

East Stroudsburg University Announces New Brand Identity



East Stroudsburg University's New Logo

East Stroudsburg University of Pennsylvania President Marcia G. Welsh, Ph.D., revealed a new brand identity – including two new logos – as part of a three-year marketing and branding initiative for the University during a reception on Tuesday, January 17.

Plans for a “new” ESU began back in September 2015 when the University hired Joe Bosack and Co. to compile research, test markets and develop a marketing plan and brand platform that are intended to raise awareness about the institution as well as support admission and enrollment initiatives.

learning experiences we offer,” said President Welsh. “But we also knew that we did not have a cohesive brand message that would help us to broaden our recognition in a crowded market nor sufficiently support our endeavors to recruit students effectively.”

With set objectives to develop a bold visual identity that is aligned with the University’s mission, vision and strategic plan, ESU’s Office of University Relations began its work with Joe Bosack and Co. to identify and study perceptions of key stakeholders including current students, prospective students, alumni, donors, faculty and staff to get a sense of where to start.

“It wasn’t long after we began conducting focus groups and interviews that we discovered that, to our surprise, many constituents were not familiar with nor connected with ESU’s logos. That’s when it became apparent that it was time to develop a new identity for the University, one that would unify ESU across colleges, departments, organizations and affiliations,” said Brenda Friday, director of University Relations.



Warrior Mascot

Friday added that the work to get to a new identity for ESU was a process that included the involvement of a CORE team of individuals representing enrollment management, administration, web services, athletics and advancement. Throughout the process, there were also multiple open meetings for students, faculty and staff to attend in order to provide their input. Presentations were also made to members of the University Alumni Association Board of Directors as well as the community-at-large.

According to Friday, the new institutional and athletic marks complement one another in shape, using similar typography and a common color palette which is intentional for a cohesive University brand.

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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 2017 Calendar of Events

- February 3**.....*Government Relations/Public Policy Committee*
8:00 a.m. - Stroud Township
Municipal Building - Stroudsburg
- February 6**..... *Business Card Exchange*
5:30 p.m. - St. Luke's Hospital - Monroe
Campus - Stroudsburg
- February 8**.....*Economic Development/Transportation Committee*
8:00 a.m.- GPCC
- February 8**.....*Education Committee*
11:00 a.m.- PA CareerLink -
Tannersville
- February 9**.....*Free Business Seminar*
8:30 a.m. - Holiday Inn Express -
Stroudsburg
- February 14**.....*Women In Business Luncheon*
Noon - Peppe's Bistro -
East Stroudsburg
- February 15**.....*Digital Strategies Committee*
10:00 a.m.- GPCC
- February 21**.....*Women in Business Committee*
8:30 a.m. - Route 447 Office Plaza
Complex, Building 100 -
East Stroudsburg
- February 28**.....*Board of Directors*
8:30 a.m.- ESU Innovation Center
East Stroudsburg

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.

Members in the News

Sit, Stay 'N Play

Keeping Your Dog Safe This Spring

As the days begin to get longer, the weather warmer, and spending more time outside means that Spring has sprung! Our thoughts now turn to Easter celebrations, preparing our yards and gardens, and home improvement projects. Before you begin your seasonal chores, be sure to make sure that your pets are safe.

Avoid the Weekend Warrior Syndrome

It happens each spring: the first warm weekend is finally here and people think they need to make up for months of being inside. They take themselves and their dog outside and decide to take a long walk, hike the favorite mountain trail, or play catch or Frisbee in the yard. Whatever it happens to be, it is too much and someone gets hurt. Remember to take it easy if you've been inactive during the winter. Warm up your muscles and your dog's before the activity and allow for a cool down period. Gradually build up your strength and endurance and understand that your dog needs the same, especially the older pets. What is only a few months for you is more like two to three years for them. If something happens, and you overdo it, be sure to have your pet checked out right away. The sooner you have even a minor injury looked at and treated, the sooner you can both return to your favorite activity.

Spring clean carefully

Spring cleaning and home improvement time is a tradition in many households. Be sure to keep all cleaners and chemicals out of your pets' reach! Many cleaning agents, fertilizers, pesticides, weed-killers and even mulch, including natural ones, contain chemicals that may be harmful to pets. The key is to use them safely and to read and follow the label directions for proper usage and storage. *If you suspect your pet may have come in contact with or ingested a potentially poisonous substance, contact your local veterinarian or the ASPCA Animal Poison Control Center immediately at (888) 426-4435.

Buckle Up!

We all know that dogs love to feel the wind in their faces, but allowing them to ride in the back of the beds of pick-up trucks or stick their heads out of moving car windows is dangerous. Remember the movie "Marley and Me" where the dog jumps out of the car window while the car was moving? Flying debris and insects can cause major injury to eyes and ears, and also cause lung infections. Sudden stops or turns can cause major injury, or they can be thrown from the vehicle. Dogs riding in cars should always be secured in either a crate or a seatbelt harness designed especially for them.

Pesky Little Critters

As the warmer weather brings us outside, it also brings out those pesky bugs. Be sure to talk to your veterinarian about your dog being on a year-round heartworm preventative medication. If you have been off heartworm preventive, be sure to have your pet tested prior to starting again. If you wait until you see fleas and ticks in your house, it's too late to prevent them. Be sure to have your dog on a flea and tick program now so they don't bring them in the house. There are lots of wonderful programs for you to discuss with your vet to have the best one for you and your pet.

Out and About

Warmer weather means more trips to the park, longer walks and more chances for your pet to wander off! Make sure your dog or cat has a microchip for identification and wears a tag imprinted with your home address, cell phone and any other relevant contact information.

Give Back this Spring

As the days get longer in the spring, it also means that pets go into "heat". For our stay, homeless and neglected dogs, this means unwanted litters. Our local shelters and rescues are stretched during the spring due to the volume of animals brought in, either the Christmas puppy that is now not wanted, or the new puppies just born. Do what you can to help. Volunteer, help with an adoption day, foster, or help them raise money.

Enjoy all that the season has to offer, but do it with some planning and foresight.

For information on how to train your dog, contact us at Sit, Stay, 'N Play. We are located at 1501 North 5th Street in Stroudsburg. 570.872.9748 or online at www.sitstaynplay.net

Did we mention that a trained dog is a happy dog?

RLB Accounting Firm Acquires Ruch and McCoy CPAs

Lehigh Valley-based accounting firm Regan, Levin, Bloss, Brown & Savchak (RLB) has announced the acquisition of Ruch and McCoy CPAs of Stroudsburg, effective January 1, 2017

RLB was formed in 2009 from the merger of four regional CPA firms and employs 25 professionals—including 16 CPAs—at its corporate headquarters, 702 Hamilton Street, downtown Allentown, and regional offices in Easton and Stroudsburg.

Ruch and McCoy was founded in 1991. Principal Larry D. Ruch, CPA and staff will relocate to RLB's Stroudsburg office at 814 Main Street. According to Ruch, joining with

RLB will "allow us to provide a wider array of services and more depth. RLB shares the same values and will continue the tradition of excellent service and expertise that our clients expect and deserve."

For more facts, visit www.rlbaccountants.com

JOIN ROTARY FOR "NOT JUST ANOTHER AUCTION"

The Rotary Club of the Stroudsburgs presents its 7th annual Not Just Another Auction, "The Luck of the Rotary," on Thursday, March 16th, 2017, 6-10PM, at Shawnee Inn and Golf Resort. The auction includes an Irish inspired buffet dinner, entertainment, silent and live auctions and a cash bar. Tickets are \$50 per person and sponsorships, as well as in-kind donation opportunities, are available for both the silent and live auctions.



Charlie & Ginny Kirkwood will receive the Third Annual Alex "Buzz" Bensingers Lifetime Achievement Award during the Rotary Club of the Stroudsburgs 7th Annual Not Just Another Auction.

During the event, the 3rd Annual Alex "Buzz" Bensingers Lifetime Achievement award will be presented to Charles and Virginia Kirkwood for their dedication to the community and unwavering support of the principles of Rotary and the Rotary Club of the Stroudsburgs.

Proceeds from Not Just Another Auction benefit Valor Clinic Foundation's Veterans' Unstoppable PTSD program, as well as Women's Resources and the club's other non-profit and charitable causes.

For information, tickets and sponsorship details please e-mail, notjustanotherauction@gmail.com or visit www.stroudsburgsrotary.org.

The Rotary Club of the Stroudsburgs meets weekly at noon on Thursdays at the Sycamore Grille in Delaware Water Gap. For further information on the club, visit www.stroudsburgsrotary.org.

An Update from PPL Electric Utilities: Alana Roberts, Regional Affairs Director

Think of all the things that make driving a challenge at this time of year – things like ice, blowing snow, and early darkness.

Why make driving more complicated than it already is by dividing your attention between the road and your phone?

We're calling on our customers to join us in fighting distracted driving. If you haven't already done so, make a promise this month to leave your phone in your pocket or purse when you drive. Distracted driving is a killer, but we can all do our part to reduce its risk.

We'd certainly agree that cell phones are wonderful tools in many settings. They're great for checking in with family members or reading social media posts. And if you skid off one of winter's icy roads, a cell phone can bring help in a hurry.

But cell phones and driving don't mix. According to the U.S. government, almost 3,200 people were killed and 431,000 were injured in crashes involving distracted drivers in 2014. (Cell phones aren't the only source of distraction while driving, but they're a major one.)

While drivers in their teens and 20s are most likely to be involved in distracted driving accidents, they don't have a monopoly on the problem. At any given daylight moment, some 660,000 American drivers are using a cell phone or electronic device, according to a study by the National Highway Traffic Safety Administration.

That's a frightening number, and it's time to bring it down. We hope you'll resolve not to give in to distraction while driving – and that you'll spread the word to other drivers in your household.

You might be wondering why an electricity delivery company cares about distracted driving.

For one thing, it's a lesson that's important to our employees. The people of PPL Electric Utilities drive roughly 14 million miles over the course of a calendar year, and we expect them to do so in a safe and focused manner. Our safety policies prohibit the use of hand-held electronic communications devices while driving, and require employees to keep the devices put away to avoid distraction.

For another, we want our customers and their families to be safe – not just when they're around electricity, but at all times. We care about the people we serve.

And, still another: Distracted driving is such an avoidable and unnecessary problem. Think about it. Is *any* text message, email or social media update really so important as to be worth risking an accident? Is there really anything someone might have to say that can't wait until you can get your car to a safe place and put it in Park?

We're pretty sure the answer to those questions is "no." We hope you'll agree. And, we hope you'll act on it, by putting electronic devices away when you're behind the wheel and urging those you love to do the same.

Scavello Appointed Chairman of Senate Community, Economic and Recreational Development Committee

Senator Mario Scavello (R-40) has been appointed Chairman of the Senate Community, Economic and Recreational Development Committee for the 2017-18 legislative session by Senate President Pro Tempore Joe Scarnati (R-25).

The committee oversees state initiatives designed to boost community development and spur job creation, as well as regulations governing the gaming industry within Pennsylvania.

"I am grateful to be appointed Chairman of the Senate Community, Economic and Recreational Development Committee and look forward to exploring ideas to promote economic development, tourism, job creation and most importantly, to increase economic growth and the health of our communities," said Scavello. "In addition, gaming is providing funds to the state and local communities, and the committee will work to ensure that it continues to do so in a responsible manner."

Coming from an area that has a robust tourism industry, Senator Scavello indicated his desire to boost tourism across the Commonwealth and market the many attractions and natural beauty that Pennsylvania has to offer.

Ear, Nose and Throat Practice Opens in Tamaqua



Dr. Jarrod A. Keeler

St. Luke's University Health Network, in its ongoing effort to offer the easiest access to excellent health care, announces the opening of St. Luke's Miners ENT which is located at 120 Pine Street in Tamaqua.

The practice offers first-of-its-kind ear, nose and throat care in the St. Luke's Miners Campus area. Services include treatment of allergies, disorders of the throat, head and neck, ear infections, hearing loss, ringing in the ears and disorders of the sinuses, and more.

One of the newest physicians to offer services there will be ENT specialist Dr. Jarrod A. Keeler who graduated from

the University of South Florida College of Medicine in 2010, served an internship and a residency at Duke University Medical Center from 2010 through 2015, and was fellowship trained at Stanford University.

New patients are welcome to call 570-645-1580 for information or to make an appointment.

Dr. Jamie Thomas Named to Additional Vice Presidency at St. Luke's



Jamie L. Thomas, DO

St. Luke's University Health Network proudly announces Jamie L. Thomas, DO, has been named Vice President of Medical Affairs at the St. Luke's Hospital - Warren Campus. In this role, Dr. Thomas will focus on medical staff relationships, the quality and efficiency of clinical operations, patient experiences and clinical programming opportunities.

Less than a year ago, Dr. Thomas was named Vice President of Medical Affairs at St. Luke's Monroe Campus. She will continue in that position, as well.

A distinguished physician who has been a key member of St. Luke's Interventional Radiology team since 2007, Dr. Thomas has been closely involved with the St. Luke's Hospital - Warren Campus since the very beginning of that campus's journey with St. Luke's on February 1, 2012.

Dr. Thomas is also the medical director of St. Luke's Warren Campus's vascular lab. For the past several years she has worked on key strategic initiatives with Warren Campus President Scott R. Wolfe and former VPMA, Ed Gilkey.

Dr. Thomas earned her medical degree from Midwestern University in Downers Grove, Ill., and spent her internship and residency at Saint Francis Hospital in Evanston, Ill. She completed a Fellowship in Interventional Radiology at the University of Chicago Hospitals.

Licensed to practice medicine in New Jersey and Pennsylvania, Dr. Thomas is a Certified Physician Executive, and currently is an MBA candidate at the Isenberg School of Management at the University of Massachusetts in Amherst.

Dr. Thomas is married to Dr. Peter Thomas, a trauma surgeon and medical director of the Trauma Program at St. Luke's University Hospital - Bethlehem. The Thomas's live in Coopersburg with their three children, Andrew, Hallie and Alex.

Lehigh Valley Hospital-Pocono Welcomes Baby New Year

As the region's only hospital to offer labor and delivery services, Lehigh Valley Hospital-Pocono rang in the New Year with Monroe County's first, official newborn of 2017 at 8:30 a.m. on Monday, January 1, 2017.



Jimmy Alfredo Hernandez, son and first-born to husband Jexy Hernandez and wife Mery Castellon de Hernandez of Stroudsburg, was welcomed into the world in the labor and delivery department of Lehigh Valley Hospital-Pocono on the first day of the New Year 2017. "It was a wonderful experience," said father Jexy, "All the staff has treated us like family - anything you need they are prepared."

From left: Mother, Mery Castellon de Hernandez; Father, Jexy Hernandez; and RN, Melissa Yetter of the Mother/Baby Unit accompany Baby New Year Jimmy Alfredo Hernandez

Mery was due to deliver on December 30, 2016 and arrived to Lehigh Valley Hospital-Pocono after experiencing contractions. Jexy and Mery knew they were having a boy and were very excited. When asked if they could describe their experience in one word Jexy said, "Amazing."

Jimmy Alfredo was given his name in honor of two members of Jexy and Mery's family. Jimmy - the name of Jexy's late brother - and Alfredo - the name of Mery's father. "When my brother was alive we told each other we would name our children after each other. I kept that promise."

Jexy and Mery, originally from El Salvador, moved to Stroudsburg, Pennsylvania in 2010. Jexy makes his living by running his own home-remodeling company, Hernandez Brothers, based in Stroudsburg while Mery will assume the role of stay-at-home mom. The two plan on having another child in the near future, "We will absolutely come here again for the birth of our second child," said Jexy.

All parents who entrust the delivery of their newborn to Lehigh Valley Hospital-Pocono receive a special meal compliments of Metz Culinary Management with the choice of stuffed chicken, New York strip steak, mushroom ravioli, or crab-stuffed flounder and a bottle of sparkling apple cider along with other beverages, salad, soup, and dessert. Parents also receive a boy or girl stuffed teddy bear, blankets, and for Baby New Year, an infant car seat.

The Hernandez family wasn't the only one to grow on January 1st as Lehigh Valley Hospital-Pocono did too, having celebrated the completion of its merger with Lehigh Valley Health Network on the same day. With both celebrations happening simultaneously, it is the hope of a newborn in the New Year that makes our coming of one more

momentous.

In 2016, Lehigh Valley Hospital-Pocono delivered nearly 1,000 babies. It has also been the recipient of nationally-recognized awards for its labor and delivery services by Healthgrades including its recent naming as a Center of Excellence in Minimally Invasive Gynecology by the Advancing Minimally Invasive Gynecology Worldwide and Surgical Review Corporation.

St. Luke's Cancer Program Again Earns Accreditation With Commendation

St. Luke's University Health Network has earned another three-year Accreditation with Commendation as an Integrated Network Cancer Program (INCP) from the Commission on Cancer of the Chicago-based American College of Surgeons (CoC). The Network also earned Accreditation with Commendation in 2004, 2007, 2010, and 2013.



St. Luke's University Health Network's Anderson Campus Cancer Center

To earn the voluntary CoC accreditation, a cancer program must meet or exceed 34 CoC quality standards, be evaluated every three years through a survey process and maintain levels of excellence in the delivery of comprehensive patient-centered care. The Commendation component is only awarded to a facility that exceeds standard requirements in several categories at the time of the triennial survey.

Conducted last October, the survey noted excellence in multiple categories that included accuracy of data and public reporting of outcomes. Commendation in five of the 34 categories means St. Luke's earned silver commendation status, a challenging accomplishment.

"I am very proud of our team," says Joe Pinto, Vice President, Network Operations, St. Luke's University Health Network. "Each day our dedicated, talented group of cancer experts and support staff focus on making sure our patients receive the most appropriate, comprehensive care with the goal of outcomes and saving lives."

To be considered an INCP, an organization must have multiple facilities providing integrated cancer care and comprehensive services. All facilities that are part of the network must be CoC-accredited cancer programs. Each entity of the INCP meets performance expectations of quality measures and participates in cancer-related clinical research.

"We are extremely honored to receive approval with commendation from the CoC," says Lee B. Riley, MD, PhD, FACS, Medical Director, Oncology Clinical Integration, St. Luke's University Health Network. "It speaks volumes about the quality of cancer care provided and the unwavering commitment of St. Luke's cancer care team. Mostly, we are proud that our patients can easily access high-quality cancer care right here in our community."

Multidisciplinary Approach to Treating Cancer

Because it is a CoC-accredited cancer center, St. Luke's takes a multidisciplinary approach to treating cancer as a complex group of diseases that requires consultation among surgeons, medical and radiation oncologists, diagnostic radiologists, pathologists and other cancer specialists. This multidisciplinary partnership results in improved patient care.



St. Luke's University Health Network's Bethlehem Campus Cancer Center

"Cancer is a very complex disease requiring multidisciplinary care," says Dr. Riley. "Our affiliation with the Commission on Cancer continually helps us improve and grow our already extraordinary cancer program, assuring we provide all of the necessary clinical and psychosocial support our patients require."

Like all CoC-accredited facilities, St. Luke's maintains a cancer registry and contributes data to the National Cancer Data Base (NCDB), a joint program of the CoC and American Cancer Society (ACS). This nationwide oncology outcomes database is the largest clinical disease registry in the world. Data on all types of cancer is tracked and analyzed through the NCDB and is used to explore trends in cancer care. CoC-accredited cancer centers, in turn, have access to information derived from this type of data

analysis, which is used to create national, regional, and state benchmark reports. These reports help CoC facilities with their quality improvement efforts.

CoC surveyors noted that St. Luke's is a "high-quality program...that provides excellent service, particularly in genetics, palliative care and clinical research, including immunotherapy."

"Overall," it stated, "St. Luke's has an exceptional program with exceptional people."

NCC Announces Partnership to Benefit Nonprofit Professionals

Northampton Community College (NCC) and The Nonprofit Center at LaSalle University's School of Business have announced a partnership that will provide classes through NCC that emphasize best practices in all aspects of nonprofit governance, leadership and operations. The series of classes culminates in a management certificate specific to nonprofit organization.

Beginning with the first workshop on February 9, 2017 – Nonprofit Management 101 -- Lehigh Valley residents will be able to take advantage of this unique educational opportunity through NCC's Center for Business & Industry (CBI) at 511 E. Third Street in Bethlehem. In addition to classes in the fundamentals of nonprofits, the curriculum includes webinars on social media, orientation classes for new executive directors and supervisors, and periodic roundtables to convene representatives from the sector to brainstorm on trending issues. Courses may also be taken individually, and include:

- Nonprofit Management 101
- Effective Nonprofit Governance: How Boards Should Work
- Keys to Successful Strategic Planning
- Effective Communication to Build Relationships, Engagement & Understanding
- Evaluating the Impact of your Programs
- Fundamentals of Human Resources
- Foundations of Financial Management
- Building a Successful Marketing Program
- Fundamentals of Fundraising
- What Makes a Superior Leader? Creating and Mastering a Successful Leadership Style

The certificate program complements NCC's Leadership Lehigh Valley, a series of 12 sessions over 10 months that teaches business professionals how to be leaders at work and in the community. It also encourages personal development that will potentially inspire participants to take on projects, be part of community organizations, and motivate others to achieve great things in the Lehigh Valley.

For detailed course information and to register, visit www.northampton.edu/lifelearn. For questions, call 610-332-8678 or email cbi@northampton.edu.

Kathy Louis, Well-Known Name in Pocono Real Estate Joins Better Homes and Gardens Wilkins & Associates



Kathy Louis

Thomas R. Wilkins, CEO, is pleased to announce the addition of Kathy Louis, Associate Broker, to the Better Homes and Gardens Wilkins & Associates family. A lifelong resident of Monroe County, Louis has been a licensed realtor since 1984 and as a broker since 1994. With more than 30 years of experience to offer clients, customers, buyers and sellers, Louis will definitely be an asset to Wilkins & Associates. Louis founded Kathy Louis Real Estate in 1997 and owned

and operated the business until she recently sold the business. "Kathy sold her business and was looking for a place to call home. While Louis had an extremely success business, the primary focus was REO work, and that went with her business. Kathy wanted to get out of the REO business, which is very demanding, and into regular and higher end home sales. Kathy is a perfect match for us," said Wilkins. "Kathy doesn't want the headache of owning her own business or management. Kathy simply wanted to get back to what she does best – list and sell homes built on 30-plus years of being in business."

From 1977 through 1987, Louis ran family owned Naomi Cottages, a smaller upscale resort catering to couples and families. Louis' duties included; advertising, management of the resort, reservations, bookkeeping, marketing, payroll, and all other phases of resort operations. "Naomi Cottages was a very prestigious cottage-style resort in the Cresco/Mountainhome area," said Wilkins. "In its day, Naomi Cottages was the place to be, and she ran the whole complex."

In addition to Louis' real estate sales and business experience, she has an extensive background in real estate education, and has earned two prestigious designations – GRI, which includes taking courses GR I, II, and III; and ABR, which stands for Accredited Buyer Representative. She facilitated four training programs – FastStart, tech skills, buyer and brokerage workshops - for Coldwell Banker back in the 90s that is still in use today. "With her training courses and workshop skills, we are going to utilize Kathy in that capacity because she has the patience of a saint," said Wilkins. "Kathy will do some teaching for us, which as everyone knows, the Wilkins organization is

really big on.”

When it came time to choose a new company to work with, the choice was easy for Louis. “I’ve known Tom Wilkins my entire real estate career. He was my first manager when I started my full time career at Coldwell Banker Phyllis Rubin Real Estate 30 years ago in Mount Pocono. He was new too so we all learned our way together. About four years ago when my husband passed away, Tom and Christine came to his funeral and were so wonderful to me. It touched me that they came,” said Louis. “About a year ago when I was thinking about selling my company, I went to Tom and he gave me such good guidance and ideas. I sold my company to one of my agents in May 2016, but as months went on I knew it was time for me to move on. Tom was my first and only call. He was so excited about me joining Better Homes and Gardens Wilkins & Associates and welcomed me with open arms.”

Once Louis began meeting the other agents and staff and learning all about BHG, she realized just how welcomed she was by all and how excited she was about all BHG has to offer. “I cannot tell you how welcomed I felt by everyone,” said Louis. “The marketing at BHG is beyond anything I have ever seen in my real estate career, including Coldwell Banker. I can’t wait to share all this with my customers and clients. Superior to most for sure and I love what I do.”

Louis plans to teach at BHG, and get into relocation side of real estate, as well. “I love watching agents become more knowledgeable and confident when meeting with sellers and buyers and giving them the tools to do so. The training I’ve developed offers them the basic skills to conduct their real estate business with confidence. This training is not only about forms, but about how agents present themselves and their company to customers in order to secure the business,” Louis said. “I have never been involved in the relocation part of my business career but very excited to learn more about it. There is always so much to learn if we are open and remain teachable, and I am willing to learn.”

Lehigh Valley Hospital–Pocono Nurse Battles the Flu for Over 20 Years **Jane Haney, LPN, administers over 56,000 flu shots**

Flu season – it has been declared as a time of the year that most of us dread with increased cold-like symptoms, avoiding contact with others, and for some, taking extreme precautions by wearing protective masks.

According to the Pennsylvania Department of Health, there has been statewide reporting of increased influenza activity and severe illness over the course of the last two weeks. During a time that puts most of us at high risk for illness, Jane Haney, LPN at Lehigh Valley Hospital–Pocono’s (LVH–P) Occupational Medicine Program, calls it, “My fun time of the year to help prevent people from illness.”

Haney graduated first in her class from the former Lehigh County Community College’s LPN nursing program in 1981. She then immediately began her nursing career at what was then Pocono Medical Center in 1982. In 1997, Haney transitioned to her current role within LVH–P’s Occupational Medicine Program.

“I can’t wait until the next year,” Haney says. “I get to be on the road, get out and into the workplaces, and meet people in the community.”

During her time in the Occupational Medicine Program, Haney alone has administered over 56,000 flu shots at more than 27 employers throughout Monroe County.

“I only want Jane to come give flu shots here,” says Rosemary Driebe-Olofsson, Chairman of Pocono ProFoods.

Pocono ProFoods, located on Route 191 in Stroudsburg, is one of Haney’s clients through LVH–P’s Occupational Medicine Program. Driebe-Olofsson understands the importance of providing her associates access to onsite flu shots.

“As a company, we feel it is important to offer this to our associates free of charge because we want to ensure they are healthy,” Driebe-Olofsson says.

Every year, Haney prepares for the flu season as early as August. She rises every day at 4 a.m. and is on the road by 5:30 a.m. to head toward her scheduled employers for the day.

Another client of Haney’s is Weiler Corporation, an industrial equipment supplier in Cresco. Weiler Corporation employs close to 400 employees of which Haney is the sole provider of the employer’s flu shots.

“She’s amazingly dependable and full of energy,” says Nancy Nietz, HR Business Partner, Manufacturing of Weiler Corporation.

While most may be aware that flu season starts in October, it actually extends as far into the year as the month of May, which leaves a large gap of vulnerability to the flu.

In the Pennsylvania Department of Health’s January report, it advised that clinicians should encourage all patients who have not yet received an influenza vaccine this season to be vaccinated against the flu.

“Vaccination is the proven way for preventing influenza,” says Susheer Gandotra, MD, Medical Director of Infectious Disease at LVH–P. “Besides that, use measures like washing hands frequently with soap or hand sanitizer, covering your cough, eating healthy and exercising to stay healthy and avoid cold and flu this season.”

“I rather be a 1 in a million side effect than a 1 in ten thousand hospitalized or possibly even dead,” Haney says. This philosophy goes hand in hand with her reasoning for starting vaccination as early as September, which gives her

patients a few weeks before October for their body to build immunity against the virus.

The Centers for Disease Control and Prevention conducts safety activities each year to prepare for the upcoming year's vaccination. These activities consist of a vaccine adverse effect reporting system, a clinical immunization safety assessment, vaccine safety data link and an emergency preparedness for vaccine safety.

2016 Project One Step Check Presentation



Pocono Alliance Board Member, David Bechtel and Executive Director, Michael Tukeva present checks to the beneficiaries of the Project One Step Concert.

On December 20th over \$7300 was divided evenly to Pleasant Valley Ecumenical Network, Bushkill Outreach, Five Loaf House and Pocono Alliance's Bridges Out of Poverty Program. The funds were raised at the Project One Step Concert in November. The purpose of the concert is to unite people of faith while lifting up people in need, providing non-profits with greater support to serve the community and offer encouragement to individuals and families. Since 2013, Project One Step concerts have raised \$42,000 for area non-profits that provide basic needs and self-sufficiency training.

Nearly 300 people attended the concert and were greeted by feature artist Mary McDonald and a community choir and orchestra of over 100 individuals. For more information on future concerts, visit www.projectonestep.org or call 570-476-4223.

Pocono Raceway Honored By NASCAR

Pocono Raceway was presented with the Innovation Award, Tuesday during the annual NASCAR Summit presented by American Medical Response.

The three-day summit, which featured more than 30 general and discipline-specific breakout sessions that addressed topics ranging from weather contingency planning to incident scene management, concluded with track ser-

vices, medical and security awards.

Pocono Raceway took home the Track Services Innovation Award which is presented annually to the individual or group that displays the ability to create or adapt tools, processes or solutions that address a problem/concern shared by multiple tracks.

Faced with the adversity of rain and postponements in every major event weekend, Pocono Raceway management and staff worked through staffing issues and with surrounding tracks to create a foundation for a form of mutual aid agreements for the region. It is this forward thinking, working out of the ordinary operations to execute a successful weekend event.

"We know we have a great staff, a staff that can handle adversity, a staff that puts safety first and a staff that is working extremely hard to create exciting experiences and lifelong memories and it's always a tremendous point of pride when others recognize that," said Pocono Raceway President & CEO Brandon Igdalsky.

Pocono Raceway Vice President/Track Superintendent George Ewald, Senior Director of Facility Operations Kevin Henry, Fire Chief Dave Richards and Operations Administrative Assistant Starr Warner were on hand to collect the award.

This marked the second consecutive year Pocono Raceway was honored. Last year, Ewald was chosen for the Excellence In Track Services Award for career contributions in the areas of track services.

Pocono Raceway will host seven major events in 2017, including two NASCAR and one Verizon IndyCar Series weekend. Tickets can be purchased on-line at www.poconoraceway.com, by calling 1-800-RACEWAY or in person at the Pocono Raceway Ticket Office.

Earlier, Pocono Raceway announced the Worry-Free Weather Guarantee that ensures fans that purchased Sunday tickets in advance directly from Pocono Raceway will be reimbursed the face value if weather postpones the race and they are unable to make the re-scheduled event. Additional information can be found at www.poconoraceway.com/guarantee.

Scavello, Scarnati Introduce Measure to Modernize PA History Code, Preserve Items

Senator Mario Scavello (R-40) and Senate President Pro Tempore Joe Scarnati (R-25) introduced legislation Monday to update laws governing Pennsylvania historic preservation.

The legislation, introduced as Senate Bill 178, will amend Title 37 (Historical & Museums) of the Pennsylvania Consolidated Statutes. This legislation has several key provisions to update and modernize the History Code.

"Preservation of historical items, properties such as buildings, landscapes and other components of historical sig-

nificance is essential. Pennsylvania has a rich and vibrant history and we must do all we can to ensure that our heritage is preserved for future generations,” Scavello said.

“I am pleased to join Senator Scavello in introducing this important initiative to improve the way we preserve history for future generations,” Scarnati said. “This legislation will ensure that more state residents have access to historic documents and public records and will take a needed step to bring our policies and procedures up to date.”

Key provisions of the measure include:

Adding definitions for Archival Records, the State Archives and State Archivist.

Removing language on the operation of the Conservation Center which the Pennsylvania Historical and Museum Commission (PHMC) no longer operates.

Modernizing the sale and disposition of property as well as adding language on abandoned property on loan to the PHMC.

Including language that the State Archives shall be the official repository for the permanent and historically valuable public records of the Commonwealth.

Adding a new section on the protection and recovery of historical Commonwealth and local government records.

Opening access to older public records after 75 years, unless specifically prohibited by law.

Removing from Title 37 certain historical properties that the PHMC either has transferred or sold to other entities.

Pocono Arts February 2017 Studio Classes

The Pocono Arts Council will offer the following classes during the month of February. Classes, unless noted otherwise, are held at the Pocono Arts Cultural Center, 18 N. Seventh St., Stroudsburg. To register call PoconoArts at 570-476-4460 or register online at www.poconoarts.org.

Oil Painting

Instructor John McAllister

February 2, 9, 16, 23, Thursdays 6:30-8:30pm

This ongoing workshop focuses on the individual, helping them to develop their own personal style and technique working with the oil medium. Learn how to develop your painting by understanding drawing and composition, light and shadow, color, preparation of materials and the application of paint. Working at your own pace, you pick the subject while the instructor guides you through the painting process.

MATERIALS LIST

Tuition: Member \$75/Non-Member \$85: Senior Member \$65/Non-Member \$75

Intermediate Watercolor

Instructor Iraina Caramelli

Come join us in this ongoing watercolor journey and discover the flexibility of this wonderful medium. We will cover composition, form, shapes and definitely color!!! Students can work from photos that they have taken or utilize the still life that will be set up during each workshop. A very free approach will be explored where your creativity takes wing. JOIN THE JOURNEY!

MATERIALS LIST

Tuition: Member \$100/Non-member \$110: Senior Member \$90/Non-member \$100

Acrylic Workshop

Instructor Maria Ferraris

4 weeks, February 7, 14, 21, 28, Tuesday 1-4pm

This workshop will focus on simple and basic techniques. Each student will experience the opportunity to develop their own style and technique with acrylic paint. Students will learn the importance of the use of drawing as guidance in artwork and also these of light and shadow with color. Each individual will work at their own pace and the instructor will guide them through the process and answer any questions they may have. Two themes will be presented to work from.

MATERIALS LIST

Tuition: Member \$100/Non-Member \$110: Senior Member \$90/Non-Member \$100

Drawing Workshop

Instructor John McAllister

Tuesdays 6:30-8:30pm

February Classes 7, 14, 21, 28

Never taken a drawing class before? Feel rusty or simply lack confidence? This course is for you. Beginning with a simple contour, you will use line to discover a variety of shapes and forms from a still life to the human figure. The foundational and formal aspects of sketching and drawing will be demonstrated. Explore the steps in drawing from an idea to a sketch to a completed drawing.

MATERIALS LIST

Tuition: Member \$75/Non-Member \$85: Senior Member \$65/Non-Member \$75

Building a Painting

Instructor Linda Stockman

3 weeks, February 13, 20, 27, Mondays, 6:30-8:30pm

In this three week workshop the focus will be how to “build a painting”. Composition, design, color, highlight and shadow will be explained. The basics of painting will be discussed so that you will be able to create your own masterpiece.

MATERIALS LIST

Tuition; Member \$60/Non-Members \$70: Senior Member \$50/Non-Member \$60

Animation Workshop

Instructor Linda Stockman

One Day, February 18, Saturday, 1-4pm

In this workshop students will discuss and practice making subject matter, whether it be animals, people or even architecture more animated. Discover how making subtle

changes in your drawing can take your subject to a whole new world.

MATERIALS LIST

Tuition: Members \$25/Non-Members \$30

PoconoArts classes fill on a first come, first serve basis. Placement in a course is secured when payment in full is received. If PoconoArts must cancel a class due to low enrollment, students will be notified prior to the scheduled start date of the class and full refunds will be issued. Tuition refunds will be honored if received ten days prior to the beginning of a class/workshop. PoconoArts will not refund or reduce any class fees for missed classes or late enrollment. The Pocono Arts Council is a local arts service organization serving Monroe, Pike and Wayne counties.

Free tax filing offered by United Way through H&R Block

United Way of Monroe County encourages local residents earning \$64,000 or less to keep more of their hard-earned money this tax season by accessing valuable tax credits and using a free, online tax preparation service, powered by H&R Block in partnership with United Way.

“We recognize that affordable tax preparation services are out of reach for many in our community,” said President and CEO of United Way of Monroe County, Michael Albert, “In addition to the savings derived from using this service, taxpayers can reduce the amount of income tax they pay by claiming valuable credits, including the Earned Income Tax Credit (EITC) for which United Way has been a strong advocate. We know that tax refunds help many in our community achieve greater financial stability, and we want to help them keep more of what they earn.”

MyFreeTaxes is an H&R Block premium product. It provides free online federal and state tax preparation and filing assistance to individuals or families with incomes of \$64,000 or less in 2016. The easy-to-use, interactive computer program is convenient – prepare taxes at home, at the office, or on a smartphone - wherever an internet connection is available – saving time and the cost of purchasing commercial tax products. Included is information about valuable tax credits which many are not familiar with, such as the Child Tax Credit (CTC) and the EITC.

MyFreeTaxes is provided by United Way through tax filing software powered by H&R Block. Free tax support is available by phone, email or online chat support in English and Spanish by IRS-certified specialists. Go online to: www.MyFreeTaxes.com to file your taxes for free. For more information about United Way of Monroe County, to get involved, or to support United Way's new Impact Initiatives, visit www.unitedwaymonroe.org. If you or someone you know needs community assistance, contact *PoconoInfo* at www.poconoinfo.org or call (570) 517-3954.

GOOD SHEPHERD REHABILITATION OPENS INPATIENT UNIT AT ST. LUKE'S MONROE CAMPUS

Good Shepherd Rehabilitation Network recently celebrated the opening of a 12-bed inpatient rehabilitation unit at St. Luke's Monroe Campus with an open house to welcome Good Shepherd staff to their new 13,000-square-foot space.

The open house for Associates was held before the unit opened on Thursday, January 5. On the same day, St. Luke's Monroe County celebrated its 1000th patient admission. The inpatient unit began admitting patients on Friday, January 13.



Good Shepherd Rehabilitation Network recently celebrated the opening of a 12-bed inpatient rehabilitation unit at St. Luke's Monroe Campus.

The Good Shepherd unit provides inpatient rehabilitation for patients who have experienced stroke, major-multi traumas, complex joint replacements, amputation, severe arthritis, multiple sclerosis and other physical and neurological conditions. Good Shepherd Rehabilitation at St. Luke's Monroe Campus offers specialized rehabilitation care in beautifully-appointed private rooms and is the most comprehensive unit of its type in the Monroe County area. Services include neurorehabilitation, physical and occupational therapy, speech/language therapy, oncology rehabilitation and psychological services.

The unit operates under the Good Shepherd Rehabilitation Hospital license.

The 4th Annual Paint the Mountain Pink day benefits the Hope for Strength Breast Cancer Fund

For the fourth year, Paint the Mountain Pink breast cancer event is being held at Shawnee Mountain Ski Area. It is being held Saturday, February 4, 2017, starting at 9:00 a.m. “We are so grateful to have Shawnee Mountain's support. Together we can increase awareness of cancer prevention and raise funds for patient needs. This year the grand raffle prize is a Ski & Stay package from Killington Mountain Lodge, Killington, Vermont. Tickets are \$10.00 each. The drawing will be held at 4:00 p.m. and the win-

ner does not need to be present to win. For raffle tickets (available in advance and onsite) and a complete list of raffle prizes, go online to hopeforstrength.com,” states Carole’ Ann F. Bowyer, co-founder, *Hope for Strength Breast Cancer Fund*.

The first 200 lift ticket purchasers will receive a FREE bandana compliments of Shawnee Mountain Ski Area.

The purpose of the Fund is to minimize the financial and emotional impact of breast cancer diagnoses and treatment. The *Hope for Strength Breast Cancer Fund* will provide up to \$500 to both male and female breast cancer patients of the Dale and Frances Hughes Cancer Center for basic living expenses. For more information, visit www.hopeforstrength.com.

Contact Carole’ Ann F. Bowyer at hopeforstrength2012@gmail.com or call 570-977-0872 for more information about the Fund and to learn how you can help make a difference.

Riley and Company

The “manufacturers’ deduction” isn’t just for manufacturers

The Section 199 deduction is intended to encourage domestic manufacturing. In fact, it’s often referred to as the “manufacturers’ deduction.” But this potentially valuable tax break can be used by many other types of businesses besides manufacturing companies.

Sec. 199 deduction 101

The Sec. 199 deduction, also called the “domestic production activities deduction,” is 9% of the lesser of qualified production activities income or taxable income. The deduction is also limited to 50% of W-2 wages paid by the taxpayer that are allocable to domestic production gross receipts.

Yes, the deduction is available to traditional manufacturers. But businesses engaged in activities such as construction, engineering, architecture, computer software production and agricultural processing also may be eligible.

The deduction isn’t allowed in determining net self-employment earnings and generally can’t reduce net income below zero. But it can be used against the alternative minimum tax.

How income is calculated

To determine a company’s Sec. 199 deduction, its qualified production activities income must be calculated. This is the amount of domestic production gross receipts (DPGR) exceeding the cost of goods sold and other expenses allocable to that DPGR. Most companies will need to allocate receipts between those that qualify as DPGR and those that don’t — unless less than 5% of receipts aren’t attributable to DPGR.

DPGR can come from a number of activities, including the

construction of real property in the United States, as well as engineering or architectural services performed state-side to construct real property. It also can result from the lease, rental, licensing or sale of qualifying production property, such as:

- Tangible personal property (for example, machinery and office equipment),
- Computer software, and
- Master copies of sound recordings.

The property must have been manufactured, produced, grown or extracted in whole or “significantly” within the United States. While each situation is assessed on its merits, the IRS has said that, if the labor and overhead incurred in the United States accounted for at least 20% of the total cost of goods sold, the activity typically qualifies.

Contact us to learn whether this potentially powerful deduction could reduce your business’s tax liability when you file your 2016 return.

Submitted by Paul V. Conforti, Managing Shareholder

(cont’d from front cover)

Institutional Logo

The new institutional logo is a bold, updated version of the previous logo, intended to transcend the University’s proud history and traditions and signify a current relevance to our region. With the addition of a new color, ESU’s official palette is now red, black and silver complemented with white, and the design is reflective of the outstanding campus community of students, faculty and staff, alumni and friends. The banner shape, similar to that of banners displayed during commencement ceremonies, signifies ESU as a leader in education. The new mark is aligned with the University’s guiding principles; to remain a challenging, contemporary and scholarly community that is unique, innovative and deeply embedded in the Pocono Mountains.

The previous logo was first used in 1993 to mark the centennial of ESU’s founding. The new logo enables the university to refresh the brand presentation to function significantly better across all digital media platforms while also aligning much better with what ESU is today and what ESU aspires to be tomorrow.

Athletics Logo

The new institutional logo aligns with the new athletic logo in shape, color and typography. In the past, the two logos had little in common.

ESU athletic teams have been identified as the Warriors since 1932. In the two decades since retiring all Native American imagery in compliance with NCAA requirements, the ESU Warriors have had a limited visual identity.

ESU's new athletic mark gives the Warriors an identity that is confident, bold and eager to champion the University. Multiple versions of the marks will be available for merchandise across ESU's color palette (black, red, silver), giving Warriors fans plenty of options to support their favorite student-athletes and teams.

ESU's CORE team made recommendations based on data that was provided by the Pottsville-based firm Joe Bosack and Co., the selected vendor for this work. Joe Bosack & Co., has developed brand identities for nearly 100 colleges and universities across the country. Bosack and team also worked with the NCAA to redesign the association's championship logos, including the identity for the Final Four.

More information about the new logo and frequently asked questions about the brand can be found at esu.edu/new-brand.

The Big Reveal

To support ESU's new identity, a new mascot was revealed at an event on Tuesday, January 24 at 7 p.m. in Koehler Fieldhouse. The event was open to the campus and local community members at no cost, and featured nearly 300 members of the campus community. There were performances by the ESU Marching Band, Step Team, Dance Team, Musical Theatre Organization, Vocal Variations (ESU's acapella group) and more! For further information on ESU's new brand identity, contact Friday at (570) 422-3455 or at bfriday@esu.edu.

United Way of Monroe County seeking applications from qualified 501c3 non-profits serving Monroe County

United Way of Monroe County is seeking applications from qualified 501c3 non-profit organizations serving Monroe County for the implementation of specific and targeted programs that align with United Way's new Impact Initiatives (Enhancing Food Access; Supporting Working Families; Providing a Safety Net; and Connecting our Community) with the overarching goal of supporting the financial stability of individuals and families in Monroe County.

To view the full Request for Applications or to apply, visit: www.unitedwaymonroe.org. Deadline: Feb. 13, 2017.

According to President and CEO of United Way of Monroe County, Michael Albert, "Monroe County's high cost of living and relatively low wages creates a situation where regular people are having trouble getting by. With half of all renters in the county spending more than a third of their income on housing, other need areas such as food, child care and healthcare are suffering," said Albert. "If we focus our efforts and unite to improve the financial stability of individuals and families in the community, we can actually start to 'move the needle' on issues affecting those who are struggling."

Dollars raised through United Way of Monroe County's 2016 Campaign (ending in March of this year) will be used

to invest in critical programs that address these critical issues. Online applications are due by February 13 and will be reviewed by volunteer panels with support from United Way's Community Investment Committee. Agencies can apply under any of the four Impact Initiatives:

Enhancing Food Access aims to engage the more than 50 supplemental feeding programs in the county to work together to improve the quality and efficiency of food access in county.

Supporting Working Families focuses on programs that break the cycle of poverty by investing in education and workforce development, while also empowering and enabling parents to maintain a flexible working environment that raises the possibility of increasing their families' earnings.

Connecting our Community focuses on programs that guide individuals and families through the complicated processes of accessing federal, state and local services; and

Providing a Safety Net supports community members who have fallen through the cracks and are in need of immediate assistance - ensuring that those in desperate need have access to support when they need it most.

**Business Card Exchange
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**We are also looking for a
business who would like to
host a Business Card
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**Please contact
Pat Metzgar at the
Chamber at 570.421.4433**

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Double Bottle Basket
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Color Run

**May 7, 2017
11 a.m.
Shawnee Mountain Ski Area
401 Hollow Road
Shawnee-on-Delaware PA**

**Get doused in color
while you support
Summit School of
the Poconos in Monroe
County's first Color Run.**

**Bring the whole family!
A fun 5k run/walk for all
No time limit
Go at your own pace
Strollers & wheelchairs
are welcome**

Register Online (Registration Deadline 4/21/17)
(Register by 4/7/17 to guarantee a Color Run t-shirt)
www.MSCRshawnee.eventbrite.com



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Business Card Exchange

2969 Rt. 940

Mt. Pocono, Pa 18344

Thursday, March 16th - 5:30-7:30

For Directions: 1-877-793-2231

RESERVATIONS A MUST! NO WALK INS!

Free for Chamber members, \$30 non members

For reservations, contact the Chamber at 570.421.4433 or email

*mconway@greaterpoconochamber.com or
pmetzgar@greaterpoconochamber.com*



Shepherd's Maternity Home

of Monroe County
A program of Catholic Social Services

"A Celebration of Life"

15th Annual Benefit - Valentine's Celebration

Sunday, February 12, 2017 2:00-6:00 PM

Ridgecrest at Stroudsmoor Country Inn, Stroudsburg, Pennsylvania

Afternoon Program:

Social Hour with hors d'oeuvres ♥ Silent Auction ♥ 2:00 PM

Dinner ♥ Program ♥ Silent Auction ♥ 3:00—6:00 PM

*Please join us to honor Most Reverend Joseph C. Bambera,
Bishop of the Diocese of Scranton*

As we Celebrate his service to Monroe County

Reservation Form

Dinner and Congratulatory AD Packages

- Gold Sponsor (\$600) Premium seating for table of 8, full-page ad
 - Silver Sponsor (\$550) Includes table of 8, half-page ad
 - Shepherd's Table (\$300) Includes seating for 4, half-page ad
 - Special Friend (\$150) Includes seating for 2, business card ad
 - Individual Tickets (\$60) Number of Tickets _____
 - I am unable to attend but would like to "Be a Shepherd" for \$100 * other donation _____
- * Be a Shepherd will be recognized in our Event Booklet*

Congratulatory AD Opportunities, without dinner tickets

- Full Page ad (8"x5") \$150 Half Page ad (4"x5") \$100 Business Card size ad \$50
- Email ads in JPG format to dbrezna@csswb.org*

Choice of Dinner:

Please make your selection(s) and specify number of each.

Chicken Bianco Vino _____ Salmon Susian _____ Special Diet _____

Number of persons attending _____

Name _____ Phone# _____

Amount enclosed \$ _____ Check # _____

Checks made payable to:

Shepherd's Maternity Home, 33 E. Northampton St. Wilkes-Barre, PA 18701



Reservations are required.

For further information please call 570-822-7118 x305 9-noon daily
Forms may be faxed to 570-829-7781



Business Card Exchange

The Business Card Exchange was held on January 9th at ESU's Kemp Library Jazz Lounge, and was well attended.



Business Card Exchange at Big A Grillehouse

The next Business Card Exchange will be held on Monday February 6, 2017 at St. Luke's Hospital Monroe Campus in Stroudsburg.

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

Free Seminar Series - January



Free Seminar Series Presentation on January 12, 2017

The "Free Seminar Series for Chamber Members Only" was held on January 12th at the Holiday Inn Express in Stroudsburg. The topic "Business Outlook for NE PA and How it Relates to Advertising Strategies" was presented by Bob Bee, General Manager at WBRE-TV. These seminars will be scheduled once a month, and will feature a different topic pertaining to business. For more information, or if you have a topic you would like to present, please contact the Chamber of Commerce at 570.421.4433.

Women in Business

The January Women in Business luncheon, sponsored by Kash, Fedrigan, and Belanger, was held at Peppe's Bistro in East Stroudsburg. Sarah Raley, Executive Director of Pinnacle P.R. Group, LLC, presented the topic entitled "Savvy Social Media Strategies for 2017"



Brandi Belanger, Jeff Kash, Kim Fedrigan - Lunch Sponsors

The February luncheon will also be held at Peppe's Bistro. The topic "How to Talk to the Media" will be presented by George Roberts, BRC-TV 13 News Anchor/Owner, George Roberts Production, and will be sponsored by Lehigh Valley Hospital Pocono.



Sarah Raley, Pinnacle P.R. Group - Topic Presenter

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 2015-2016 Membership Directory & Buyer's Guide. Please be sure to add this page to your copy of the Directory.

Five Rings Financial, LLC

Michelle Riegel
33 N. 7th Street
Stroudsburg, PA 18360
570.807.1193
570.421.7101
michelle.riegel@fiveringsfinancial.com
www.fiveringsfinancial.com

Financial Services

USH Advisors

Susan D. Schwentner
2100 Quaker Pointe Drive
Quakertown, PA 18951
484.464.1896
sdschwentner@gmail.com
www.usagent.com/susanschwentner

Insurance-Group Benefits

LK Heating & Cooling, Inc.

Lenny Kosyakovsky
116 Huntington Drive
East Stroudsburg, PA 18302
570.215.7008
lkheatingcooling@gmail.com

Contractors-Heating & Air Conditioning

Rose Rosa

Miriam Morazan
107 East Brown Street - Suite 400
East Stroudsburg, PA 18301
570.424.8181
miriam.morazan@yahoo.com
www.roserosa.com

Jewelers

TCC/The Cellular Connection

Dawn Guenin
1000 Premium Outlets Drive, Suite B-04
Tannersville, PA 18372
570.619.4010
dguenin@tccrocks.com
www.tccrocks.com

Wireless

The Beauty School

Tiffany Isaksen
6 Industrial Way, Bldg. E, Suite 16
Eatontown, NJ 7724
(LOC): 100 N. 8th Street, Stroudsburg,
PA 18360
908.902.0411
tiffanyi@thebeautyinstituteskp.edu
www.sscosmetologyschool.edu

Schools-Beauty

IMPACT



The Voice of Business since 1910

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Debi Cope - First Vice Chairman

Conrad Schintz - Treasurer

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Tom Sforza - Assistant Secretary

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Theresa Yocum

IMPACT

Visit us at 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>

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