

Pocono Mountains Chamber of Commerce
Stroudsburg, PA

IMPACT

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Joseph McDonald - Secretary
Jamie Keener - Assistant Secretary
Eugene Leblond - Assistant Treasurer
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Patricia Metzgar - Office Administrator
Parviz Alasty - Vice President, Business Development/Government Affairs
Miriam Conway - Office Assistant
Debbie Burke - Communications/Special Events Coordinator

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IMPACT

February 2004 VOL. 32, NO. 2

Chamber Hosts 15th Annual Report to Business

Nearly 130 people from the Pocono Mountains business community gathered at the Best Western Pocono Inn for the 15th Annual Report to Business. Sponsored by the Pocono Mountains Chamber of Commerce, the event provides a forum for the Monroe County Board of Commissioners to discuss issues affecting the business community.

Commissioner's Chair DonnaASURE was joined by fellow commissioners Robert Nothstein and James Cadue to discuss the county's 2004 budget and participated in a question-and-answer session. Topics of discussion included taxes, economic development, education and growth.



Shown at the podium is Commissioner Robert H. Nothstein at the recent Report to Business meeting.

Culinary Celebration of the Poconos



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COMING EVENTS:

Culinary Celebration
of the Poconos
and

EXPO 2004

For details see inside...

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From the Chairman of the Board

Welcome to the February issue of the Impact. I will continue with the volunteer theme covered in my January Impact article. The Chamber offers many different opportunities for its members to volunteer, and there are many different levels of volunteering. At the right of this column you will see a number of Chamber committees listed with their meeting times and locations. I am confident you will see a committee that interests you personally or one that is related to your career or job. Stating the obvious, by attending these meetings and participating you are volunteering. You are also contributing to the Chamber and our community, and ultimately adding value to your membership and your Chamber. In getting to know other Chamber members with similar interests, you are expanding your network. As your network expands . . . you get the picture. Knowing that all of us have very busy schedules, it may be that you can give very little time as a volunteer. That is OK! Please, consider getting involved in your Chamber beyond just paying your membership dues and reading this Impact. We have many opportunities and levels of involvement. Please contact the Chamber offices to get more information on these opportunities. I would personally like to thank and recognize all of our members who serve the Chamber in a volunteer capacity. We are a much better, and stronger, organization because of your involvement. Thank you!

February is the month for our Culinary Program, being held at East Stroudsburg University on Sunday, February 8th. This is a fun time with great food held at a great location. And the best part of this is that the program is planned and implemented by volunteers. Kudos to the Culinary Committee for its hard work, attention to detail and willingness to serve. I anticipate that that program will be a resounding success, due in large part to the efforts of our volunteers.

In looking ahead, we have the annual EXPO planned for March 10th and 11th. This is a wonderful opportunity for you to showcase your business to our region. If you have not reserved a booth, I encourage you to contact the Chamber offices for information on doing so. In conjunction with the EXPO is a program that is a favorite of mine-CareerFest. This is another Chamber program that exposes over two hundred tenth and eleventh grade students in our high schools to various professions and careers. The idea of this program is to help these students begin to think about their future. Once again, we call upon a number of volunteers from a variety of professions: law enforcement, business, medical and allied health, armed services, education, and the service industry to name a few. These volunteers spend time with the students talking about how they arrived at their current position. In addition, students get to hear about the typical day these individuals face as they go about their daily responsibilities. It is a wonderful experience for the students, and I know that our presenters find it worthwhile too.

As always, I encourage you to call or e-mail me with your views, concerns and feedback about your Chamber. Be forewarned though, I will ask you to become involved in helping the Chamber find a solution (or solutions) to your concern. My phone number is 570-688-2466 and my e-mail address is mconnell@northampton.edu.

-Matthew Connell



February 2004 Calendar of Events	
February 3	<i>Women in Business Steering Committee</i> 12 noon – PMCC <i>Culinary Committee</i> 4 p.m. – PMCC
February 4	<i>New Member Breakfast</i> 8 a.m. – PMCC <i>Membership Committee</i> 4 p.m. – Nazareth National Bank
February 6	<i>Legislative Committee</i> 8 a.m. – PMCC
February 9	<i>Education Committee</i> Noon – Monroe County CareerLink <i>Business Card Exchange</i> 5:00 p.m. – <i>Peppe's Ristorante</i>
February 10	<i>Leadership Pocono Steering Committee</i> 8 a.m. – PMCC <i>Women in Business Luncheon</i> Noon – Best Western Pocono Inn
February 12	<i>Pocono Plateau Committee</i> 8 a.m. – Pocono Manor
February 16	<i>PRESIDENT'S DAY</i> CHAMBER CLOSED
February 17	<i>Small Business Development Committee</i> 8:00 a.m. – PMCC
February 18	<i>Executive Committee</i> Noon – PMCC
February 20	<i>Monthly Breakfast</i> 7:30 a.m. – Best Western Pocono Inn
February 23	<i>West End Committee</i> 8 a.m. – Western Pocono Library <i>Quality of Life Committee</i> 8 a.m. – JR's Green Scene
February 24	<i>Board of Directors</i> 11 a.m. – Best Western Pocono Inn
February 26	<i>HR Committee Breakfast</i> 8:30 a.m. – Best Western Pocono Inn
February 27	<i>Environmental Committee</i> 8 a.m. – PMCC

Special Thanks To the Pocono Times

A special thanks goes out to the Pocono Times for donating full-page ad space to the Chamber to publicize our events and programs. The monthly publication serves over 12,000 readers across Monroe County. Each month informative columns are written by businessmen/women to share their expertise. Content ranges from computer technology to finance to insurance and more. Local business owners are also regularly showcased. The Pocono Times is located at 1798 Otsego La., Tobyhanna, PA 18466, telephone (570) 894-3213, and e-mail can be sent to poconotimes@aol.com.

Members in the News

CENTURY 21 Select Group in Blakeslee welcomed Sherri A. Traylor as a new sales associate. She will specialize in residential sales in the Western Pocono Region.

Community Bank & Trust Co. celebrated the grand opening of their new office in Tannersville. This is the 17th branch of the full service community bank.

Deerfield Spa in East Stroudsburg received the Outstanding Business Award for 2003 from the Environmental Assessment Committee's Litter and Beautification Sub-Committee. The spa was originally opened in 1933; in 1981 the focus of the business was changed to a destination spa under new owner Frieda Eisenkraft. Upon her death, her daughter Joan Wolff took over the business in 1999.


Vern Moyer, president of **Moyer Aviation, Inc.** recognized three employees for their length of service to the company and presented certificates to four pilots for additional ratings throughout the past year. Moyer Aviation is the operator of Braden Airpark in Easton.



Community Bank & Trust Co.

Be a Member in the News

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 and photos to Debbie Burke, c/o Pocono Mountains Chamber of Commerce, 556 Main Street, Stroudsburg PA 18360 or send information in the body of an e-mail to dburke@poconochamber.net.



Business Card Exchange

The February Business Card Exchange is scheduled from 5:00 to 7:00 p.m. on February 9 at Peppe's Ristorante in East Stroudsburg. Please note this event will now meet from 5:00 to 7:00 p.m. For more information or to make reservations, see the flyer in this issue of *Impact*.

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Meet the Directors



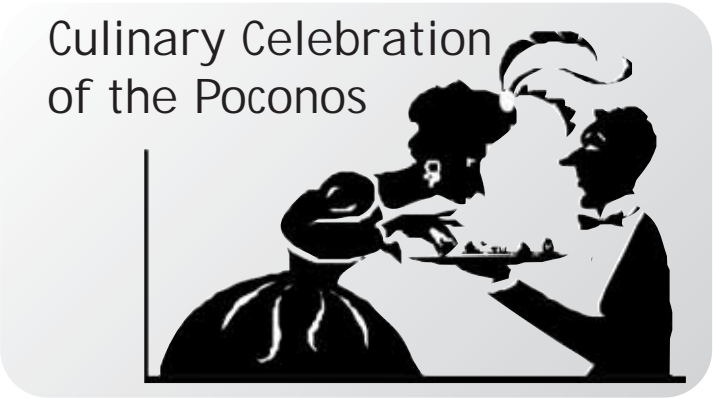
Jack Wallie, honorary Board member of the Chamber, began his career as a teller in 1959 at the East Stroudsburg National Bank, and in 1983 became the first president of the East Stroudsburg Savings Association. He has served on the East Stroudsburg Borough Council; auditor for the East Stroudsburg Borough; Chairman of the Stroudsburg/East Stroudsburg Joint Zoning Codes Office; Chairman of the East Stroudsburg Railroad Station Building; and has had many more roles of service to his community. In 2003 he was inducted into the East Stroudsburg Area School District Meritorious Hall of Fame. Jack was selected from a group of nominees who graduated from East Stroudsburg High School and have achieved high standards in their careers.

He feels strongly that the Chamber is a valuable resource, particularly for start-ups. “I feel the community benefits greatly from the programs and outreach opportunities provided by the Chamber,” he says. “ I am proud and honored to be a part of this active group of business and professional people.”

Ribbon Cuttings

B&G’s 18301 Café

Brenda and Gary Leap and staff held a ribbon cutting for B&G’s 18301 Café in East Stroudsburg. The restaurant offers breakfast, lunch, dinner and catering.



Tickets Now On Sale for Culinary Celebration of the Poconos

The Fifth Annual Culinary Celebration of the Poconos will be held at East Stroudsburg University’s Keystone Room, Center for Hospitality Management, on Sunday, February 8 from noon to 4 p.m. The Chamber’s finest culinary chefs will prepare and offer a diverse menu of specialties from around the world, in accordance with this year’s theme, “Café Internationale.” A strolling ambiance is planned for the event, and entertainment will be provided including DJ Peter Ward from WVPO and others. After sampling the appetizers, entrees, desserts and beverages, attendees will choose the People’s Choice dish for 2004, and a panel of independent judges will vote on a culinary competition. Participants include 18301 Café, Alaska Pete’s, The Blakeslee Inn, Cakes and Scones, Candlelight Caterers, Cherry Valley, Country Club of the Poconos, Dale’s Coffee Bar, Fernwood Hotel & Resort, Franklin Hill Vineyards, Great Bear Golf & Country Club, Handyman Rental, John Russell, Knottle Hottle Inn, Marrakech, Meadowbrook Inn & Riding Club, Misto Gourmet, Party Shack, Patricia’s Personal Chef Services, The Private Table, Tom X Inn, Truly Tasteful, and Water Gap Country Club. Sponsors include The Blakeslee Inn, CDC Food Brokerage, Pepsi and PoconoWeddings.com. Cost to the public is \$15 for adults and \$5 for children 12 and under. Tickets are now available at the Chamber office at 556 Main Street in Stroudsburg or can be purchased at the door on the day of the event. A portion of the admission proceeds will be donated to the ESU Hotel, Restaurant and Tourism Management Scholarship Program. For more, call Debbie Burke at the Chamber at 421-4433 or Linda Seliger at 426-9988, or visit our Web site at www.poconochamber.net.

For Members Only Mailings- A Great Chamber Benefit

Just a reminder that our “For Members Only” mailers are a great way to introduce others to your business. If you provide the flyers, we do the rest. Flyers must be on an unfolded 8 ½ x 11” sheet, can be printed on both sides, and should be delivered to our office by 5 p.m. on the first Friday of the month to be included in that month’s mailing. The best part is this is a great marketing tool that helps you reach 1600 Chamber members. Book three consecutive months and pay in advance and the cost is a discounted \$100 per month. For more information contact the Chamber at 421-4433.

Quality of Life Committee Thanks Donors at Salvation Army Christmas Party

Over one hundred children attended the Quality of Life Christmas party at the Salvation Army this past December. Thanks go out to the businesses and individuals that gave generous donations for this event: Odd-Lot Outlet donated a gift to each child; Pocono Produce provided apples; Kinsley’s provided buns, Pocono Dairy provided ice cream and milk and Kentucky Fried Chicken provided the chicken and coleslaw. The Salvation Army provided use of their facility and plates and table settings. Entertainment was provided by Brushes the Clown and Jason Dowd of DJ Services, and Ken Schurman of VIP Studios took photos.



Children and their families at the Salvation Army enjoyed a holiday party held by the Chamber's Quality of Life Committee.



photos by: Ken Schurman/VIP Studios

Health Care Task Force To Study Issues Affecting PA

USA Today has recently reported that the number one business issue (which prior to 1984 was rising taxes) is now the cost of health care. Last year, your Chamber assembled a task force made up of medical professionals, leaders in the business community, legislators, attorneys, insurance companies, and other chambers (including our State Chamber of Commerce and the United States Chamber of Commerce). In a 2003 Summary Report Paper, this Health Task Force offers our findings and possible solutions, as well as indicating the views of the Pennsylvania and U.S. Chambers, Governor Rendell, and President Bush. Some issues raised in this report include, for example, that disincentives lawsuits should be explored to ensure that appropriate lawsuits receive appropriate payments; that multiple factors have contributed to increased premium rates, as cited in government report GAO-01-702; and that the rising health care costs will have a negative impact on local employers trying to remain competitive, as well as on their recruitment efforts and retainment. The task force will address other questions in the future, such as whether all county residents can be placed in a single self-insured group to result in better health care at more affordable insurance rates; how to educate the public in Pennsylvania on these matters; how tort reform will affect health care; and what are the leading drivers of increased health care costs. This report will be available on our Web site, www.poconochamber.net. We will continue to take a leadership role by studying the state of health care and communicating our findings and recommendations to our membership.

www.poconochamber.net

Did you know our Web site is also YOUR Web site? Here are some examples of the benefits of membership, found right in cyberspace.

Employer Job Listings

Recruit the right person for your open position. Submit your job listing by clicking on the homepage link called “Employment Opportunities” and select “Employers Click Here to Post a Listing,” then leave the rest to us. We will post the position until it’s been filled or the opening expires. What a great tool to recruit new employees by reaching out to our membership AND the public at large, at no added expense to you.

B to B Benefits

Looking for a particular good or service- for a vendor or supplier- or other type of business contact? Use the Membership or the Business to Business links to search for the perfect match.

Volunteer Opportunities

Check out our Committees found under the “About Us” link and you’re sure to find a good fit. This is a great way to have your voice heard on the issues and make an impact in your community.

We are working hard to update the Web site with the very latest information, from your elected officials to events and seminars and more. Take a “tour” of our site- YOUR site- and if you have any suggestions, feel free to send them to info@poconochamber.net.

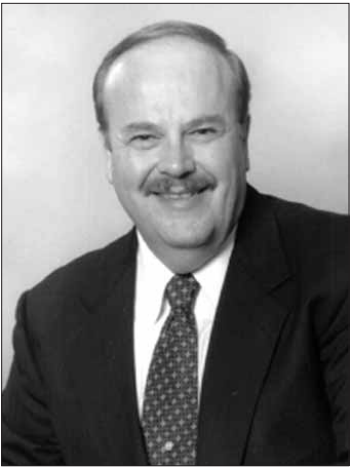
ESSA Major Sponsor For Expo 2004

ESSA has signed on for the second year in a row as the major sponsor of EXPO.

EXPO is the region’s largest business and community exposition, about to enter its 17th year this coming spring. The event will be held at East Stroudsburg University’s Koehler Fieldhouse on March 10 and 11 from 3- 8:30 p.m. EXPO provides a perfect opportunity to build awareness of your company or organization, showcase your newest products and services and meet potential customers and suppliers face-to-face. A food court and live entertainment will be featured throughout the two-day event. A variety of sponsorship levels are available that will entitle businesses to have their company name displayed on the entrance header, logo printed on a high-quality canvas tote bag given out to attendees, and other benefits. Thanks to our major sponsor-ESSA- and EXPO’s other sponsors who include ClearChannel Radio, East Stroudsburg University, Herbert Rowland & Grubic Inc., Journal of the Pocono Plateau, Liberty Custom Home Builders, Nassau Broadcasting, NEPA Federal Credit Union, Niclaus Engineering Corp, Northampton Community College, Penn Security Bank & Trust Co., PenTeleData, Pocono Produce, PPL, and Wilkes-Barre Scranton International Airport.

CareerFest, held at EXPO and sponsored by Monroe County CareerLink, brings the expertise of professionals from a variety of fields to tenth and eleventh graders.

Booths and sponsorships are still available for EXPO, but they are going fast so immediate reservations are strongly encouraged. All forms including exhibitor application, contract, sponsorship details and floor plan (which has changed since last year) are available on our Web site at www.poconochamber.net, or contact the Chamber at 421-4433 for more information.



From the President

The Pocono Mountains Chamber of Commerce will be celebrating its ninety-fourth year of service in 2004 and is still growing. The Chamber has come a long way since 1910, but it still continues to develop the Pocono Mountain region as a first class community.

Programs and committees dedicated to government affairs, economic development, transportation, environment, and membership services serve over 1,600 members in our community. We will continue to be the voice for business to our legislators as a benefit for our members’ needs and concerns. As the Chamber grows in membership, our voice becomes unified as the number one business advocate for the region. We will keep working hard for you as your partner in making your business successful.

Your Chamber will continue to be the leader in solving the problems and issues confronting your business. I sincerely hope you will consider joining a committee at the Chamber. Our programs and committees are designed to help make the Pocono Mountains region a better place to live and do business. Get involved and seize the power. We can make a difference together.

-Robert Phillips

Legislative Committee Tackles the Issues

January’s Legislative Committee meeting, attended by twenty-six Chamber members and chaired by Barbara Samet, discussed the issues presented by the Health Care Task Force report (see article in this issue of *Impact*). The committee meets on the first Friday of each month at 8:00 a.m. at the Chamber unless otherwise indicated. The committee’s next meetings will focus on health care issues in conjunction with input from the Pennsylvania Chamber of Commerce. Members of the Pennsylvania Chamber are scheduled to be present to share their views.



Securities America Hosts December Breakfast

Securities America hosted December’s Monthly Breakfast at the Best Western Pocono Inn in Stroudsburg. Speaker Glen Harding reported that Securities America is a full-service independent brokerage company, one of the nation’s largest and most successful independent general securities brokers/dealers.

The special program was provided by WVIA. The speaker, Stacy Renninger, WVIA Corporate Marketing Representative, discussed how WVIA serves 22 counties in Pennsylvania.

The February Breakfast, scheduled for 7:30 a.m. on February 20, will be held at the Best Western Pocono Inn and hosted by SkillsUSA-VICA Council and the Monroe Career & Technical Institute. The special program will be provided by Visual Impairment & Blindness Services (VIABL).

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



Glen Harding, from Securities America (shown left), hosted the monthly breakfast. At right is Chamber President/CEO Robert Phillips.

Membership Anniversaries 25 Years

Dunkelberger’s Sports Outfitter
Sheridan Pocono Press Inc.
Tannersville Inn

5 Years

Morris Black & Sons Inc.
Nationwide-Hagy Insurance Agency
Pam’s Cleaning Services
Pocono Regional Physician Organization Inc.
RJ Walker Co. Inc.
Randy L. Smale Construction Inc.

Congratulations!



From left, staff from WVIA are Joe Glynn, Maria Mirabito, Cori McHugh, Mollie Worrell and Stacy Renninger; at far right is Pocono Mountains Chamber President/CEO Robert Phillips.

Women in Business Committee Hosts Save Our Planet Awards Presentation

The January Women in Business luncheon, which also served as the Save Our Planet Awards presented by the Chamber’s Environmental Committee, was held at the Best Western Pocono Inn in Stroudsburg. The awards acknowledge outstanding or innovative environmental contributions. The award winners are: Business, Polysteel Better World Building Technology; Individual, Linda Snyder; Government, Monroe County Correctional Facility; Mark Lichty Founders Award, Edie Stevens; Non-Profit, Emerald Lakes; and Travel & Tourism, Fernwood Resort. Honorable Mention in the Business category was given to Gallagher & Gallagher, and Strunk-Albert Engineering. The luncheon was sponsored by Spread Eagle Associates in East Stroudsburg.

The February Women in Business luncheon will be held on February 10 at the Best Western Pocono Inn in Stroudsburg. The topic will be presented by Vickie Mavis of HR Synergy Solutions, who begins a 2-part series on “Time Management.” For more information please call Miriam Conway at 421-4433.



The Save Our Planet award winners shown at the Women in Business Luncheon.

Welcome New Members

These new members are not listed in the 2004 Membership Directory & Buyer’s Guide. Please be sure to add this page to your copy of the Directory. The anticipated publishing date for the new edition is February 2004.

B & G’s 18301 Café

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