR Camping World Truck race is scheduled for July 30 and two ARCA Series Presented by Menards races with General Tire #AnywhereIsPossible 200 on June 3 and the ModSpace 150 on July 29 offered as well.

Tickets for all races are now on sale at [poconoraceway.com](http://poconoraceway.com) or by calling 1-800-RACEWAY.

Why spend money on potting soil, fertilizers, and other items for your garden when you can make your own for free, by composting waste you already have? Turn your scraps into rich soil for planting. This is a great way to recycle your fruit and vegetables scraps, coffee grounds, egg shells, grass clippings, leaves and much, much more. Composting your food waste will reduce waste, your cost for disposal, and also save valuable landfill space.

**The Monroe County Municipal Waste Management Authority (the Waste Authority)** is holding 5 composting classes this year. They will be held the second Saturday of the month, April, May, June, September and October. The classes will start at 9:00 a.m. and last approximately 1-½ hours. The classes are free and composter bins will be available to purchase at cost. One lucky winner will receive a free backyard composter. All classes will be held at our facility in Blakeslee, and a certified Master Gardener will be teaching the classes. In order to participate, you must register with the Monroe County Waste Authority. Hurry classes are limited to 20 people.

For more information or to register for class visit our website at: [www.thewasteauthority.com](http://www.thewasteauthority.com), email to: [cparks@thewasteauthority.com](mailto:cparks@thewasteauthority.com) or call us at 570-643-6100.

## PPL - Spring Forward With Energy Bill Assistance

It's been a crazy and unpredictable winter. Remember the temperatures in the 60s in late December, the 20-plus inches of snow in one day in January, and the deep cold snap in February?

(Hopefully March won't have any late surprises for us – but, the way things have been going, you never know.)

One thing a challenging winter can do is drive up utility bills. And that can be a big concern, especially for those on fixed or limited incomes.

If you're in that situation, don't worry. We recognize that extreme weather can have an impact on your bill. And we want you to know that a variety of assistance programs are available.

One noteworthy program is called **LIHEAP**, or the Low-Income Home Energy Assistance Program. It's run by the U.S. government, and makes free heating bill help available to customers who meet income eligibility guidelines. (Check out the guidelines at [pplelectric.com/billhelp](http://pplelectric.com/billhelp), or call the LIHEAP hotline at 1-866-857-7095 for more info.)

LIHEAP offers two types of grants – cash grants of up to \$1,000, and crisis grants of up to \$500. It's a little-known fact that eligible customers can obtain one of each grant. You're not limited to one or the other.

However, there *is* one LIHEAP limit you need to know: You have to apply by April 1 to be eligible for a grant. So, if LIHEAP can help you, don't delay.

Another option for those behind on their bills is PPL Electric Utilities' **OnTrack program**. This program offers reduced monthly payments, giving you a chance to get back on track. The program is administered through local agencies, and you can apply by mail – no meeting needed. OnTrack, like LIHEAP, has income eligibility guidelines.

Another option you might want to consider is **budget billing**. When you sign up for this program, you'll pay a fixed monthly amount, based on a 12-month average of your electricity use. Budget billing doesn't change how much you owe, but it smooths out the ups and downs of your bill and reduces the chance that a change in the weather will catch you by surprise. It's open to all customers.

Guidelines for these and other assistance programs can be found online at [pplelectric.com/billhelp](http://pplelectric.com/billhelp). Or, call us at 1-800-DIAL-PPL (342-5775) between 7 a.m. and 10 p.m. Monday through Friday, and we can talk you through the options.

You never know when the cold of winter or the heat of summer will force you to dial up your energy use. But if that happens, there are programs in place to help.

The **Pocono Health System Visiting Nurse and Hospice Care** recently received a 4-star rating, the highest in the region, from the Center for Medicare and Medicaid Services (CMS) placing Pocono Health System Visiting Nurse and Hospice Care above both state and national averages in CMS' first-ever patient experience of care star ratings.

“This recent recognition from Centers for Medicare & Medicaid Services is a true indication of not only the level of quality care integrated throughout Pocono Health System, but how strongly we value our mission and vision throughout the continuum of care,” said Dr. William Cors, Vice President and Chief Medical Officer of Pocono Medical Center. The Home Health Care Consumer Assessment of Healthcare Providers and Systems (HCAHPS) survey evaluates patient experience with home health agencies.

In an effort to help families and patients make more informed decisions, the ratings provide a snapshot of the patient experience and care for the home health agency. Dr. Vincent Francescangeli, Chief of Staff of the Pocono Medical Center Medical Staff and Medical Director of the Pocono Health System Visiting Nurse and Hospice Care, recognizes the significance of a family's search for a dedicated home health partner for their loved ones, “Home health and hospice care are essential parts of healthcare today. This recognition from the Centers for Medicare & Medicaid Services affirms our commitment to providing high quality patient care and an exceptional patient experience. Preserving dignity and providing comfort are our most important goals when transitioning from nursing care to hospice care.”

As part of one's search for home health and hospice services, Pocono Health System also understands the importance of individualized care as part of the patient experience, which is why its trained staff exercises quality care across the entire spectrum of care. “Receiving this 4-star rating from CMS is a proud moment for the staff at Pocono Health System Visiting Nurse and Hospice Care because it not only recognizes our initiative towards quality care, but highlights the immeasurable hard work the staff devotes to delivering quality care to its patients above the state and national averages,” said Mark Hodgson, Chief Executive Officer of Pocono Health System Visiting Nurse and Hospice Care.

Save the date: the donors and supporters of the 2015 United Way Campaign, as well as the media are invited to this year's Campaign Appreciation Event, hosted by **United Way of Monroe County**. A press release will be provided at the event at 6:30 p.m.

Wednesday, April 20, 2016 from 5:00 p.m. to 6:30 p.m. at The Chateau Resort & Conference Center

Michael Albert, President and CEO, United Way of Monroe County and his staff are hosting a special THANK YOU cocktail hour for all the donors and supporters of the 2015 United Way Campaign. Admission is free. Hors

D'oeuvres will be provided along with a cash bar. RSVP to [info@unitedwaymonroe.org](mailto:info@unitedwaymonroe.org) is appreciated, but not required.

According to Michael, "This is a time to celebrate the incredible generosity of this community and all of those who have contributed to the United Way campaign, our 22 non-profit partners, and our programs. We look forward to recognizing and celebrating all of those who have contributed to our campaign this year."

United Way of Monroe County will be announcing and recognizing the winners of the Clifford R. Gillam Award - recognizing an individual who, by the vote of his or her peers, represents the spirit of outstanding volunteerism to the United Way of Monroe County, the Spirit of Caring Award - recognizing an individual, organization or business that shows extraordinary dedication to Live United by Giving, Advocating and Volunteering, and the Evelyn Frederick Community Service Award - recognizing those individuals, groups, or corporations that have shown outstanding leadership and commitment to the United Way of Monroe County's mission, above and beyond the annual campaign.

For more information about the United Way of Monroe County or to invest in and support our community service efforts visit [www.unitedwaymonroe.org](http://www.unitedwaymonroe.org), or call 570-629-5657. To look for volunteer opportunities visit [www.volunteermonroe.org](http://www.volunteermonroe.org) and to post a volunteer opportunity, simply click on "Learn what Get Connected can do for you" on the site's web page.

**Pocono Raceway** has launched "The Tricky Chronicles," a video series that will take fans inside the family-owned and operated raceway.

"The Tricky Chronicles," is broken into segments and showcases green initiatives, a day in the life of an employee, fan testimonials, a news section, tickets portion and specials and a welcome from Pocono Raceway President & CEO Brandon Igdalsky. Fans are encouraged to ask questions that will be answered during the show.

Senior Director of Communications Ryan Yanoshak and Director of Media Relations Kevin Heaney serve as hosts with track employees playing a large role.

"The Tricky Chronicles" will be housed on Pocono Raceway's YouTube page.

The first webisode debuted in January and can be viewed at <http://www.youtube.com/poconoraceway>.

February's show was recently posted and can be watched here and includes behind the scenes footage from Speedweeks at Daytona International Speedway and is located at the same link.

To support the series, a page on the Pocono Raceway web-

site has been created that features links to stories and tickets discussed and fan testimonials. That page can be accessed at [poconoraceway.com/chronicles](http://poconoraceway.com/chronicles).

Pocono Raceway will host seven national motorsports events during the 2016 racing season, including a NASCAR XFINITY Series race for the inaugural time on June 4. The Axalta "We Paint Winners" 400 NASCAR Sprint Cup Series (NSCS) race is set for June 5, the Pennsylvania 400 NSCS race on July 31 and the ABC Supply 500 Verizon IndyCar Series race on August 21. The Pocono Mountains 150 NASCAR Camping World Truck race is scheduled for July 30 and two ARCA Series Presented by Menards races with General Tire #AnywhereIsPossible 200 on June 3 and the ModSpace 150 on July 29 offered as well.

Tickets for all races are now on sale at [poconoraceway.com](http://poconoraceway.com) or by calling 1-800-RACEWAY.

We are very pleased to announce Belinda Greene, from **Pocono Health System's** Pocono Internal Medicine physician practice, has been named the Dedicated Employee of the Month for March, 2016. Belinda was nominated for her compassion and dedication to a patient. Below is an excerpt of the nomination submitted by a co-worker:



From L to R: William Cors, MD, Vice President, Chief Medical Officer; Elizabeth Wise, Chief Operating Officer & CNO; Heidi Signore, Practice Administrator, Primary Care; Belinda Greene, Medical Assistant, Pride Award Winner; Nanch Fisch, Practice Manager, PIMS; Lynn Lansdowne, Vice President, Chief Administrative Officer

*"On January 28, 2016 a patient at the practice had an accident in the bathroom in the waiting area. Once Belinda heard what happened, she went and asked if there was any way she could help (like she always does). When our manager asked one of the other MAs to help clean the patient up, they said they couldn't and Belinda was the only one that said 'yes, I'll go help clean the patient' and again, with a smile on her face. I was sitting at my desk and observed how she made the patient feel comfortable and care for."*

**The Monroe County Historical Association** is pleased to announce a competition and scholarship event for Monroe County high school juniors. The Monroe County His-

tory Challenge will be held on Thursday, April 28, 2016, at 7:00 p.m. at East Stroudsburg University, Stroud Hall, Room 113, 200 Prospect Street, East Stroudsburg, PA

The competition will consist of four rounds of questions and will test participants' knowledge on U.S. history, government, geography, Pennsylvania history, local history and current events. This competition will award monetary prizes -- 1st place is \$500, 2nd place is \$400 and 3rd place is \$250, and honorable mention is \$100. The public is invited and encouraged to attend.

Blue Ridge Communications will be recording the competition and the program will be aired at a later date.

For additional information regarding the Monroe County History Challenge, please contact the Monroe County Historical Association at (570) 421-7703 or e-mail at [mcha@ptd.net](mailto:mcha@ptd.net).

The Monroe County Historical Association is a 501(c) 3 nonprofit organization dedicated to promoting, protecting and preserving the rich history of Monroe County. Visit our website for more information [www.monroehistorical.org](http://www.monroehistorical.org)

Thomas R. Wilkins, Broker/CEO, announced the launching of *The Trinity Group*, a real estate team founded and created to provide excellent customer service when you list, sell or rent your home through **Better Homes and Gardens Real Estate Wilkins & Associates** and *The Trinity Group*



*The Trinity Group* is comprised of Alex Camaerei, Realtor; Thomas Waslowski, Realtor and Erika Huber, Realtor. Said Thomas R. Wilkins, “While I certainly don’t take credit for creating the team, I will attest to the fact that the three members of the group came to me about wanting to establish a team, I sat with them and discussed their goals and aspirations; the direction they wanted to go was one that we, as company owners, definitely support.”

It’s not uncommon for real estate teams to develop and grow under a brokerage company such as Better Homes and Gardens Real Estate Wilkins & Associates. Other teams that are a part of the Wilkins organization include *The Carl Maurer Team* which handle foreclosures and *The Pocono Latino Real Estate Team* which provides buyer and seller services to the Hispanic community. Each of the teams has their specific purpose.

*The Trinity Group* was developed because each member had expertise in Buyer Broker Services, online marketing, short-sales, distinctive homes—both listing and selling – and were willing to share the responsibility as well as share in the dollar volume that they produce by acting as partners.

Said Waslowski, Realtor, “This was the perfect way for me to build my business. Alex, Erika and I share the responsibilities when we have a buyer or seller. While all three of us are familiar with the home, acting “as one” gives us the ability to brainstorm about how to market the home, what buyer’s we may have, who sent show slips, what viewings do we have and other tasks that a single person may not be able to handle effectively.”

Said Huber, Realtor, “I love to do social marketing, it’s one of my outstanding contributions to the team. Then, when you add Alex’s marketing skills, it’s our opinion we can market a home using the BHG tools more in depth to a wider array of buyers or other sellers.”

Christine Wilkins, Exec V.P./General Manager and Dennis Mooney Sr. Vice Pres. also backed *The Trinity Group* one-hundred percent.

Said Mooney, “The Team concept is one where everyone shares in the commission by the percentage of the transaction that they handled. When we pay Agents’ commission (which is both Wednesday and Friday) there is no interruption in paying the team the money for the transactions that they’ve closed the previous week.” Mooney further stated, “I also agree that when you share the responsibility of a listing or sale between three people, the dollar volume, when handled correctly, goes through the roof.”

Said Camaerei, Realtor, “Even though I am the last to speak, hopefully I hit on the important parts of why we became a team; it’s all got to do with customer service and marketing. I believe collectively we simply we will not miss an opportunity to list or sell a home or handle a rental. All our partnership papers have been prepared; we’ve registered our name-- *The Trinity Group*—had our corporate photo taken and are ready to rock ‘n roll.”

*The Trinity Group* is also targeting larger groups or fraternal organizations and professionals. They held a seminar for U.S. Postal Workers, are giving market updates to various Community Associations in the Poconos and going after professional and fraternal organizations to which they can offer discounts in their fee, courtesies extended by our title company, Pennsylvania First and financing through one of our preferred lenders. “What we offer to the frater-

nal or professional organization such as school teachers, law enforcement and certain relocation companies is one-stop shopping through the Wilkins Independent Family of Home Buying Services, and other benefits and courtesies added to the list of services we already provide.” said Camaerei.

Also, *The Trinity Group* gives back to the community by providing internship opportunities through Better Homes and Gardens Real Estate Wilkins & Associates to students at East Stroudsburg University who demonstrate a strong work ethic and a drive to succeed.

*The Trinity Group* can be reached by contacting Alex Camaerei, Realtor at [acamaerei@wilkins1.com](mailto:acamaerei@wilkins1.com); Erika Huber, Realtor at [erikahuber@wilkins1.com](mailto:erikahuber@wilkins1.com); and Thomas Waslowski, Realtor at [twaslowski@wilkins1.com](mailto:twaslowski@wilkins1.com).

*The Trinity Group* is located at the BHG Business Campus, Stroudsburg office. They are available 7 days a week, weekend and evening appointments are always welcome.

The National Association of Hispanic Real Estate Professionals announced that **Better Homes and Gardens Real Estate Wilkins & Associates**, Thomas R. Wilkins, CEO has joined NAHREP as a Premium Member.



Julio Bautista - Realtor  
Milford Office

Nosotros somos the National Association of Hispanic Real Estate Professionals. NAHREP is the voice for Hispanic real estate and proud champions of homeownership for the Hispanic community. Homeownership is the symbol of the American dream; the cornerstone of wealth creation and stabilization for working families. Our role as a member of the National Association of Hispanic Real Estate Professionals is that of trusted advisors and passionate advocates to help more Hispanic families achieve the American

dream in a substantial way that empowers them for generations to come.

Better Homes and Gardens Real Estate Wilkins & Associates last year formed *The Pocono Latino Real Estate Team* for just this purpose. Said Thomas R. Wilkins, CEO, “We have a number of real estate teams in our organization. *The Carl Maurer Team* handles foreclosures, *The Trinity Group* handles general real estate and rentals and *The Pocono Latino Real Estate Team* will handle, in addition to their regular business, the Pocono Hispanic community as well as, on a national level, interface with those NAHREP chapters that are located in the Bronx, Westchester, Manhattan, and Northern New Jersey. Having a direct relationship with Hispanic agents in the Metropolitan area offers a huge referral base for us in the Poconos.”

Said Linda Luna, Director of Business Consulting, a member of NAHREP and advocate at the national level, “Better Homes and Gardens Real Estate corporate has made a willing and deliberate commitment to the Hispanic community and to see our affiliates, in particular, Tom and his Pocono Latino Real Estate Team, does nothing but confirm and accelerate our commitment to the Hispanic community.” The commitment made by Better Homes and Gardens Real Estate corporate as well as the Wilkins organization is a long term commitment.



Liliana Cesarano - Realtor  
Stroudsburg Office

Hispanics are the largest minority population group in the country and wield a purchasing power that puts them on par with the world top ten economies. Their population growth and rising consumer clout make them an undeniable force in elections, public politics and the American market place.

Stated Wilkins, “The Hispanic population in the US is currently at 53 million and is projected to climb to more than 120 million or 30% of the US population by 2050.” Wilkins, who has been a leader in marketing the Pocono area for vacation and primary homes for the past 27 years, definitely feels his company is ahead of the curve by creating *The Pocono Latino Real Estate Team*.



Jeannette Mendoza - Realtor  
Stroudsburg Office

*The Pocono Latino Real Estate Team* includes Julio Bautista, Realtor in our Milford office, Liliana Cesarano, Realtor and Jeannette Mendoza, Realtor, both working out of the Stroudsburg office. Currently we are recruiting Spanish speaking Realtors or those persons who have an interest in getting their real estate license throughout Northeast Pennsylvania, including the Lehigh Valley area. Said Wilkins, “Appreciate, you don’t necessarily have to be selling homes to

the Hispanic community and work out of one of our four offices, you can be a virtual agent and still handle your own community in the Allentown, Bethlehem, Easton area, Scranton, Wilkes-Barre and other areas where the Hispanic community, in some cases, is the primary buyer in that market.

If you or someone you know, speaks Spanish and is interested in learning more about *The Pocono Latino Real Estate Team*, please contact Thomas R. Wilkins, Broker/CEO at (570) 421- 8950 or by email at [twilkins@wilkins1.com](mailto:twilkins@wilkins1.com). Gracias

## Free Online Business Resources from the **Eastern Monroe Public Library**

Running a business is hard and time is always in short supply. Do you need to write a business plan or develop a new marketing strategy? Research new markets? Get information about other businesses? Research markets and investments? Your library provides you with free online resources to do that quickly and efficiently. Here are some of business databases that can save you time and money.

**Small Business Resource Center:** <http://find.galegroup.com/sbrc/start.do?prodId=SBRC&userGroupName=pl2532>

*Small Business Resource Center* gives business owners expertise on call 24 hours a day. Created by subject experts, it covers all aspects of starting and operating a business, including finance, management, marketing, human resources, franchising, accounting, and taxes. Small Business Resource Center includes the Business Plans Handbook series (containing *hundreds of sample business plans* created by real-life entrepreneurs), the Encyclopedia of Major Marketing Strategies, Encyclopedia of Management, and Encyclopedia of Small Business, as well as other award-winning reference titles from Gale, part of Cengage Learning, John Wiley & Sons, and other authoritative sources, as well as 300 business journals and magazines.

**ReferenceUSA:** <http://www.referenceusa.com/>

The premier source of business and residential information, *ReferenceUSA* offers several searchable database modules containing detailed information on more than 14 million U.S. businesses and employers; 89 million U.S. residents; 855,000 U.S. health care providers; 1.5 million Canadian businesses; and 12 million Canadian residents. Two other modules cover 50,000 new companies in the U.S. and over 300,000 U.S. new movers and homeowners each week.

**Morningstar Investment Research Center:** <http://library.morningstar.com>

*Morningstar* offers real-time access to comprehensive data and independent analysis on thousands of investments, spanning mutual funds, stocks, exchange-traded funds, and closed-end funds. All levels of investors will appreciate the range of dynamic tools and thoughtful perspectives to help them make more informed investment decisions.. Create your own stock or fund screens with the Morningstar Screener, or use Morningstar Screens to get ideas on stocks and funds. *NOTE:* The library's subscription is limited to two simultaneous users; if you can't access the database, please try again at a later time.

A full list of the library's online databases can be found here: [http://monroep.org/?page\\_id=181](http://monroep.org/?page_id=181)

Need a break from work? We have ebooks, e-magazines, and e-audiobooks too! All available here: [http://monroep.org/?page\\_id=50](http://monroep.org/?page_id=50)

**The Prospect and Laurelwood Cemeteries** is proud to sponsor their 6th Annual Spotlight on Seniors Expo, on Wednesday, April 27, 2016 from 9:00 a.m. to 2:00 p.m. We are so happy to announce our location this year will be at Stroud Mall, Route 611, Stroudsburg, PA 18360. This year the vendors will be setup throughout the mall unlike the last time when we were in a store.

As you know we always try to keep the cost down. This year the fee is \$75 per vendor. This fee will again include the table, chairs, linens, coffee and tea, lunch, as well as the advertising.

We are looking for 40 vendors so the **space is limited**; therefore, if you would like to participate in our 6<sup>th</sup> Annual Spotlight on Seniors Expo, please contact us as soon as possible at 570-424-0970 or 570-421-8230 to reserve your space.

Steve Johnson and Mark Bandurchin, managing partners of **Riger Marketing Communications**, decided it was time to roll out a casual Friday policy in 2016, encouraging their employees to wear jeans each Friday and end their week a little more comfortably.

This policy came with a hope: that when Riger employees pulled their jeans on each Friday morning, they would also be reminded of those who do not have the comforts of clothing, shelter, food, and other basic needs.



To kick off their casual Friday policy in 2016, Riger Marketing Communications employees cut patterns into donated jeans for Sole Hope, an organization that uses jeans to make closed-toed shoes for impoverished African children. From L to R: Managing Partner Mark Bandurchin, Account Executive Jamie Jacobs, Managing Partner Steve Johnson, Media Buyer Mckensie Stoltzfus, and Graphic Designer Mary

“Our company has always tried to contribute to good causes on a corporate level, but we also desire an office culture that holds high the act of giving back,” said Steve Johnson. “That’s why our new ‘Friday jeans’ policy goes hand-in-hand with our support of any charitable act our employees choose to make. Sometimes it’s volunteering, sometimes it’s donating, sometimes it’s pro-bono work.”

So Riger thought: *What better way to kick off our “jeans = serving those less fortunate” year than with a Sole Hope jean-cutting party?*

Sole Hope is an organization that takes trimmed, donated jean material and makes closed-toed shoes for impoverished children in Africa. These shoes protect African children from jiggers, a type of sand flea that lives in Sub Saharan climates. Without proper shoes, jiggers burrow into African children’s feet, causing infection, pain, and sometimes even death.

So one Tuesday morning, each Riger employee came to work with an armful of donated jeans from the back of their closets, plus a pair of scissors. They got to work cutting patterns out of the jeans to make a total of 25 pairs of shoes!

Who knew a little denim, and a little time, could go such a long way?

Izabela Pintarich of **Solid Stitch Embroidery** has been awarded a “Master Degree” Certificate of Achievement for completing the Master Decorator Series, a professional development program organized by the Imprinted Sportswear Show. The Master Decorator Series is an internationally recognized and multi-award winning series of seminars that enhance knowledge in the Apparel Decorating industry.

Having a local apparel decorating professional is a tremendous resource to a community. Business owners can provide uniforms for their employees, recognize top performers and create company awareness, all with embroidered apparel. Clubs and organizations can create awareness and group identity using embroidered goods. Schools and boosters organizations often use embroidered goods as key components in their fundraising programs. Access to personalized gifts that are created locally enables community members to customize gifts that are very thoughtful, and often more meaningful, particularly when it comes to birthdays, graduations and wedding gifts.

For information on how your local apparel decorator can be of service to you, contact Izabela Pintarich at Solid Stitch Embroidery, 570-730-2345, [www.solidstitchembroidery.com](http://www.solidstitchembroidery.com).

## SCORE/Northeast Pennsylvania

### Crowdfunding Dos and Don'ts for Small Businesses

For startup entrepreneurs experiencing difficulty—or exasperation—in trying to get financing for their businesses via traditional means, crowdfunding offers an alternative.

Crowdfunding can be an effective way to raise capital—and public awareness—when launching or growing a small business. Rather than approaching a single lender to make a significant loan to your business (which you will most likely need to personally guaranty), crowdfunding platforms give you a way to leverage your network of friends, family, social media connections, and the public at large to obtain significant capital in small increments.

It's a collective online effort that can expand your professional network and introduce your business to potential customers.

Crowdfunding for businesses presently comes in three primary forms:

Rewards-based crowdfunding (such as via Kickstarter and Indiegogo)  
Equity crowdfunding (such as via CircleUp)  
Peer-to-peer lending (such as via Lending Club)

Equity crowdfunding and peer-to-peer lending are governed by a complicated web of federal and state securities laws, while rewards-based crowdfunding is generally exempt from those laws. This article focuses primarily on rewards-based crowdfunding.

According to SCORE mentor and Portland Maine business attorney Chris Dargie, rewards-based crowdfunding has rapidly become an accepted way to raise capital for small businesses.

“Traditionally, companies raised capital by issuing debt or equity,” said Dargie. “Rewards-based crowdfunding introduced a completely new alternative. The model has shown that the public is willing to contribute capital to worthy projects without any expectation of future profit, which is quite revolutionary.”

To help make a rewards-based crowdfunding effort successful, Dargie offers these dos and don'ts:

#### **Do:**

**Understand the differences between rewards-based crowdfunding, equity crowdfunding, and peer-to-peer lending.** With rewards-based crowdfunding, you are only promising your backers some sort of token incentive and the risks are more limited.

Whereas with equity crowdfunding, you are giving up equity and the risks can be substantial. With peer-to-peer lending, the business is taking on debt that it is legally obligated to pay back.

**Pick the right platform for your rewards-based campaign.** You should not automatically default to Kickstarter or Indiegogo, as there may be better options. Remember, crowdfunding is a form of marketing, and you want to be where your customers are.

**Follow through on your promises.** Watchdog groups and state and federal consumer protection bureaus have begun to shift their attention to deceptive crowdfunding campaigns.

“There is an inherent risk of consumer fraud in these campaigns,” said Dargie, “and businesses should be prepared to deliver on their commitments if they want to minimize their risk of legal liability.”

#### **Don't:**

**Fail to manage the expectations of your campaign's backers.** Delays in business are a fact of life and usually only become a problem when the company fails to keep its backers in the loop.

**Launch a campaign without the liability protection of a properly formed business entity.**

“You don't want to be left holding the bag personally if

your business has spent all the money on development and has nothing to show for it at the end, and the backers want their money back," said Dargie.

**Forget about taxes.** Proceeds raised from rewards-based crowdfunding campaigns are usually treated as taxable income to the business. For this reason, Dargie advises businesses to consult with their tax advisors before embarking on a crowdfunding campaign.

Before you decide to launch a crowdfunding campaign for your business, consider reaching out to the local SCORE chapter near you. SCORE mentors have expertise in all aspects of starting and running a business and can help you determine the effective ways to reach your business's goals and objectives.

*Since 1964, SCORE "Mentors to America's Small Business" has helped more than 9 million aspiring entrepreneurs and small business owners through mentoring and business workshops. For more information about starting or operating a small business, Contact us at: 570 826 6502 or on the web at: [www.northeastpennsylvania.score.org](http://www.northeastpennsylvania.score.org)*

**Local REALTORS(r) Named 2015 Award Winners by Weichert Real Estate Affiliates, Inc.**

WEICHERT, REALTORS(r) - Acclaim is proud to announce their 2015 Office Award Winners. The agents were honored by the national franchise organization, Weichert Real Estate Affiliates, Inc., based on reaching minimum requirements in gross commission income earned or real estate transactions closed in 2015. These Weichert(r) affiliated agents earned their recognition from among associates in 39 states at the year's end.

April Ace (Ambassador Club)  
 Bobbi Mika (Ambassador Club)  
 Tiffanie Bailey-Romey (Ambassador Club)  
 Anthony Famularo (Sales Achievement)  
 Timothy Asbury (Sales Achievement)

"Our affiliates accomplished so much last year," said Martin J. Rueter, president of Weichert Real Estate Affiliates, Inc. "We are extremely fortunate to have such knowledgeable, dedicated and tireless REALTORS."

*(Cont'd from Front Cover)*

### **Pocono Medical Center Reveals New Entrance for Mattioli Emergency Center**

Main Hospital visitor parking lot will remain in the upper lot to the right on East Brown Street, past the Dale and Frances Hughes Cancer Center.

Financial counseling services for Emergency Room services are available in the Emergency Room on a walk-in basis. You may also call (570) 422-8245 or (570) 422-8246 to schedule appointment. **Should patients or visitors seek the finan-**

**cial counseling service for all other services, please contact Customer Service (570) 420-4923. Appointments can be made in advance by calling (570) 476-3322 or (570) 476-3324, or by visiting the Cashier's Office located on the first floor through the Main A Lobby entrance.**

While these changes ensure an improved service excellence, we continue to strongly encourage our patients to utilize our outpatient laboratory and imaging services for any routine laboratory or imaging needs. As a reminder, we have Outpatient Lab Services at multiple locations throughout the county for your convenience. They include:

447 Office Plaza – 500 Plaza Court East Stroudsburg, PA  
 Mountain Healthcare Center – 100 Community Drive, Suite 101, Tobyhanna, PA  
 Bartonsville Healthcare Care Center – 600 Commerce Boulevard, Stroudsburg, PA  
 West End Healthcare Center – 120 Burrus Boulevard, Brodheadsville, PA

Our Outpatient Imaging Services are at the following locations:

East Stroudsburg – 400 Plaza Court, Suite C, East Stroudsburg, PA  
 Bartonsville Healthcare Center – 600 Commerce Boulevard, Stroudsburg, PA  
 Mountain Healthcare Center – 100 Community Drive, Suite 101, Tobyhanna, PA  
 West End Healthcare Center – 120 Burrus Boulevard, Brodheadsville, PA

## **RIBBON CUTTING**

### **Pocono Legal Services/Absolute Bail Bonds**



Pocono Legal Services/Absolute Bail Bonds, located at 145 North 9th Street in Stroudsburg, recently held a ribbon cutting to celebrate the opening of their new business. For more information on the services that they provide, they can be reached 570.421.1085.



**CRUSHCRETE** **UN**  
**Asphalt Shingle Recycling Center**  
 1080 Sand Hill Drive • East Stroudsburg, PA 18324

The Casilio family of Company's has proudly served the community for over 75 years with tenacity and perseverance. Like an old family recipe, few key ingredients are a staple of the Casilio Brand. Today, the Casilio family continues to lead the way with dedication, innovation and excellence. These values have afforded us the privilege of diversifying our talents with our newest location- CRUSHCRETE-BUSHKILL.

Crushcrete –Bushkill is a DEP approved exclusive asphalt shingle recycling center located at 1080 Sand Hill Drive, East Stroudsburg, Pa 18324( next to The Reformed Church and Pocono Palace)

As the green building movement continues to gain momentum, Crushcrete provides a cost effective and environmentally prudent alternative to the landfill for the disposal and recycling of clean asphalt roofing shingles.

The first step in successful shingle recycling is securing a clean shingle load. Crushcrete employs the source separation best practices model. Our commitment to educating roofers on source separation is unparalleled.. Our team is dedicated to providing all the necessary tools to assure a seamless understanding of securing clean shingles for disposal and recycling. A source separation guide is provided to each roofer for the team to read and refer to. Lunch and Learn sessions are a very informative and personal way to collaborate efforts and design programs that are cost effective and environmentally prudent.

When it is time to replace a roof and dispose of the shingle materials, contractors now have a more convenient, cost effective option available enabling them to increase their ability to reduce landfill waste at Crushcrete- Bushkill. Through the efforts of Crushcrete and shingle recycling, contractors have an important opportunity to lead the industry in making a significant impact on sustainable practices. The advancements in recent years represent an important contribution to sustainability in construction practices as well as green building objectives.



In addition to providing an ecofriendly alternative for the disposal of asphalt roofing shingles, contractors that participate in the CRUSHCRETE "PEAK OF EXCELLENCE" recycling program are able to earn additional credits under the Green building Council's Leed Rating system and other similar certification programs. Crushcrete appreciates all of our roofers for the commitment of diverting asphalt roofing shingles from the landfill, to show our appreciation we provide a CERTIFICATE OF ACHIEVEMENT to each company. Professional whom recycles are separated from the competition, embracing a high level of professionalism and trust and admiration from the consumer.

According to a report furnished by the Northeast Recycling Center, The EPA agency estimates a staggering 11 million tons of asphalt roofing shingles are landfilled each year causing overcrowding in the landfills since shingles take 300 years to breakdown. This is a travesty.

## Business Card Exchange

The Business Card Exchange was held on March 7th at Raymour & Flanagan Furniture in Stroudsburg.



*Networking at Raymour & Flanagan Furniture  
(Photo courtesy of VIP Studios)*

The next Business Card Exchange will be held on Monday, April 4th at Great Bear Golf Club in East Stroudsburg.

Sponsorships are available for future business card exchanges. For more information, please contact the Chamber at 570.421.4433.

Save The Date!



Chamber of Commerce's  
Annual Golf Tournament  
Monday, August 15, 2016  
at Great Bear Golf Club in  
East Stroudsburg.

For more information, con-  
tact the Chamber at  
570.421.4433.

## Women in Business

The March Women in Business luncheon, sponsored by St. Luke's University Health Network, was held at Terraview at Stroudsmoor Country Inn in Stroudsburg. The topic entitled "Skin Cancer- 2016" was presented by Dr. Ira Westheim.



*Donald C. Seiple, Jr - St. Luke's University Health Network - Sponsor*



*Dr. Alan Ira Westheim - Topic Presenter*

The next luncheon will be held at Peppe's Bistro on Tuesday, April 12. The topic "Putting Your Best Face Forward: Beauty From the Inside and Out" will be presented by Dr. Yeleen Kipervas of Comprehensive Family Practice. The luncheon is being sponsored by East Stroudsburg University.

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 2014-2015 Membership Directory & Buyer's Guide. Please be sure to add this page to your copy of the Directory.

### **Ribbons & Bows Gift Baskets**

Tawonda M. Seymour  
1132 Broken Ski Road  
Henryville, PA 18322  
(LOC): 766 Main Street,  
Stroudsburg, PA 18360  
570.861.9260  
ribbonsandbowsgiftbaskets@gmail.com

**RETAIL**

### **Sweet Dreams Sleep Center, Inc.**

Huy Cao RPSGT  
373 East Brown Street  
East Stroudsburg, PA 18301  
570.241.9978  
570.392.6150  
sweetdreamssleepcenter@gmail.com  
www.sweetdreamssleepcenter.net

**SLEEP STUDY - MEDICINE**

# IMPACT



*The Voice of Business since 1910*

## Executive Committee

*John Holahan* - Chairman of the Board

*George Roberts* - First Vice Chairman

*Debi Cope* - Treasurer

*Conrad Schintz* - Secretary

*Doug Olmstead* - Assistant Secretary

*Mike Katz* - Past Chairman

## Staff

*Robert Phillips* - President/CEO

*Patricia Metzgar* - Vice President, Operations/Development

*Miriam Conway* - Executive Assistant

*Georgia Strunk* - Office Assistant

## Board of Directors

Madeline Anderson

Michael Baxter

Brandie Belanger

Rich Berkowitz

Vinny Bianchi

William Blake

Denise Cebular

Bill Colavito

Alex Grum

Tony Konn

Chris Kurtz

James McClure

Philip Pope

Linda Salas-Mamary

Tom Sforza

William Skinner

Jeff Snyder

Marc Troutman

Dr. Marcia G. Welsh

Carl Wilgus

Theresa Yocum

# IMPACT

Visit us at [www.greaterpoconochamber.com](http://www.greaterpoconochamber.com)

Greater Pocono Chamber of Commerce  
556 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"***