

Pocono Mountains Chamber of Commerce  
Stroudsburg, PA

# IMPACT

### Executive Committee

*Bruce Denlinger* - Chairman of the Board  
*Matthew Connell* - First Vice Chairman  
*John Casella* - Second Vice Chairman  
*Bob Hay* - Treasurer  
*Denise Manhart* - Secretary  
*Joseph McDonald* - Assistant Secretary  
*Jamie Keener* - Assistant Treasurer  
*Barbara Samet* - Past Chairman

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*Robert Phillips* - President/CEO  
*Patricia Metzgar* - Office Administrator  
*Angela Nixon* - Membership Director  
*Parviz Alasty* - Vice President, Business Development/Government Affairs

### Board of Directors

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Denise Cebular	Gary Hazen	Jane Niering	Gail Warner
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Andy Forte	Victoria Mavis	Michael Riley	
Daisy Gallagher	Gregory Menio	Isaac Sanders	
John Gerlach	Chuck Motson	Paul Schuchman	

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# IMPACT

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# IMPACT

October 2003 VOL. 31, NO. 10

## October is Local Chamber of Commerce Month

In recognition of the valuable contributions made by local chambers of commerce, Governor Robert Rendell has proclaimed the month of October “Local Chamber of Commerce Month” in Pennsylvania.

Across Pennsylvania local chapters represent no less than 250,000 businesses and individuals, providing local leadership to promote free enterprise and economic development. And that’s just what the Pocono Mountains Chamber of Commerce has been doing for more than 90 years.

When the Chamber received its charter in 1910, it was know as the Stroudsburg Industrial Club and focused primarily on dealing with matters of interest in the community and promoting prosperity of the mercantile and manufacturing businesses in the area.

As Stroudsburg expanded, so too did the Stroudsburg Industrial Club and its influence on the community. In 1919, it officially changed its name to the Stroudsburg Chamber of Commerce. In 1932, the name changed to the Monroe County Chamber of Commerce, and in 1948, it became the Pocono Mountains Chamber of Commerce.

Names have changed over the decades but the influence the Chamber has had on the Pocono Mountains region remains constant. Today, PMCC’s membership numbers around 1600. The many volunteers who serve on Chamber committees have contributed greatly to the progress and quality of life in the Pocono Mountains region.

As we celebrate Local Chamber of Commerce Month, it’s important to keep one thing in mind: by working with the local business community, local chambers of commerce can and do make a difference.

Why not make Local Chamber of Commerce Month your opportunity to attend PMCC’s monthly events and find out more about your Chamber member benefits and how the Pocono Mountains Chamber of Commerce works for you!

## In This Issue

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Check out the October Calendar of Events on page 2 or see the flyers included in this edition of *Impact*.

## Balloon Festival Has Arrived! Details Inside...



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# From the Chairman of the Board

By now you will have received your invitation to the Chamber’s Annual Banquet at the Stroudsmoor Country Inn on Wednesday, November 5, 2003. This is one event you do not want to miss.

This annual event allows the PMCC to not only celebrate another successful year, but more importantly, host the awards for categories of Business Person of the Year, Humanitarian of the Year, and Citizen of the Year, and to give out the Athena Award. This year’s award recipients will follow in the great tradition set by previous award winners.

We also honor those members who are celebrating twenty years as Chamber members. This is one small way we at the Chamber can show our gratitude for such long-term support and commitment. The event serves as a time to meet old friends and make new ones.



In this era of e-mail it is ever more important to personally visit with fellow members and learn about new businesses and individuals in the Pocono Mountains community.

If you have not sent your response back, please do so immediately. Space is limited and you will not want to miss the Annual Banquet.

-Bruce Denlinger

## Coral Washburn Named Outstanding Citizen

A recent House of Representatives resolution was passed acknowledging former Pocono Mountains Chamber of Commerce Vice President/Communications Manager Coral Washburn as Outstanding Citizen of the Community. The citation was presented by (from left) Bob Marinelli of Rep. Kelly Lewis’ office and Chamber President/CEO Robert Phillips, and Chamber Chairman of the Board Bruce Denlinger (far right) to her husband Warren Washburn (second from right).



## October 2003 Calendar of Events

- October 1.....***Membership Committee*  
4 p.m. – Nazareth National Bank  
.....*New Member Breakfast*  
8 a.m. – PMCC
- October 3.....***Legislative Committee*  
8 a.m. – PMCC
- October 7.....***Women in Business Steering Committee*  
12 noon – PMCC
- October 14.....***Leadership Pocono Steering Committee*  
8 a.m. – PMCC  
.....*Women in Business Luncheon*  
Noon – Chateau Resort & Conference Center  
.....*Culinary Committee*  
4 p.m. – PMCC  
.....*Business Card Exchange*  
5 to 8 p.m. – Blakeslee Inn
- October 15.....***Economic Development Committee*  
8 a.m. – PMCC  
.....*Executive Committee*  
Noon – PMCC
- October 16.....***Pocono Plateau Committee*  
8 a.m. – Skytop Lodge
- October 17.....***Monthly Breakfast*  
7:30 a.m. – Clarion Hotel
- October 20.....***Quality of Life Committee*  
8 a.m. – JR’s Green Scene  
.....*Education Committee*  
Noon – Monroe County CareerLink
- October 21.....***Small Business Development Committee*  
Noon – PMCC
- October 23.....***HR Committee*  
8:30 a.m. – PMCC
- October 24.....***Environmental Committee*  
8 a.m. – PMCC
- October 28.....***Board of Directors*  
11 a.m. – Best Western Pocono Inn

## 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*.

## Nomination Deadline Approaching 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, to be presented at the Women in Business luncheon on January 13, 2004, acknowledge 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 available from 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 October 24. For more information, please call Ann at 421-5791 or Miriam at 421-4433.

## PPL Recognized



Paul Caneveri (center) of PPL presents Robert Phillips/CEO of the Pocono Mountains Chamber of Commerce with a check for \$2,000.00 recognizing PPL’s commitment to business development in our community. At right is Parviz Alasty, Vice President, Business Development/Government Affairs. In 1999, PPL donated \$20,000 for business development, towards the creation of the Business Development Specialist position at the Chamber. PPL’s continued support helps the Chamber provide services to new and existing members.

## Shawnee Inn & Golf Resort Hosts Business Card Exchange

More than 100 Chamber members and their guests gathered at the Riverdance Pavilion at Shawnee Inn & Golf Resort in Shawnee-on-Delaware for the September Business Card Exchange. Besides the outstanding hors d’oeuvres and stunning view of the Delaware Water Gap, attendees enjoyed networking opportunities.

The October Business Card Exchange is scheduled from 5:00 to 8:00 p.m. on Tuesday, October 14 at the Blakeslee Inn. For more information or to make reservations, see the flyer in this issue of *Impact*.



Guests at the Business Card Exchange also enjoyed a tethered balloon ride.



The September Business Card Exchange, Shawnee Inn & Golf Resort.

## Marketing Seminar Series Continues

The first session of marketing seminars presented by the Monroe County Career & Technical Institute and G2 Integrated Marketing, in conjunction with the Pocono Mountains Chamber of Commerce, was given late last month. Topics such as the basics of marketing, target marketing, promotions & PR, and advertising for business will be covered. The series concludes 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. The Chamber would like to thank Adams Outdoor Advertising for sponsoring these seminars.

The remaining dates are October 2, 9, 17 and 23 from 6 to 9 p.m. at a cost of \$30 per session. For more information, please contact Parviz “Peter” Alasty at 570-421-4433.

# Meet the Directors

Welcome to a new feature in *Impact*, which makes its debut in Local Chamber of Commerce Month. Each month will highlight a different individual on the Board of Directors to better inform you of how the Pocono Mountains Chamber of Commerce best serves the businesses in our region and fosters economic development.

Originally from the Astoria section of Queens, New York, Daisy Gallagher and her family bought a second home in Stroudsburg in 1981 for a better quality of life and made the Poconos their permanent home a few years later. In 1990, from her home in Stroudsburg, Gallagher started what has become a successful, full-service marketing and advertising



Daisy Gallagher

firm with offices in Stroudsburg, Scranton, Washington D.C. and New York City. Daisy now serves on the Board of Directors of the Pocono Mountains Chamber of Commerce, a role she says has proven very valuable to her. “Being involved in the Chamber of Commerce has opened the door to many avenues: networking, different resources to learn and grow from, and a sense of community. The chamber is made up of a strong group of professionals. One can learn tremendously just by watching and listening to some of these leaders around a committee table.” She believes that the Chamber takes a proactive part in economic development by focusing on legislation, health care and education. “These are all major issues affecting businesses today,” she adds.



Pocono Mountains Chamber of Commerce Chairman of the Board Bruce Denlinger (right) presents Chamber President and CEO Robert Phillips with a Certificate in Nonprofit Organization Management that Mr. Phillips received on July 31, 2003 at Villanova University. Mr. Phillips successfully completed a comprehensive course of study consisting of four annual one-week sessions focusing on professional growth and development, as required by the Institute Board of Trustees for the Institute for Organization Management, a professional development program of the U.S.

# Ribbon Cuttings A Back’s Solution

John Giacalone and staff held a ribbon cutting to celebrate the grand opening of A Back’s Solution in Stroudsburg. The business is a lifestyle store providing a variety of products and services that help people tolerate all activities in all positions, and features Tempur-Pedic ® products from pillows to mattresses.



# Niclaus Engineering Corp.

Charles and Maureen Niclaus and staff held a ribbon cutting to celebrate the grand opening of Niclaus Engineering Corp. in Stroudsburg. This civil and environmental consulting firm serves commercial, industrial, municipal and private clients.



# Groundbreaking “A House for A Home”

Women’s Resources of Monroe County held a groundbreaking ceremony at Penn Estates for the “House for a Home” project. Pocono builder Jim Monte, of Americorp Builders, and his contractors and suppliers have joined together to build a house in Penn Estates to be sold to the public. The proceeds of the sale will go towards building a safe house for Women’s Resources, an organization devoted to providing free and confidential services to victims of domestic and sexual abuse in Monroe County. From left is Kay Charbonnier, Women’s Resources Board President; Rep. Mario Scavello (R-176); Beata Peck Little, Executive Director; Jim Monte of Americorp Builders; Adrienne Monte, Women’s Resources board member; and Nitza Desire from Manpower.



# 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. Even if you are not a new member, you are invited to a New Member Breakfast to learn more about the Chamber and how to get the most from the membership benefits available to you. Call Angela Nixon at (570) 421-4433 for more information.

# College Misericordia

Dr. Joseph J. Grilli. This private college, located in Dallas, has the largest adult education program in the region, designed for those who work full time. Classes are also offered at the Monroe Campus of Northampton Community College. Phone: (570) 674-6458. Fax: (570) 674-6232.

# Hillside Inn

Judy Griswinski, Nelly Quenedo. Hillside inn is a small hotel resort in East Stroudsburg with thirty-three rooms, specializing in church retreats and family reunions, and offering personal service. Phone: (570) 223-8238. Fax: (570) 223-7499.

# Miller/Keystone Blood Center

Annie DeYoung. This Bethlehem-based business provides blood products in the community, serving Monroe, Carbon, Schuylkill, Warren, Berks, Northampton, and Lehigh Counties and the Lehigh Valley. Phone: (610) 691-5850. Fax: (610) 868-9877.

# The Crossings Factory Stores

Daniel Brown. This outlet center in Tannersville features over 100 designer brand stores with savings ranging from 25% to 65% every day. Phone: (570) 629-4650. Fax: (570) 629-6050.

# Visual Impairment & Blindness Services

Mary Lou Phillips. This business, in East Stroudsburg, helps the visually impaired and blind in Monroe County, with a caseworker available to come to the client’s home. Phone: (570) 476-9201.

Special Note: Last month’s *Impact* had a typographical error for Fintech Floor LLC. We regret the error.

# Members in the News

The **Harry A. Mullins Insurance Agency** has announced the addition of Stan Miles to the firm. He comes with 14 years of experience and earned Certified Insurance Counselor designation in 1998. He also serves as a volunteer firefighter for the Stroudsburg Fire Department.

In September, **LTS Builders** announced the winners of the 2003 LTS Builders/Sidlosky Educational Scholarships. Brooke Kohlmann, who graduated from Stroudsburg High School and now attends Kutztown University, and Elizabeth Pagonis, a Pocono Mountains East High School graduate who is currently enrolled at Temple University, have each received a \$1,250 scholarship in addition to \$250 in “jump-start” funds to help pay for their first semester books.

**Northampton Community College’s** Center for Adult Literacy & Basic Workforce Development recently hosted International Literacy Day at its offices in Fountain Court in Bartonsville. The event was held to inform the public about NCC’s free ESL and GED instruction as well as other related programs, of interest to individuals and business representatives who wish to help their employees improve basic literacy skills.

The **Wescoe School of Muhlenberg College’s** staff will present a workshop on adult learning at the Council for Adult and Experiential Learning in San Diego next month.



LTS Builders President Larry Simon (center), with Brooke Kohlmann (left) and Elizabeth Pagonis.



Stan Miles/Harry A. Mullins Insurance Agency

**HOW TO GET MENTIONED:** If you would like your organization or employees to be considered for “Members in the News” please submit a press release to Impact Editor, c/o Pocono Mountains Chamber of Commerce, 556 Main Street, Stroudsburg PA 18360 or send to info@poconochamber.net.

# Cave de Provence is Restaurant of the Month

This restaurant, located at 19 Williams Street in Stroudsburg offers a four-course \$50 prix fixe French cuisine menu plus weekly specials. It is open for dinner from 5 to 10 p.m. every Friday and Saturday evening. Beginning October 1, a fall and winter menu will be available. A special Halloween dinner with a Cirque de Soleil theme will be available Friday October 31. For New Year’s Eve, Cave de Provence is planning a one-seating, seven-course dinner with a jazz trio and dancing, with wines and champagne. For reservations call (570) 420-1065 or visit [www.cavedeprovence.com](http://www.cavedeprovence.com).



# Balloon Festival Features “CAST” of Beatlemania, Other Top Talent

From the renowned “CAST” of Beatlemania to the Pixie Chicks to a host of others including strolling performers, clowns, jugglers, and magicians, plus hot-air balloon launches and the new OktoberFest Bier Garten complete with a 14-piece German band and more, you have a thrillingly unique Pocono event. The 2003 Shawnee’s Pocono Mountains Balloon Festival will be held on Friday, Saturday and Sunday, October 17, 18 and 19, 2003 at The Shawnee Inn and Golf Resort in Shawnee-on-Delaware, Pa.

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, Blue Ridge Communications, Castiglione Fireworks, Citizens Bank, Five Star Precision Printing, Mr. Z’s Food Marts, Penn Security Bank & Trust Company, PPL, Target Select Cable Advertising, The Community Express, Weis Markets, and WBRE-TV. 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](http://www.poconoballoonfestival.org).

# From the President



The Legislative Committee of the Pocono Mountains Chamber of Commerce is scheduling a live television debate for the Monroe County candidates for the Commissioner’s general election. This live debate will be held at East Stroudsburg University during the week of October 20, 2003 and the public is invited to attend free of charge. A three-person panel will ask various questions to the candidates on issues that directly affect businesses, organizations, and the residents of Monroe County. The Chamber’s policy for local political debates is to present an unbiased question and answer format in order to understand each candidate’s position on various important regional issues.

Many of us realize that Monroe County has many critical issues due to the explosive population growth during the past several years. The political leadership must assume responsibility to help solve the problems that challenge our region today and in the future. Your Chamber is proud to offer the open candidate’s debates that may assist the voting public in choosing future legislators for our region.

*-Robert Phillips*

# Mark Your Calendar For A Taste of the Poconos

East Stroudsburg University will be hosting the Chamber’s upcoming culinary event, A Taste of the Poconos, on Feb 8, 2004, starting at 9 a.m. More information will be available in future issues of *Impact*.

# Chamber of Commerce Annual Awards

Recipients of the Pocono Mountains Chamber of Commerce Annual Awards will be announced in the November issue of *Impact*, along with reservation information for this event to be held on November 5 at the Ridgecrest at Stroudsmoor Country Inn. Your invitation is included in this issue of *Impact*.

# Access Electronics Hosts August Breakfast

Access Electronics hosted August’s Monthly Breakfast at Cameltop Lodge in Tannersville. Speaker James Becker reported that Access Office Electronics Inc. just celebrated 25 years in business. The company started out as The Typewriter Works. Now the company offers a wide range of computer solutions for both home and office, and also works with school districts. Mr. Becker also discussed the cost of printing and ways to save in operating expenses.

The special program was provided by the American Red Cross. The speakers were Martha LaBar, Joanne Kochanski and Marion Jolly. They discussed the emergency services that the organization provides and that the American Red Cross collects blood for 39 hospitals, and needs up to 450 units of blood per day.

The October Monthly Breakfast, scheduled for 7:30 a.m. on October 17, will be held at the Clarion Hotel and sponsored by DeSales University’s MBA Program. The special program will be provided by the Kiwanis Club of Stroudsburg.

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

Also, now is the time to consider sponsoring an upcoming Monthly Breakfast. To schedule for 2004, contact Pat Metzgar at 421-4433.



*Shown from left are the Monthly Breakfast’s American Red Cross speakers: Marion Jolly, Joanne Kochanski, and Martha LaBar with Chamber President/CEO Robert Phillips.*



*Access Office Electronics speakers at the August Monthly Breakfast were, from left, Mike Becker (standing next to Chamber President/CEO Robert Phillips); Jim Becker, Cathy Hill, and Holly Domotor.*

# Women Business Luncheon Features Mary T. Webb, Luann M. Ascani

Mary T. Webb and LuAnn M. Ascani from Brookmont Health Care Center, Inc. were the guest speakers at September’s Women in Business Luncheon held at the Chateau Resort & Conference Center. Webb’s and Ascani’s topic was “Developing a Healthy Relationship With Food/A Journey of Self-Love and Acceptance.”

The October Women in Business Luncheon is scheduled for noon on Tuesday, October 14 at The Chateau Resort & Conference Center. The presentation will continue this series with the same speakers. October’s topic will be “To Diet or Not to Diet.”

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



*The September Women in Business speakers included Mary T. Webb (left) and Luann M. Ascani (right) with Women in Business Chair Debi Cope (center).*

# Membership Anniversaries

## 15 Years

The Gem Corporation

## 10 Years

East Coast Electronics & Data, Inc.

Francis X. Mullane, Inc.

Stroehmann Bakeries, Inc.

Stuart, Sharen Ann Appraisals & Real Estate Services

WAWA Food Market #112

## 5 Years

BM Pocono Mountain Seamless Gutters

Buck Hill Falls Company

Chips, Shards & Silver

Handyman Rental Center/The Party Shack

Major Motors of PA, Inc.

Mericle Commercial Real Estate Services

Murder on Demand

Nazareth National Bank

RBLA of PA, Inc.

Spring Mountain Homes, Inc.

Tremmel, Joe Carpentry

WYOU-TV

Yankee Doodle Diner & Restaurant

***Congratulations!***

# 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.*

## A BACK'S SOLUTION

John Giacalone  
6991 Rt. 611  
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Francis Hager  
7191 Route 611  
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570-602-0754  
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fhager@lazboypa.com  
www.lazboypa.com  
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570-596-3594  
Sfontana@combk.com  
www.combk.com  
BANKS - FINANCIAL INSTITUTIONS

## LEAR, TRUDIE

RD #6, Box 6437A  
Stroudsburg, PA 18360  
570-629-5363  
tblear@yahoo.com  
INDIVIDUALS

## MOONSHINE ENTERPRISES, INC.

Madeleine Griffin  
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570-420-4544  
570-420-8011  
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HC89, Box 34A  
Pocono Pines, PA 18350  
570-646-1445  
CONSTRUCTION

## WEST END BILLIARDS

Jose Garay/James Yocum  
RR #6, Box 6386  
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Saylorsburg, PA 18353  
570-402-2009  
570-402-0998  
jgaray15@ptd.net  
BILLIARDS

## BUSHKILL TOOL COMPANY, INC.

Thomas Haelsig  
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570-588-1826  
thaelsig@ptd.net  
MACHINE SHOPS

## ETHIXA SOLUTIONS, LLC.

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2668 Mill Creek Road  
Macungie, PA 18062  
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484-214-0033  
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www.ethixa.com  
WEBSITE-GRAPHIC DESIGN

## ZAHRA PEDIATRICS-BROHEADSVILLE

Judith Goode  
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570-402-3189  
PHYSICIANS-PEDIATRICIANS

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