

Pocono Mountains Chamber of Commerce
Stroudsburg, PA

IMPACT

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IMPACT

Monthly

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EXPO 2007, A HUGE SUCCESS!



The Pocono Mountains Chamber of Commerce held their 20th Annual Expo at East Stroudsburg University of Pennsylvania's Koehler Fieldhouse on March 14th and 15th. Approximately 180 businesses were on hand to showcase their products and/or services. Geisinger and Geisinger Health Plan were the Major Sponsor of EXPO 2007.

Dr. Glenn Steele, President and CEO of Geisinger Health System cut the ribbon to kick off this year's event. He was joined by Alma Ruiz-Smith, representing Senator Robert Mellow's office, Adam Mosher, representing Senator Lisa Boscola's office, Tom Yoniski, representing Senator Lisa Baker's office, Representative Mario Scavello, Stephen Washington, representing Representative John Sipthoth's office, Commissioners, DonnaASURE, Robert Nothstein, Suzanne

McCool, ESU President, Dr. Robert Dillman, PMCC President/CEO Robert Phillips, IOM, and PMCC Chairman of the Board, Denise Burdge. Others who took part in the ribbon cutting were Claudette Segear, Monroe County Treasurer, George Warden, Clerk of Courts & Prothonotary, Marlo Merhige, Monroe County Controller, and Helen Diecidue, Recorder of Deeds.

The opening ceremony included the U.S. Army Color Guard and Heidi Zimdahl, a junior from Pocono Mountain School District, who sang our National Anthem.

The Chamber would like to thank all of our sponsors, including: Adams Outdoor Advertising, Advanced Business Equipment, AFLAC, Blue Ridge Communications, Custom Home Remodeling,

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Pocono Mountains Business Magazine TV Show "Your Local Business and Economic News Report"

Airtimes: Mondays at 4:30 p.m., Thursdays at 8:00 p.m.,
and

Sundays at 12:00 noon on Blue Ridge Cable TV 13.
Airtimes are subject to programming changes.

For up-to-date airtime changes, program information,
or to download a copy of the show, go to

www.GeorgeTV.com



Committee Corner

Business Development Committee, Human Resource Committee and Tech Taskforce

Collaborate: "To work jointly with others"

We are pleased to say that we at the Chamber do this, and that together we are stronger. Beginning this summer, our Business Development Committee, Human Resource Committee, and the Tech Taskforce, will be joining forces to offer a series of educational seminars and workshops designed for our members and businesses in general. Over the course of time, topics to be covered may include Risk Management, Time Management, and Effective Use of all Resources. Each topic will be interwoven with the general theme and how it works in the tech world, with HR issues and business in general.

The Business Development Committee has been established for seven years. The goal is to assist business through one-on-one counseling, offer educational seminars and workshops, and offer businesses the opportunities to expand.

The Human Resource Committee is a long standing committee that hosts workshops and seminars on various issues, from how the changes in minimum wage will impact your business to the next workshop on utilizing interns in your business. The HR committee also produces an intensive all day HR Conference every other year.

One of the newest taskforces of the Chamber is the Tech Taskforce. Again, designed to be a training avenue, we have a group of extremely talented and experienced individuals that can show businesses how technology can help them in their business, whatever that may be.

Working together to provide our members with the tools to make their business and personal lives more productive, more efficient, and more profitable, is our goal. Please join us for committee meetings and most definitely, join us for our workshops. They are invaluable to you!

Below is a list of the committee meetings, day, and time. Each committee meets once a month.

- HR** - 3rd Wednesday at 8:00 a.m. at the Chamber Office
- Tech Taskforce** - 2nd Thursday at 4:00 p.m. at the Chamber Office
- Business Development** - 3rd Tuesday 8:00 a.m. at the Chamber Office

Monday Morning Report Is Back!

If you are interested in receiving the Chamber's Monday Morning Report please email Peter Alasty at palasty@poconochamber.net so your email address can be added to the distribution list. If you are not familiar with the Monday Morning Report, upcoming Chamber events and meetings for the week are posted.

April 2007 Calendar of Events

- April 4**New Member Breakfast
7:30 a.m. - Burnley Employment & Rehabilitation Services - Snydersville
- April 5**Expo Committee
8:00 a.m. - PMCC
- April 5**Government Affairs Committee
8:00 a.m. - Best Western Pocono Inn - Stroudsburg
- April 5**Membership Committee
4:00 p.m. - PMCC
- April 9**Education Committee
12:00 noon - Monroe Career & Technical Institute - Bartonsville
- April 9**Business Card Exchange
5:00 p.m. - Paradise Stream - Route 940 Paradise Valley
- April 10**Women in Business Luncheon
12:00 noon - Chateau Resort & Conference Center - Tannersville
- April 11**Economic Development/Transportation Committee
8:00 a.m. - PMCC
- April 12**Tech Task Force
4:00 p.m. - PMCC
- April 13**Leadership Pocono
8:00 a.m. - PMCC
- April 17**Business Development Committee
8:00 a.m. - PMCC
- April 18**HR Breakfast
8:00 a.m. - Best Western Pocono Inn - Stroudsburg
- April 20**Monthly Breakfast
7:30 a.m. - Shawnee Inn & Golf Resort - Shawnee-on-Delaware
- April 23**Finance Committee
7:30 a.m. - PMCC
- April 23**West End Committee
8:00 a.m. - Western Pocono Community Library - Brodheadsville
- April 23**Executive Committee
8:30 a.m. - PMCC
- April 24**Board of Directors
8:30 a.m. - Best Western Pocono Inn - Stroudsburg
- April 24**Women in Business Steering Committee
10:00 a.m. - PMCC
- April 27**Environmental Committee
8:00 a.m. - PMCC
- TBA**Quality of Life Committee

Members *Continued from page 7*

Pocono Medical Center's Nche Zama, MD, PhD, made history by successfully performing the first open-heart surgery in Monroe County at the hospital's ESSA Heart and Vascular Institute on Monday, February 26. The first patient was a woman from the Wilkes-Barre area who chose to have her surgery at Pocono Medical Center, performed by Dr. Zama. Dr. Zama successfully operated on the patient's husband several years ago. With the open-heart surgery service of the Institute open for patients, residents of the region will no longer have to leave the Poconos for cardiac surgery. The first open-heart surgery patient is recovering very well and was discharged on schedule. Zama, a Harvard-trained cardiothoracic surgeon joined the PMC Medical Staff in January as Chief of Cardiothoracic Surgery. He comes to PMC from the Guthrie Clinic in Sayre, PA, where he was Chief of Cardiovascular and Thoracic Surgery. Under his leadership, the Clinic's Cardiovascular Clinic was named one of the Top 100 Cardiovascular Centers in the country for four years, including 2006.



Pocono Medical Home Care, Inc (PMHC) of Stroudsburg is pleased to announce the appointment of Physical Therapist, Cheryl Bishop as Director of Rehab Service. Bishop holds membership in the American Physical Therapy Association as well as the Pennsylvania Physical Therapy Association. Bishop has more than 17 years in the industry with experience spanning geriatrics, orthopedics, traumatic brain injuries, retraining, and preventive rehabilitation. She has been part of the PMHC team for 10 years. Physical Therapist, Donna Clark, who has more than 22 years experience in the rehabilitative arena, has recently joined PMHC. Clark, a Certified Ergonomics Assessment Specialist is also a member of both Pennsylvania and American Physical Therapy Associations and holds credits for continuing professional education in leadership, geriatrics, orthopedics, neurology, and other areas. PMHC is a Medicare certified, CHAP accredited agency providing skilled nursing and rehabilitative services throughout Monroe County and surrounding areas for more than 13 years. Their sister agency, Private Home Care Services in East Stroudsburg specializes in non-skilled home care to the elderly, including personal care, companionship, and home support. For more info, call (570) 476-3134 or stop by 727 Ann Street in Stroudsburg.

Pocono Mountains Association of REALTORS

(PMAR) Government Affairs Director CherylAnn Houseman of Mount Pocono has been named as one of the "Top 25 Women in Business" in the sixth annual Area's Best and Brightest Women in Business sponsored by the Northeast Pennsylvania Business Journal and the National Association of Women Business Owners. Houseman joined the PMAR after serving as chief of staff for State Representative Mario M. Scavello. She earned her bachelor's degree in political science from East Stroudsburg University and is a graduate of the Pocono Real Estate Academy. She holds a Pennsylvania salesperson certificate and is a certified real estate agent (her license is currently in escrow.) Houseman is also very involved in and committed to community service.



CherylAnn Houseman

The Pocono Mountains Economic Development Corporation (PMEDC) Chairman, Paul Canevari has announced the first project in the development of Arcadia North Business Park. This 600-acre property on Route 611 in Tobyhanna just north of the Pocono Mountains Airport was selected due to its proximity to the highway, airport and rail line. PMEDC development partners, Arcadia Properties, LLC of Bethlehem, project developer Clayco of St. Louis, and all the engineering teams have spent months working on the project with Brian Ross of the Governor's Action Team and Department of Community and Economic Development Secretary Dennis Yablonsky. Governor Rendell and the Commonwealth Financing Authority as well as State Senator Bob Mellow (D-22) and State Representative Mario Scavello (R-176) played key roles in the project. Clayco, who has experience constructing facilities for Fortune 500 companies, has begun construction of a 1.6 million square foot warehouse distribution center for Johnson & Johnson Sales and Logistics Company, LLC. In addition to large projects like this, Arcadia North will offer sites for smaller industrial and office facilities, retail, commercial facilities, and hotels. Arcadia Properties is a real estate development and management company servicing the Lehigh Valley and Eastern Pennsylvania. PMEDC is non-profit economic development corporation dedicated to creating jobs for Monroe County residents, expanding the county's tax base, and attracting new investment. Learn more online at www.PoconoMtsIndustries.com.

Riverside Rehabilitation Centers in conjunction with **Dr. Gregory Menio, M.D., P.C.** and the **Office of Vocational Rehabilitation**, will host the Monroe County Prosthetic Clinic, the first Thursday of each month at 3:00 p.m., beginning Thursday, April 5, 2007. A team including a physician, prosthetist, physical therapist, and occupational vocational rehabilitation specialist will be on hand to evaluate and assess patients' prosthetic needs including fitting new devices, revisions and replacements, residual limb management, and job counseling. Monroe County Prosthetic Clinic is the first of its kind in this area; until now, prosthetic patients had to travel to the Scranton area or the Lehigh Valley to receive this type of comprehensive care. Prosthetic patients may call (570) 476-2101, for more information or to schedule an appointment. They will be seen at Dr. Menio's office at 300 E. Brown Street in East Stroudsburg. Dr. Menio is a member of Pocono Medical Center's Orthopedic Surgery staff and is certified by the American Board of Orthopedic Surgery in orthopedic surgery and hand surgery. Riverside Rehabilitation Centers provide outpatient physical, occupational, and speech therapy with offices in East Stroudsburg, Brodheadsville, Mt. Pocono, and Moscow. The Office of Vocational Rehabilitation assists Pennsylvanians with disabilities to secure and maintain employment and independence.

The Wilkes-Barre/Scranton International Airport recently unveiled their Pocono Club and Business Center at the newly built airport. Those attending from the Pocono Mountains Chamber of Commerce were Robert Phillips, IOM, Patricia Metzgar, Denise Burdge, and Daisy Gallagher.



Monthly Breakfast



Robert Phillips, IOM and Nassau Broadcasting staff

The Monthly Breakfast which was sponsored by Nassau Broadcasting was held at the Best Western Pocono Inn on February 16. Doug Beck discussed the heritage nature of the radio station, commitment to the community, and why they pick the programming that they pick. Nassau has a great team of six sales people.

Kevin Foote, Marketing Consultant, talked about AM which is very functional and viable as well as Nassau's two AM signals. In December, the format was changed from oldies to talk radio.

Vinny Bianchi ended the program by stating that "Business Has to Sell Time" and grow because of time and flexibility. For more information on Nassau Broadcasting and what they have to offer, contact them at (570) 421-2100.

The Special Program was presented by Kassie Eufemio of the Auxiliary of Pocono Medical Center. Ms. Eufemio is Chair of Pocono Medical Center's Auction 2007. The auction is scheduled to be held March 26 through March 29 and they are looking for 60 volunteers per night. The proceeds from the auction will benefit the Valerie Hodge Memorial Dental Clinic. Unfortunately there are 400 children on a waiting list and we need to expand this facility.



Kassie Eufemio
Robert Phillips, IOM

The 50/50 drawing was won by Kathy Hill, Access Office Technologies, Inc., who donated it to the Auxiliary of Pocono Medical Center.

BUSINESS CARD EXCHANGE



The March 12th Business Card Exchange was held at the Legendary Tannersville Inn. Everyone in attendance enjoyed the delicious array of food, along with a great opportunity for networking.

CareerFest 2007

On March 14, 2007, The Pocono Mountains Chamber of Commerce Education Committee hosted CareerFest at East Stroudsburg University of Pennsylvania. CareerFest provides information on various career paths available to high school students. Four hundred and seventy-three students from East Stroudsburg High School North, East Stroudsburg High School South, Shawnee Academy, Notre Dame, Evergreen Community School, and Pleasant Valley High School had the opportunity to attend three of the 20 career sessions available. The careers were Allied Health, Arts, Biotechnology/Nanotechnology, Broadcasting, Business Entrepreneur: Sales, Real Estate, Insurance & Risk Management, Computer Animation & Graphics, Computer Programmer/Computer Security, Cosmetology, Education, Emergency Services, Engineering, Environmental Science, Hospitality & Tourism, Law Enforcement, Law & Paralegal, Print Media, Public Relations, Social Services, and Wall Street & The Financial World.

A special thank you to Access Office Technologies, Inc. for sponsoring the refreshments for the speaker prior to the start of CareerFest and also to the many business leaders who took time from their busy schedules to present information on their careers to the students.



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Ribbon Cuttings ActionCOACH



ActionCOACH recently held a Ribbon Cutting Ceremony in honor of their new location at 556 Main Street in Stroudsburg. Stop in and say hello or give them a call at (570) 517-7100.

Keegan Tees



Keegan Tees recently held a Ribbon Cutting Ceremony in honor of their new location on Route 115 and Valley Road in Effort. Stop by and see them or give them a call today at (570) 629-4962.

Roman Legal Services

Roman Legal Services recently held a Ribbon Cutting Ceremony in honor of their new location on North Courtland Street in East Stroudsburg. Give them a call today at (570) 421-8445 or stop by and say hello.



New Member's Breakfast

DVP Service Center, located at 85 North 1st Street in Stroudsburg specializes in all types of automobile services and repairs. Give them a call at (570) 424-1075, or stop by and see them today.

Facilitators on Call offers training and development opportunities to both you and your employees. Give them a call today at (570) 420-9443, and let them start working for you.

The Frameworkers.Com offers professional grade craftsmanship for the professional grade builder or architect. Stop by and see them today at Rimrock Drive in Bartonsville or give them a call at (570) 620-9322.

Pocono Rubbish Removal, located in Saylorburg, specializes in both rubbish removal and the supplying of containers to meet all of your needs. Give them a call today at (570) 629-1233.

Ursa Major Investments specializes in real estate investment in Eastern Pennsylvania. Their phone number is (570) 588-1305. Give them a call today, and let them start working for you.

Weichert Realtors Acclaim's Tom Hartford is available to meet all of your real estate needs whether you are buying a new home or selling yours. Give him a call today at (570) 350-8624.

A Huge Success *continued from page 1*

East Stroudsburg University of Pennsylvania, First National Bank of Palmerton, Fresh Start Contracting, Geisinger, Geisinger Health Plan, George Roberts Production, Grace Park, Halterman's, NEPA Community Federal Credit Union, Niclaus Engineering, Northampton Community College-Monroe Campus, PenTeleData, Pennstar Bank, Pocono Mountains Association of Realtors, Pocono Business Journal, R.K.R. Hess Associates, Inc., Senator Robert Mellow, Sundance Networks, Shawnee Academy, Target Select Cable Advertising, The UPS Store, WBRE-WYOU-WNEP, Wilkes-Barre/Scranton International airport and WSBG-WVPO-WWVY.

Each year, the Chamber honors exhibitors in several categories. This year's award recipients were: Best of Show, Candy Bouquet, Best Non-Profit, Monroe County Historical Association, Most Creative Booth, Monroe Career & Technical Institute, and Most Interactive Booth, A Sound Strategy, Inc.



Candy Bouquet
Best of Show



Monroe County Historical Assoc.
Best Non-Profit



A Sound Strategy, Inc.
Most Interactive



Monroe Career & Technical Institute
Most Creative

The West End Committee

Cordially invites you to an

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Wine-Big Creek Vineyard
Music-Backtrax Entertainment
Food-LaFamilia Pizzeria
Flowers-Forever Memories

(extra parking behind the bank at Oasis Car Wash)

From the President



Recently, Pennsylvania Governor Ed Rendell announced that Johnson & Johnson, the New Jersey based manufacturer of health, medical, and pharmaceutical products, will open a 1.37 million-square-foot distribution center in Coolbaugh Township later this year. It is estimated that this distribution center will create several hundred new jobs for the region.

This project received a \$1.6 million in funding from the Department of Community and Economic Development, in addition to an \$800,000 grant and \$804,000 in job creation tax credits. Additionally, this will be the first major project to open in the business park, off Route 611 near Pocono Mountains Municipal Airport.

The Chamber supports projects like this one that provide new jobs for our area. We believe that this new facility will help promote and attract other interested companies who are looking to relocate to our region. This is another fine example of effective economic development for Monroe County.

Robert Phillips, IOM

Women in Business Luncheon



Left to right- Catherine Schratt, Billie Andrews, Jason Cronan, Anthony Gilbert

The March Women in Business luncheon, which was sponsored by the Chateau Resort & Conference Center was held at the Best Western in Stroudsburg. Jason Cronan of 4 Corners Health & Fitness, along with Anthony Gilbert of Crimson Dragon School, gave an informative presentation and demonstration on meditation and self defense.

Debi Cope of Debi Cope Associates won the 50/50 drawing which she donated back to the scholarship fund.

The April luncheon will feature the "Save Our Planet" awards and will be held at the Chateau Resort & Conference Center in Tannersville. The major sponsor this year is LTS Builders, and other sponsors include Teri O'Brien of Pocono Parent and Mark Lichty.

For more information on upcoming WIB luncheons, to donate a door prize, or to sponsor a luncheon, please contact Miriam Conway at (570) 421-4433.

Members in the News

Coldwell Banker Phyllis Rubin Real Estate is honored that four of their agents have earned membership in the Coldwell Banker International Diamond Society and three others earned membership in the Coldwell Banker International Sterling Society. To be named to the Diamond Society, individuals must achieve a minimum \$145,000 closed adjusted gross commission income or 32 closed units. This distinction is a level achieved by only 13 percent of the more than 126,000 sales associates worldwide in the Coldwell Banker system. Diamond Society inductees include: Heather D'Adamo of the East Stroudsburg office; Connie Foland of the Stroudsburg office; Dawn Kephart of the Mt. Pocono office; and Gail Rizzo of the Blakeslee office. To be named to the Sterling Society, individuals must achieve \$110,000 closed adjusted gross commission income or 25 closed units. This distinction is a level achieved by only 18 percent of the company's sales associates worldwide. Sterling Society inductees include: Marie Burkey and Jeffrey Paterson of the Brodheadsville office and Libbie David of the Blakeslee office.

Coldwell Banker Phyllis Rubin Real Estate agents were recently honored during the company's annual top agent's luncheon. Agents entering the Six-Million Dollar Club, an honor for those reaching at least six million in listings sold and buyer controlled volume were: Spiros Bilianis, Heather D'Adamo, and Connie Foland. Agents entered into the Multi-Million Dollar Club, for those reaching two million or more in listings sold and buyer controlled volume were: Libbie David, Gail Rizzo, Marie Burkey, Jeffrey Peterson, Cynthia Lynch, Richard Carroll, Dawn Kephart, Craig Hackman, Virginia Battisto, Steve Gottfried, Larry Smith, Diane Gomez, Joseph Devereaux, Gloria Green, Loretta Taormina, Sue McShane, and Susan Mikels. Agents entered into the Million Dollar Club, for those reaching one million or more in listings sold and buyer controlled volume were: Doug Frazer, Al Keller, Bobbie Smith, Donna Carnes, Diane Hinson, Blanca Cordero, Beth Linn Mackes, Sonya Bilianis, Elizabeth Hane, David Horowitz, Brian Cooper, John Butchkoski, and Clarice Penna. In addition, Libbie David earned Company Best Incoming for the most closed income referrals for the year and Donna Carnes earned Company Best Outgoing for most outgoing referrals send and accepted. Jeffrey Peterson was recognized as Rookie of the Year for his work in the Brodheadsville office.

Core People Resources today announced a partnership with Diversified Payroll Solutions, an accountant-based, family-owned payroll company based in Wyoming, Pennsylvania. Diversified's partnership with Core People Resources will expand its Web-based full-service payroll offerings to include CPR's Web-based HR package. The move allows both companies to expand their offerings on a regional and statewide basis. "We are offering small businesses local service, a higher level of service at a lower rate," says Russ Mehnert, Diversified's payroll sales manager. The partnership allows the two local companies to compete head-on with national companies offering similar services to businesses with one to 500 employees. "This allows us to compete against the national packages," says Mehnert. "We are blowing them out of the water price-wise. The level of service and the level of expertise are better because we are accountants and HR professionals." Diversified Payroll Solutions spun-out from Carver & Associates, an accounting firm offering accounting services for the past 35 years. For more information, visit <http://diversifiedpayroll.com>, call (570) 693-2729, or contact CPR at (877) CPR-4BIZ or email: support@corepeoplresources.com.

East Stroudsburg University of Pennsylvania President, Robert J. Dillman introduced Rep. John J. Siptroth (D - District 189) as the university's 2007 Legislative Fellow during a luncheon in Representative Siptroth's honor on Thursday, March 22. Members of ESU's faculty and staff, students, and distinguished guests from the community were on hand to greet Rep. Siptroth. The Legislative Fellow Program is designed to bring state legislators to campus to participate in a variety of campus activities and to meet formally and informally with students, faculty, and staff throughout the year. The university will, at his request, provide Rep. Siptroth with a student intern for a semester. The internship program is backed by a strong commitment from the university and Rep. Siptroth's office. For more information on the Legislative Fellow Program, contact Dr. Victoria Sanders, Associate Vice President of Special Projects, Diversity, and Equity at (570) 422-3547.



Rep. John J. Siptroth

East Stroudsburg University is working toward moving to a tobacco-free campus. To protect the health of its community members, an amendment has been made to the university's Tobacco Policy and Guidelines indicating that the use of all tobacco products effective March 19, 2007, these new "Smoke Free Zones" will be created between buildings that are in close proximity to one another, specifically the areas between the Stroud Hall and the University Center, McGarry Communication Center and Stroud Hall, and the University Center and the Keystone Room. ESU's new policy which will be rigorously enforced by members of the campus community brings the university in alignment with the American College Health Association (ACHA's) position on tobacco on college campuses and one step closer to a tobacco-free campus. Copies of the policy are available by contacting University Police (570) 422-3063 or Roger Holcombe, ESU's Health and Safety Specialist (570) 422-3208. Specific concerns about tobacco policy changes should be directed to Mr. Bob Moses, Director of Residence Life and Housing at (570) 422-3138.

GoldenTravelGuides, a national travel company based in East Stroudsburg, announces the launch of their certified Group Sales Division, EasyMeetings.com. Easy Meetings was designed to help busy executives plan their corporate meetings, seminars, and conferences. Their staff of certified meeting planners will work with your Pocono business to plan off-site meetings whether it's a Board of Director's luncheon meeting, a sales meeting for 1500, or a national company convention for 20,000. There is no fee for these services which include: site selection and inspection; supplier negotiations to secure the best prices and services; proposals and budgeting; cross-referencing travel and program details for each participant; providing one master cost report on room, transportation, or registration costs, making your accounting much easier; planning off-site programs for attendees or spouses; and handling all details of the meeting itself - room setups, F&B, off-site venues, transportation and transfers, baggage handling, meet and greet at the airport and on property, etc. GoldenTravelGuides secure hundreds of meetings and conventions all across the US each year for companies like Toyota, the U.S. Department of Agriculture, Mercedes Benz, and a wide array of other businesses. For information or to book a group meeting you should call: (877) 465-3368 or visit: www.EasyMeetings.com.

Hair Alternatives' Linda Seliger is selling 4" pots of geraniums for Women's Resources for \$4.00 each. They will be available on Friday, May 11th. Please call Linda today at (570) 426-9988 or stop by Hair Alternatives on Crystal Street in East Stroudsburg to place your order.

Monroe County SCORE will give local entrepreneurs the opportunity to get answers to their business questions with its "Starting and Managing a Small Business" on April 18 at Monroe Career & Technical Institute. Speakers will cover a range of topics, including business planning, marketing, financing, taxes, and legal. Several area business experts will be featured. "Small business owners face some difficult problems - whether they are new or growing businesses," says Monroe County SCORE Chapter Chair Bill Skinner. "We put together the workshop to help answer their questions, so they can focus on other challenges and opportunities," Skinner adds. The workshop is part of a series of seminars held by Monroe SCORE to assist local business owners. Since 1964, SCORE "Counselors to America's Small Business" has assisted more than 7.5 million aspiring entrepreneurs and small business owners through counseling and business workshops. More than 10,500 volunteer business counselors in 389 chapters serve their communities through entrepreneurial education dedicated to the formation, growth, and success of small businesses. For more information about starting or operating a small business, call (570) 421-4433 for the SCORE chapter nearest you or, visit www.score.org. You must call to pre-register for the workshop.

Pocono Medical Center (PMC), after six months all Pocono Health System (PHS) locations are set to become smoke free on Thursday, February 1. The campaign began in July of 2006 when Pocono Health System announced a plan to move to a completely smoke free environment. That plan included offering all employees who smoke, free smoking cessation and weight management programs and listening to concerns of all employees. Providing an example to the community was also part of the plan. "As the healthcare leader in our community, we felt a responsibility to take a leadership role in addressing workplace smoking," says Richard J. Henley, President and CEO of Pocono Health System. "We certainly hope other businesses and employers follow our lead." The reasoning behind going smoke free was simple- healthier employees.

Pocono Medical Center's Dale and Francis Hughes Cancer Center's Medical Director, Dr. Michael Greenberg and Richard J. Henley, Pocono Medical Center President and CEO were recently presented with more than \$2,000 by Amy Casciano, an 18-year old senior at Notre Dame High School in East Stroudsburg. Casciano worked to raise money for



left to right- Richard Henley, Amy Casciano, Dr. Michael Greenberg

her senior project more than simply to fulfill a requirement, but to satisfy a personal goal and benefit the community. In addition to her fundraising efforts on behalf of Pocono Medical Center, this honor student volunteers once a week in Pocono Medical Center's pediatric unit. She will be attending Dickinson College in the fall as a pre-med major, hoping to follow in the footsteps of her birth mother, Dr. Joy Brown, an OB/GYN at Pocono Medical Center, who died of lymphoma when Amy was very young. Pocono Medical Center is an acute-care hospital accredited by the Joint Commission of Accreditation of Healthcare Organizations (JCAHO). PMC provides high quality, state-of-the-art acute medical care and is committed to patient satisfaction, education, and promotion of wellness.

Continued on Page 9

Welcome New Members

The following new members are not listed in the 2007 Membership Directory & Buyer's Guide. Please be sure to add this page to your copy of the Directory.

Aflac

Yamira Marchany
105 Lakeview Drive
Lehighton, PA 18235
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