

**Pocono Mountains Chamber of Commerce
Stroudsburg, PA**

IMPACT

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IMPACT

September 2003 VOL. 31, NO. 9

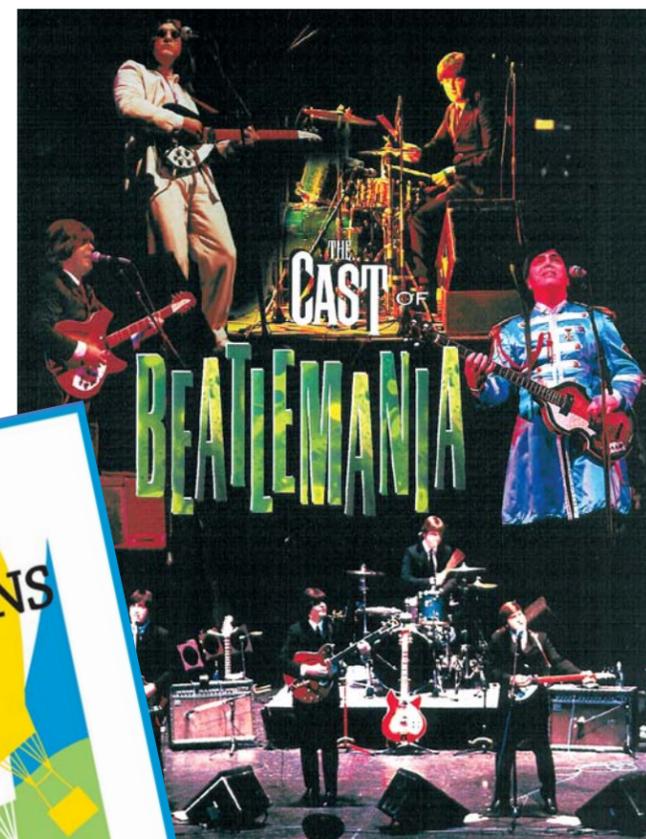
“CAST” of Beatlemania, Other Top Talent Coming to Balloon Festival

The Pocono Mountains Chamber of Commerce and the Shawnee Inn and Golf Resort announced that the “CAST” of Beatlemania will star in this year’s 19th Annual Shawnee’s Pocono Mountains Balloon Festival. The eagerly awaited weekend extravaganza will be presented on Friday, Saturday and Sunday, October 17, 18 and 19, 2003 at The Shawnee Inn and Golf Resort in Shawnee-on-Delaware, Pa.

“The 19th Annual Shawnee’s Pocono Mountains Balloon Festival represents one of the region’s most successful signature attractions,” says Robert Phillips, Chamber President and CEO. “Thousands arrive from all over Northeast Pennsylvania, New Jersey and beyond to experience this special event. The combination of exciting hot-air balloon launches with a fun-filled family festival during the breathtaking fall foliage period is unsurpassed for its beauty and spectacle.”

The 2003 version will be bigger and better than ever with three days of top musical talent on two stages, starring the “CAST” of Beatlemania, strolling performers, clowns, jugglers, magic and the new OktoberFest Bier Garten complete with a 14-piece German band. Visitors will enjoy non-stop music, fun and attractions, a wide range of culinary delights at the Shawnee Food Court, the family amusement park complete with

(Continued on page 2)



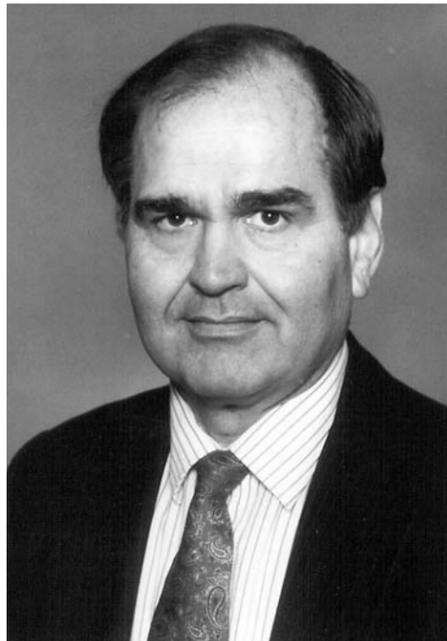
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Route To:

From the Chairman of the Board

As we rapidly approach the month of October, two significant events will occur. The first is the 19th Annual Balloon Festival at Shawnee Inn & Golf Resort on October 17, 18 and 19. There is no bigger way to celebrate the fall foliage season in the Poconos than to attend this ever-growing event. Come on Friday evening for the Balloon Glow or Saturday and Sunday for the balloon races. If you are not interested in hot-air balloons, there are food and arts and crafts vendors set up against the



spectacular view of the Delaware River. Finally, if none of this entices you, the "CAST" of Beatlemania on Saturday evening might just be the ticket. The year's committee, once again headed by Chuck Motson, is looking for sponsors. By signing up as a sponsor your business will be exposed to over 15,000 people in three days. There is still time to sign up. Sponsorship packages come in all sizes to fit all budgets. Call Phil Bloom at the Chamber at 421-4433 for more information.

The second significant event in October is the celebration of Chamber of Commerce Month. The US Chamber of Commerce was founded 91 years ago at the instigation of President Howard Taft. In a speech to Congress on December 7, 1911 he advocated the need for a central organization to keep American interests in closer touch with different phases of commercial affairs. Four months later, over 700 delegates formed what is today called the Chamber of Commerce. Ninety-one years later, the Chamber has grown from 878 businesses to three million businesses. The Chamber is the number one advocate for the interest of business, whether large or small. We, at the Pocono Mountains Chamber of Commerce, continue this policy both now and for the future.

-Bruce Denlinger

Balloon Festival

(Continued)

thrill rides and action games, the craft and merchandise bazaar, the fireworks show and, of course, hot-air balloon launches and rides and the astounding Balloon Glow.

Advance tickets for the festival are on sale now with discounted savings off gate prices. Advance-sale prices are \$7 for adults, \$4.50 for seniors and \$2.50 for children. Tickets can be purchased at the Chamber, the Shawnee Inn and Golf Resort, the Pocono Family YMCA, and participating Mr. Z's Food Marts and Weis Markets throughout New Jersey and Pennsylvania. Ticket orders can also be mailed with full payment to Shawnee's Pocono Mountains Balloon Festival, c/o The Pocono Mountains Chamber of Commerce, 556 Main Street, Stroudsburg, PA 18360.

The Chamber is continuing to seek event sponsors, food, craft and merchandise vendors, exhibitors and volunteers. Current sponsors include Banko Beverage Company, Castiglione Fireworks, Citizens Bank, Five Star Precision Printing, Mr. Z's Food Marts, Penn Security Bank & Trust Company, PPL, and Weis Markets. The festival Web site is designed, hosted and maintained by SpiderWeave.com.

For more information call 421-4433 or visit the Web site at www.poconoballoonfestival.org.

September 2003 Calendar of Events

- September 2...** *Women in Business Steering Committee*
12 noon – PMCC
- September 3...** *New Member Breakfast*
8 a.m. – PMCC
- *Membership Committee*
4 p.m. – Nazareth National Bank
- September 5...** *Legislative Committee*
8 a.m. – PMCC
- September 8...** *Education Committee*
Noon – Monroe County CareerLink
- *Business Card Exchange*
5 to 8 p.m. – Shawnee Inn & Golf Resort
- September 9 ..** *Leadership Pocono Steering Committee*
8 a.m. – PMCC
- *Women in Business Luncheon*
Noon – Chateau Resort & Conference Center
- *Culinary Committee*
4 p.m. – PMCC
- September 10.** *Transportation Committee*
8 a.m. – PMCC
- September 11.** *Pocono Plateau Committee*
8 a.m. – To be announced
- September 15.** *Quality of Life Committee*
8 a.m. – JR's Green Scene
- September 16.** *Small Business Development Committee*
Noon – PMCC
- September 17.** *Executive Committee*
Noon – PMCC
- September 19.** *Monthly Breakfast*
7:30 a.m. – Chateau Resort & Conference Center
- September 23.** *Board of Directors*
11 a.m. – Best Western Pocono Inn
- September 25.** *HR Committee*
8 a.m. – PMCC
- September 26.** *Environmental Committee*
8 a.m. – PMCC
- September 29.** *West End Committee*
8 a.m. – Western Pocono Library

HR Conference To Meet at Fernwood

The HR Conference scheduled for September 16, 2003 at the Fernwood Resort & Country Club is the result of the recently formed HR Committee. Extending beyond the original activity of the committee, which consisted of monthly 'hot topic' discussions and a quarterly breakfast with industry experts on current HR issues, this event has generated interest from PMCC members and also from the outlying region.

According to Victoria Mavis, Chamber Board member and chair of the committee, "Interest in the event has grown from inception." What started as a few seminars has developed into an event featuring over 15 different topics given by industry experts, exhibitors and a luncheon discussion by three regional companies that are highly respected for their focus and support of Human Resources. "We realized early on that this could be a regional event when we began receiving calls from the Lackawanna and Lehigh area for more information."

Regionally, there are a handful of conferences or seminars that focus on Human Resource issues. However, this conference is designed to appeal to both the HR professional and today's CEO by integrating the Human Resource application into business through workshops that are based on everyday business situations.

"As the Chamber membership is made up of small to large companies, the committee decided to have a format that could appeal to all organizations as each has a different requirement from their Human Resource area," says Mavis. "From a regional perspective, I feel it is a great event for the Chamber to host. It speaks to the importance that its membership places on Human Resources."

Sponsorships are still available for this conference. Sponsors will be able to attend the event as participants, have their names associated with event marketing and have a display booth. Current sponsors include 21st Century Cash Concepts, Inc.; All Staffing, Inc.; Aventis Pasteur; Bruce A. Denlinger, Allstate Insurance; Coyote Productions; East Stroudsburg Savings Association; HR Synergy Solutions; Manpower International; Monroe County CareerLink; Monroe County Industrial Development Authority; Office of Vocational Rehabilitation; Patriot Advisors; PNC Bank; RCC Associates; and The Wesco School of Muhlenberg College.

Members who want more information can contact the Chamber or see the enclosed flyer for more details.

Chateau Resort & Conference Center Hosts Business Card Exchange



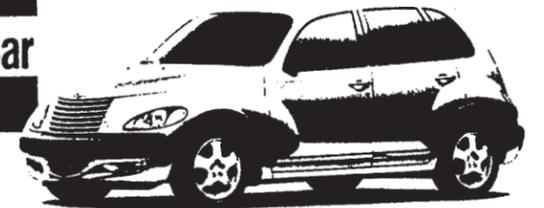
More than 140 Chamber members and their guests gathered at the Chateau Resort & Conference Center in Tannersville for the August Business Card Exchange. Besides the great food and scenic mountain views, attendees enjoyed networking opportunities.

The September Business Card Exchange is scheduled from 5:00 to 8:00 p.m. on September 8 at Shawnee Inn & Golf Resort. For more information or to make reservations, see the flyer in this issue of *Impact*.

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PMCC Environmental Committee Seeks Nominations for 2003 Save Our Planet Awards

Is it time for your business or organization to be recognized for your commitment to the environment? Have you seen dramatic results by implementing a waste reduction program at your facility? Do you know someone passionate about the environment that is truly making strides through responsible environmental practices? Now is the time to nominate worthy individuals and groups to be honored by the Chamber.

The Save Our Planet Awards, which will be presented at the Women in Business luncheon scheduled for January 13, 2004, are presented for outstanding or innovative environmental contributions completed between October 1, 2002 and October 1, 2003 in the following categories: business, institution, non-profit, government, travel and tourism, volunteer organization, and individual. When appropriate, the committee also presents the Mark Lichty Founder's Award for outstanding long-term commitment to the Pocono Mountains region environmental issues. Last year's recipient of the Founder's Award was Craig Todd of the Monroe County Conservation District.

Applications for the Save Our Planet Awards are included in this issue of *Impact* and may be duplicated. For additional copies, contact Miriam at the Chamber at 421-4433. The deadline for application submission is 4:30 p.m. on Friday, November 7, 2003. Submit all applications (self-nominations are encouraged) to the Environmental Committee in care of the PMCC, 556 Main Street, Stroudsburg, PA 18360.

Chaired by Ann Pilcher of the Pocono Mountains Vacation Bureau, the Environmental Committee meets at 8 a.m. on the fourth Friday of the month in the Chamber offices. The next meeting is scheduled for September 26. If you are interested in the environmental issues facing our community, please feel free to attend. If you have questions, please call Ann at 421-5791 or Miriam at 421-4433.

Blueberry Festival



The PMCC Plateau Committee's Summer Carnival and Blueberry Festival was held from August 4 through August 9 and featured carnival rides and musical entertainment, in addition to a bake sale and contest on Saturday, Community Day.

Ribbon Cuttings Della Croce Dental Laboratory

Richard J. DellaCroce and staff held a ribbon cutting to celebrate the grand opening of DellaCroce Dental Lab, a lab serving local dentist's needs for dental prosthetic creation. The lab is located in Stroudsburg.



Moonshine

Madeleine M. Griffin and staff held a ribbon cutting to celebrate the grand opening of Moonshine in Stroudsburg. The store offers ladies' accessories and fine gifts.



Wachovia

Camille Bastedo and staff held a ribbon cutting to celebrate the grand opening of Wachovia in Stroudsburg, announcing its name change and conversion from First Union.



More Thanks On the Golf Tournament

We would like to acknowledge Don Small and Son Inc. and Abeloff Pontiac-GMC Truck-Nissan for their many years of sponsoring the Hole-in-One prizes for the Chamber's annual Quality of Life Golf Tournaments. Thanks to their support of Chamber initiatives, numerous dollars were filtered into local area programs which improved the quality of life. Their continued support of local efforts is appreciated. Additionally, it should be noted that the Quality of Life Golf Tournament photos in last month's *Impact* were taken by Ken Schurman of V.I.P. Studios.

New Member Breakfast

Representatives from several new member businesses attended the New Member Breakfast on August 6 at the Pocono Mountains Chamber of Commerce offices.

Membership Director Angela Nixon was on hand to welcome the new members and give a brief presentation about the Chamber and the benefits of membership.

Following is a brief description of the new members represented at the breakfast:

State Farm Insurance

Beth Maher. This Mount Pocono-based business is a multi-line insurance agency with an emphasis on financial services and retirement and education planning. The company also offers mortgages and home equity lines of credit. Phone: (570) 839-3000. Fax: (570) 839-0290.

The Nutrition First Group

Sara Koresh. This company is a wholesale distributor of Body Balance and other liquid nutritional supplements. The Nutrition First Group focuses on baseline nutrition, bone and joint health and weight loss. It is located in Mt. Bethel. Phone: (570) 897-0121. Fax: (570) 897-6954.

WOLF Fox 56, WSWB, WB 38

Craig Wortman, Tarah Verwey. These broadcast stations promote businesses through television, and serve the Pocono Mountain region. Based in Plains, it includes cable's Channel 5 and WB Channel 11. Phone: (570) 970-5614. Fax: (570) 970-5601.



intech Floor LLC

Edwin Inniss. Located in Blakeslee, this business supplies and installs carpet, tile, wallpaper and every type of finished product. Phone: (570) 643-6565. Fax: (570) 643-6561.

Pocono Process Service

Tom Walsh. This company serves legal papers to lawyers and other clients. It is located in East Stroudsburg. Phone: (570) 223-9944. Fax: (570) 223-9966.

Primerica Financial Services, Inc.

Michael Granahan. Primerica, located in Stroudsburg, provides complimentary financial education services for income protection/replacement, debt consolidation/elimination, retirement planning, long-term health care planning and legal protection services. Phone: (877) 453-9306. Fax: (877) 453-9306.

Members in the News

Bankers First Mortgage Inc., with headquarters in Tannersville, has recently been named one of the top three mortgage companies in the nation, among approximately 180,000 mortgage companies. The president of the company, George Hanzimanolis, was recognized at the National Association of Mortgage Brokers Annual Conference in Baltimore, Md. this past June. He has been nominated to serve as a director for the National Association of Mortgage Brokers and as such will work to protect the interests of mortgage professionals and consumers.

East Stroudsburg University has received a grant from the Pennsylvania State Police, Bureau of Drug and Liquor Control Enforcement and the Pennsylvania Commission on Crime and Delinquency to help ESU enforce underage drinking laws on campus. The funding of \$15,720 is available to ESU through May 31, 2004. ESU will also be the first university in the state to offer a new Bachelor of Arts

degree program in art and design. Also, in June, ESU received a national award for excellence in marketing and recruitment from consulting firm Noel-Levitz.

Kittatinny Canoes' "volunteer navy" gathered in July to wage its fourteenth war on river litter, covering seventy underwater and shoreline miles from the Ten Mile River access in New York to the Delaware Water Gap. Three hundred and forty four volunteers, some of whom came from as far away as Ohio and Tennessee, collected a total of 12.7 tons of trash from the Delaware River.

Donald S. Hannig and Patrick M. Hannig have recently been promoted to the positions of vice president of **Spread Eagle Development Corp.** Their responsibilities include project planning, production and operations. Donald S. Hannig has also been promoted to vice president of Spread Eagle Realty, Inc. and will oversee business operations.

Cancun Mexican Restaurant Is Restaurant of the Month



Try the Cancun Mexican Restaurant for some of your Cancun and Mexican favorites from chimichangas to red snapper to fried ice cream. Patrons can enjoy dining on the deck or the spacious dining room. The restaurant is located at Routes 940 and 423 in Pocono Pines. Phone: (570) 643-7312.

Winter Festival Coming

The 2nd Annual Winter Festival will be held at the Pocono Manor on January 31 & February 1, 2004.

- Saturday's events include dog sledding and the Festival Ice Ball.
- Sunday will be the final sledding events and awards.

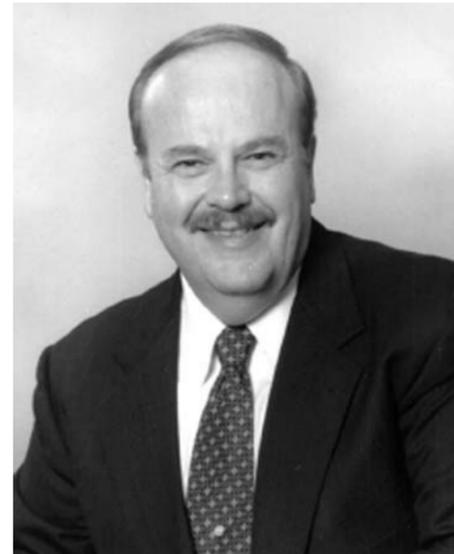
Watch for details in upcoming issues of *Impact*.

Marketing Seminar Series Dates Set

Monroe County Career & Technical Institute and G2 Integrated Marketing, in conjunction with the Pocono Mountains Chamber of Commerce, will be presenting a series of seminars covering a wide range of marketing topics. The programs will be conducted by Gaetan Giannini, president of G2 Integrated Marketing and adjunct professor of marketing at ESU. Topics will include the basics of marketing; target marketing; promotions & PR; and advertising for business. The series will conclude with a "Meet the Media Mixer" where representatives from various local media outlets will discuss the benefits and strategies for advertising with different types of media, followed by a networking reception. Business owners, entrepreneurs, marketing professionals and sales people are encouraged to attend.

Dates for the sessions are: September 25, October 2, 9, 17 and 23 from 6 to 9 p.m. at a cost of \$95 for all sessions or \$30 per session. For more information, please see the flyer in this month's *Impact* or contact Parviz "Peter" Alasty at 570-421-4433.

From the President



On September 26, 2003 the Chamber's Legislative Committee will sponsor a breakfast meeting open to the public with our state legislators. It will be held at the Best Western in Stroudsburg and run from 7:30 to 9:00 a.m. At this time, we have commitments from State Senators Robert Mellow, Charles Dent and Lisa Boscola, and State Representatives Mario Scavello, Kelly Lewis, and Thomas Tighe. The purpose of this meeting is to have our local legislators present their views concerning issues that affect our region and its residents. This breakfast meeting has sold out in the past few years so early reservations are recommended. Our region has been classified as a Critical Impact Zone by the Governor's office due to the increasing population growth here. If you are interested in hearing what our local legislators have planned to help solve our county's problems, please attend. Call the Chamber's office for your reservation.

The newly formed Health Care Task Force will be presenting a report to the Chamber's Board of Directors on its findings and recommendations concerning rising health care costs. This committee is examining the factors that are causing health care costs to be the number one critical issue for business owners. Many of our members have expressed their concerns about this issue, and the Chamber has responded by creating the task force to address it. This is another example of a membership benefit provided by the Pocono Mountains Chamber of Commerce.

Robert Phillips

28 WBRE Hosts July Breakfast

28 WBRE hosted July's Monthly Breakfast at The Chateau Resort and Conference Center in Tannersville. Speaker Larry Herbster, vice president and general manager of 28 WBRE, introduced General Sales Manager Kim Dudick. She reported that 28 WBRE is the 53rd largest TV market in the United States, serving seventeen counties and reaching about 1.5 million consumers. 28 WBRE has been delivering quality news to Northeastern Pennsylvania since 1953.

The special program was provided by Pocono Healthy Communities Alliance. The speakers were Mary Gunn, board president, and Terry Blair, co-director. Gunn discussed how the organization began in 1996 as

Monroe County Welfare Reform Task Force with the goal of assisting individuals in transferring from welfare to work. In 2001, the agency changed to its current name and in July of 2002 it received 501(c)3 status. Blair reported that the organization works with numerous agencies and has become a United Way agency as well.

The September Monthly Breakfast, scheduled for 7:30 a.m. on September 19, will be sponsored by Coldwell Banker Phyllis Rubin Real Estate. The special program will be provided by The Shepherd's Maternity House.

For more information or to make a reservation, see the flyer in this issue of *Impact*.



The special program for the Monthly Breakfast was presented by Terry Blair, center, and Mary Gunn, right, who stand with Chamber President and CEO Robert Phillips.



Attending the Monthly Breakfast are the staff of WBRE. From left: Larry Herbster, Kim Martucci, Kim Dudick, Al Zobel, Luann Mariani, with Chamber President and CEO Robert Phillips.

Membership Anniversaries

15 Years

Brandli's Pizza & Italian Restaurant

10 Years

Anoopam Mission Inc.
 Christian Life Assembly
 Wanda Courtright Therapeutic Massage & Reflexology
 Faulstick & Son Excavating
 Felver Cefali & Associates LLC CPAs
 Integrity Total Systems Inc.
 Kronick Kalada Berdy & Co CPAs
 Langstaff Inc.
 Pocono Body Shop
 R&D Safe & Lock Works
 Visiting Nurse Association/Hospice of Monroe County Inc.
 Wendy's Old Fashioned Hamburgers

5 Years

A Pickett Construction Inc.
 All Staffing Inc.
 Bill Andrews & Son Builder
 Bender Gardens Inc.
 The Lum Group
 McNeil Investments Group
 Resources Means Funding
 The Russ Leahy Company Inc.
 Van Gilder's Jubilee Restaurant- T/A Lake Naomi Motor Lodge

Congratulations!

Women in Business Luncheon Features Monroe County Arts Council

Laura Goss of the Monroe County Arts Council was the guest speaker at August's Women in Business Luncheon held at Northampton Community College. Goss discussed about how MCAC provides leadership, service and education, both artistically and culturally, to the community.

The September Women in Business Luncheon is scheduled for noon on Tuesday, September 9. The event will feature a presentation by Mary T. Webb and the topic will be "Developing a Healthy Relationship With Food/A Journey of Self-Love and Acceptance."



For more information or to make a reservation, see the flyer in this issue of *Impact*.

Shown at the Women in Business luncheon are, from left, Michelle Bisbing and Laura Goss.

Welcome New Members

These new members are not listed in the 2003 Membership Directory & Buyers Guide.

Please be sure to add this page to your copy of the Directory.

College Misericordia

Dr. Joseph Grilli
301 Lake Street
Dallas, PA 18612
570-256-3389
570-674-6232
jgrilli@misericordia.edu
www.misericordia.edu
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570-629-6050
dbrown@CPGI.com
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Lehigh Valley Wine Trail

Dominic Strohlein
RR#5, Box 5270
Kunkletown, PA 18058
610-681-3959
610-681-3960
info@lehighvalleywinetrail.com
www.lehighvalleywinetrail.com
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570-223-7499
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570-424-9251
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www.nutrition-first.com
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Pocono Mts. Math, Science & Tech Charter School

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570-961-2100
jontabatabaie@yahoo.com
SCHOOLS-EDUCATION

Pocono Union Church

Dr. James Fagin
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Henryville, PA 18332-9713
570-688-9048
jfagin@ptd.net
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Paradise Tanning

Kate Horstman
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Brodheadsville, PA 18322-0445
570-992-0505
570-992-0550
SALON-TANNING

Pocono Mountains Film Festival

Bridget Davis
PO Box 871
Merchants Plaza STE. 10A
Tannersville, PA 18372
570-619-4101
570-619-4103
poconomountainfilmfestival@yahoo.com
www.poconomountainfilmfestival.com
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