

Pocono Mountains Chamber of Commerce
Stroudsburg, PA

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IMPACT

Monthly

September 2007 VOL. 36, NO.9

**Recently, the Chamber attended a seminar on
Immigration Law & Best Practices and we would like to share
with you, information that was released by the
U.S. Immigration & Customs Enforcement.**

Each year, the Social Security Administration (SSA) informs thousands of employers via a "no-match" letter that certain employees' names and corresponding Social Security numbers provided on Forms W-2 do not match SSA's records. Out of approximately 250 million wage reports the SSA receives each year, as many as four percent belong to employees whose names and corresponding Social Security numbers do not match SSA's records.

Through regulation, the Department of Homeland Security (DHS) is reiterating that employers remain accountable for the workers they hire and clarifying the steps employers should take to resolve mismatches identified in letters issued by SSA. The DHS regulations provide guidance that will help employers comply with legal hiring requirements by outlining specific steps they should take under immigration law when they are notified that employees' names or corresponding Social Security numbers as provided on Forms W-2 do not match SSA records.

SSA is not changing its procedures for issuing employer no-match letters, and SSA guidance on how to correct Social Security records will remain unchanged. However, no-match letters issued by the SSA for Tax Year 2006 will be accompanied by a letter from U.S. Immigration and Customs Enforcement (ICE) informing employers on how to respond to the employer no-match letter in a manner consistent with obligations under U.S. immigration laws.

There are many reasons for a mismatch between employer and SSA records, including transcription errors and name changes due to marriage that are not reported to SSA. Employers should not assume that the mismatch is the result of any wrongdoing on the part of the employee. Moreover, an employer who takes action against an employee based on nothing more substantial than a mismatch letter may violate the law.

The DHS regulation and the ICE letter describe with specificity what steps employers should take upon receipt of a no-match letter: 1) verifying within 30 days that the mismatch was not the result of a record-keeping error on the employer's part; 2) requesting that the employee confirm the accuracy of employment records; 3) asking the employee to resolve the issue with SSA; 4) if these steps lead to resolution of the problem, follow instructions on the no-match letter itself to correct information with SSA, and retain a record of the verification with SSA; and 5) where the information could not be corrected, complete a new I-9 form without using the questionable Social Security number and instead using documentation presented by the employee that conforms with the I-9 document identity requirements and includes a photograph and other biographic data. Employers unable to confirm employment through these procedures risk liability for violating the law by knowingly continuing to employ unauthorized persons.

ICE has developed a comprehensive interactive section on its Web site, www.ice.com, which will answer no-match related questions, or, your inquiries may be directed to ICE at (800) 421-7105.

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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



Postmaster: Send address changes to Impact, 556 Main Street, Stroudsburg, PA 18360

From the Chairman of the Board

As much as we hate to say it, fall is fast approaching. In the Poconos, we've made a tradition out of celebrating our beautiful fall foliage. We celebrate the return of our youth to school. And at the Chamber, we celebrate our chamber members and members of the community who continue to contribute their time and energy to make the Poconos the best possible place to live and work.



In September we will have our Second Annual Bizzy Awards. Did you by any chance miss this major Hollywood-style "Red Carpet" event last year? Secret ballot entries and surprise winners were announced at a gala dinner at Caesar's Brookdale last September. Join us for the 2007 Bizzy Awards September 27, at Brookdale-on-the-Lake, as we award the best in the Poconos for categories such as Best Web Site, Best Business Card, and Best Business Logo, just to name a few. Watch the Impact for the evening's details and join our hosts, George and Connie Roberts, as we stand up and applaud the businesses in our community.

Our celebration continues on November 14, 2007, with our Annual Banquet. This most special evening honors individuals within our community who have contributed in many different ways. We will honor our Humanitarian of the Year, Business Person of the Year, Citizen of the Year, and ATHENA Award Winner. Winners exemplify each category and inspire others to follow their lead. Whether their efforts are continual small acts of kindness or whether their life's work changes the world, we are proud to recognize and celebrate them and their accomplishments.

Please mark your calendar for September 27 and November 14 of 2007. We look forward to having an exciting fall to acknowledge and honor outstanding people and businesses in our community.

Chairman of the Board -Denise Burdge

Membership Anniversaries

25 Years

Notara School of Dance & Acting
Whitewater Challengers

5 Years

Keegan Tees
PoconoWeddings.com
Setar Real Estate Group, Inc.
SKS Financial Services
Weichert Realtors-Acclaim

Congratulations!

September 2007 Calendar of Events

- September 5....** New Member Breakfast
7:30 a.m. - Burnley Employment & Rehabilitation Services - Snydersville
- September 7....** Government Affairs Committee
8:00 a.m. - Best Western Pocono Inn - Stroudsburg
- September 10...** Quality of Life Committee
8:30 a.m. - PMCC
- September 10...** Education Committee
12:00 noon - Monroe Career & Technical Institute - Bartonsville
- September 10...** Business Card Exchange
5:00 p.m. - Mountain Springs Lake Resort - Reeders
- September 11...** Women in Business Luncheon
12:00 noon - Shawnee Inn & Golf Resort - Shawnee-on-Delaware
- September 12...** Economic Development/Transportation Committee
8:00 a.m. - PMCC
- September 13...** Membership Committee
8:00 a.m. - PMCC
- September 14...** Leadership Pocono
8:00 a.m. - PMCC
- September 18...** Business Development Committee
8:00 a.m. - PMCC
- September 19...** HR Committee
8:30 a.m. - PMCC
- September 21...** Monthly Breakfast
7:30 a.m. - Best Western Pocono Inn - Stroudsburg
- September 24...** Finance Committee
7:30 a.m. - PMCC
- September 24...** West End Committee
8:00 a.m. - Western Pocono Community Library
- September 24...** Executive Committee
8:30 a.m. - PMCC
- September 25...** Board of Directors
8:00 a.m. - Best Western Pocono Inn - Stroudsburg
- September 25...** Women in Business Steering Committee
10:00 a.m. - PMCC
- September 28...** Environmental Committee
8:00 a.m. - PMCC
- TBA.....** Expo Committee

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.

The Daily Bread Bakeshop

Kevin Conroy
PO Box 170
Mountainhome, PA 18342
(570) 595-9717
kevroy@ptd.net
BAKERY

Easter Seals Eastern Pennsylvania-Pocono Division

Sandy Shay
190 Seven Bridge Road
East Stroudsburg, PA 18301
(570) 421-1254
(570) 424-2346
sandy.shay@easterseals-easternpa.org
www.easterseals-easternpa.org
NON-PROFIT

GBSB Mortgage Company

Anna Pensabene
2 Brooksite Drive
Smithtown, NY 11787
(631) 979-3616
(631) 979-3604
apensabene@gsb.com
www.gsb.com
MORTGAGES

Kolinsky Electric and Communication

Tom Kolinsky
43 Deerfield Way
Scotrun, PA 18355
(570) 807-3688
(570) 619-0134
kolinskyelectric@hotmail.com
CONTRACTORS-ELECTRICAL

Marywood University

Mark Carpentier
2300 Adams Avenue
Scranton, PA 18509
(570) 348-6237
(570) 961-4776
macarpentier@marywood.edu
www.marywood.edu/conted
EDUCATION-TRAINING

Matrick Counseling Center

Debra S. Matrick, LCSW
Route 390 Box 108, Price Rite Plaza
Mountainhome, PA 18342
(570) 595-0943
(570) 595-0969
deb1228@ptd.net
COUNSELORS

Pennstar Bank

Annette Merlino
Crossroads Mall, Route 611
Bartonsville, PA 18321
(570) 420-4579
amerlino@pennstarbank.com
www.pennstarbank.com
BANKS-FINANCIAL INSTITUTIONS

Pennsylvania Mentor

Anthony Nardella, LSW
PO Box 277
11 Jenna Drive
Brodheadsville, PA 18322
(570) 992-3613
(570) 992-3324
anthony.nardella@thementornetwork.com
www.thementornetwork.com
HUMAN SERVICES

Triangle Technologies

Pamela Boggia
PO Box 235
Shawnee-On-Delaware, PA 18356
(917) 232-2388
(845) 267-2388
pboggia@triangleusa.net
www.triangleusa.net
OFFICE FURNITURE



Monthly Breakfast



left to right- Robert Phillips, IOM, Cheryl Barndt, Elaine Woodland, Denise Burdge, Ed Gower

The Monthly Breakfast was held on July 20, 2007 at the Best Western Pocono Inn. Pocono Community Bank sponsored the event. Both Elaine Woodward and Denise Burdge spoke about the history and the changes that the bank is going through.

Pocono Community Bank opened its doors in 1997 with \$6.5 million dollars from 15 local investors. The goal was to have a locally-run and operated bank helping our local community. As of 2006, they had \$138 million in assets and they have kept the warm welcoming feeling of a "hometown bank." Their big news is that they have been acquired by First Keystone National Bank of Berwick on May 11, 2007. First Keystone National Bank, formerly First National Bank of Berwick, has been in business for more than 140 years. Their tagline, "Yesterday's Traditions, Tomorrow's Vision" accurately describes what both banks strive to do for their customers. For more information on what they offer, you can contact them at (570) 424-9700.

The Special Program was Equi-librium, Inc. Pat Sayler talked about Equi-librium and how it is therapy focused around horses. Studies have found that the forced balancing of oneself while on a horse can help with certain disabilities. This program started in 1982 as part of Easter Seals. They had five different locations where they offered their services, but it was difficult to spread out the minimal number of employees across all locations. In 2000, Easter Seals had to drop the program because of lack of funding. In 2001, Equi-librium opened its own facility in Sciota. They went from being able to help 56 kids per year to 120 per week. In the future they hope to expand to a larger facility. They now own land in Northampton County, but have to raise the money to build there before relocating. For more information on Equi-librium, you can contact them at (570) 992-7722 or visit their Web site at www.equi-librium.org

Ellen Ward from First National Community Bank won the \$100.00 restaurant Gift Certificate, courtesy of Access Office Technologies.



Robert Phillips, IOM, Patricia Sayler

Business Card Exchange



The Chamber's Business Card Exchange was held on August 13 at the Chateau Resort and Conference Center in Tannersville. The Chateau is the perfect venue to talk with old friends and meet new ones all while sampling their delicious food. If you are looking for a facility to have your next event, contact the Chateau Resort and Conference Center at (570) 629-5900.

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800-695-1371

PLEASANT VALLEY MOTORS
ROUTE 209 & 115
BRODHEADSVILLE, PA 18322
570-992-4827
800-891-2317

Ribbon Cuttings



The Swaby Law Firm, LLC

The Swaby Law Firm, LLC recently held a ribbon cutting in celebration of its first full year in business. The Swaby Law Firm provides a myriad of law services. Give them a call today at (570) 431-0177.

Women in Business Luncheon



From left to right, Maryjane Churchville, Ginny Sosnowski, R.N., Catherine Schratt

The August Women in Business luncheon, which was sponsored by Maryjane Churchville of Northeast Land Transfer LLC, was held at Grace Park Seniors Living Well in Stroudsburg. The topic "Helping New Parents Succeed," was presented by Ginny Sosnowski of Nurse Family Partnership. The luncheon was served outside and everyone in attendance enjoyed the beautiful surroundings.

Judith Rinehart of Pocono Community Bank won the 50/50 drawing which she donated back to the scholarship fund.

The September luncheon, sponsored by Geisinger Health System, will be held at Shawnee Inn & Golf Resort. The featured topic "Shawnee Academy/The Beacon School: Where Learning Happens & Positive Changes Occur," will be presented by Dr. Kenneth Koberlein and Linda Camareri of Shawnee Academy/The Beacon School.

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.

HR Corner

Does Unused Sick Time Hold Off the "Cobra" Bite?

Question: We have a 24-year employee who has accrued many sick days and still has some left even though she has been unable to work for three months due to illness. Our benefits person says we can't stop paying for her group health insurance coverage and put her on COBRA until she exhausts her paid sick time. Is this correct?

Answer: No. The mere availability of paid sick time does not forestall an employer's ability to stop paying for group health insurance coverage for an employee unable to work due to injury or illness. For employers with 20 or more employees, COBRA applies whenever a qualifying event such as a reduction in hours or termination results in loss of such coverage.

Except for the Family & Medical Leave Act which obligates larger employers to continue coverage for eligible employees for up to 12 weeks, it is the terms of an employer's collective bargaining agreement, individual employment contract, policy, or practice that determines when an employee's inability to work results in loss of coverage.

For example, a non-FMLA covered employer (with fewer than 50 employees) may adopt a policy of continuing to pay for an absent employee's coverage for only 2 months. Thereafter, assuming the employer is covered by COBRA, the employee may be required to pay for COBRA continuation coverage while on leave even if she still has accrued but unused paid time off.

Ideally, this should be handled consistently as to all employees on this type of leave for this duration pursuant to some established agreement, policy or practice.

If you'd like to learn more about HR issues, or have your own questions, we encourage you either to send an email to the Chamber's HR committee at mconway@poconochamber.net, or attend its next meeting (third Wednesday of every month at 8:30 a.m. in the Chamber Boardroom). You need not be an HR professional to take advantage of and participate in this valuable Chamber resource!

(Submitted by Chamber member, Scott C. Heckman, Esquire of the management-side labor and employment law firm of Flamm, Boroff & Bacine, P.C., Allentown, PA)

This Q & A format does not necessarily represent the views of the Pocono Mountains Chamber of Commerce. It is designed to provide general, yet accurate information in regard to the subject matter. However, neither the Chamber nor the author(s) is engaged in rendering any legal or professional services. If legal advice or other expert assistance is required as to any particular situation, the services of a competent professional person should be sought.

PMCC MISSION STATEMENT

Act as
A Unified Voice of Business
dedicated to the Prosperity of all
Commerce
leading to the Enhancement of the
Quality of Life
in our region and surrounding areas.

From the President



Below is some additional information about the front cover story from this month's Impact regarding immigration. This article was published by the U.S. Department of Homeland Security.

About E-VERIFY

- E-Verify is a free and simple to use Web-based system that electronically verifies the employment eligibility of newly-hired employees. For more information on E-Verify visit www.dhs.gov/E-Verify.
- E-Verify is a partnership between the Department of Homeland Security (DHS) and the Social Security Administration. U.S. Citizenship and Immigration Services (USCIS) oversee the program.
- E-Verify is a re-branding of its predecessor, the Basic Pilot/Employment Eligibility Verification Program, which has been in existence since 1997. The Basic Pilot is being re-branded to highlight key enhancements in the program including a new photo screening tool that helps employers to detect forged or faked immigration documents.
- E-Verify works by allowing participating employers to electronically compare employee information taken from the Form I-9 (the paper-based employee eligibility verification form used for all new hires) against more than 425 million records in the Social Security Administration's (SSA) database and more than 60 million records in DHS immigration databases. Results are returned within seconds.
- E-Verify is the only official U.S. Government source that provides employers in the United States with real-time data that takes the subjectivity out of verifying employment eligibility.
- The primary goals of the EEV program are to protect jobs, not lose jobs, for authorized U.S. workers and to ensure a legal workforce in the United States.
- Currently, more than 19,000 employers are enrolled in E-Verify and 1000 new employers are signing up each month. The system is currently capable of handling up to 25 million inquiries a year.
- Through E-Verify, participating employers have successfully matched 92 percent of new hires to DHS and SSA database information. Of the remaining 8 percent that were not matched, less than one percent of those employees contested the result.

This is very valuable information and I wanted to share it with our members.

Robert Phillips, IOM

Members in the News

ActionCOACH announces the start of ActionCLUB on September 18. Learn how to make your business succeed with this dynamic and profitable business, sales, and marketing program. You will leave this eight session program knowing what you need to do to get ahead. Invest \$1,795 (\$400 savings as a Chamber Member, regularly \$2,195) in eight sessions with ActionCOACH, developing business-building strategies to use specifically in your business that will boost your profits and free up your time right now. The eighth session is a one-on-one individual coaching session to work strictly on your business. You'll find out how to work smarter so that you work less while taking home more money. Start to learn how to work "on your business instead of in your business!" Call ActionCOACH (570) 517-7100 to register for this practical, dynamic, and profitable business program. Space is limited.

Geisinger Health Systems headquartered in Danville, Montour County, is proud to announce Drew Hampton as a new nurse with their health system. Hampton's reasons for joining Geisinger, when there is a high demand for nurses everywhere, mirror the message that Geisinger is trying to project upon the health care universe - bigger isn't always better, especially when you can get big-city experience, compensation, innovation, and research opportunities in a small-town venue. "The reputation is great and getting better," said Dr. Donald Berwick, head of the nonprofit Institute for Healthcare Improvement in Massachusetts. "They're in the same league as the Mayo Clinic or the Cleveland Clinic." Geisinger has three flagship hospitals, 55 rehab facilities and physicians' centers, and even supermarket clinics, covering 41 of Pennsylvania's 67 counties, many of them north of I-80. On many lists Geisinger ranks among the top 100 health systems in the nation.

Great Wolf Lodge's Community Days fundraiser to benefit the United Way of Monroe County is back this fall! The public can enjoy one-day passes to Great Wolf's spectacular 84 degree, Bear Track Landing Indoor Waterpark in Scotrun. It's the Northeast's largest year-round indoor waterpark. Passes can be used from September 3 to October 14 (except for September 16-21 when the resort will be closed for maintenance). Tickets are \$20 for Mondays through Thursdays and \$30 for Fridays through Sundays. Children under age 2 are free. Proceeds will also benefit St. Jude Children's Research Hospital. For more information and to buy tickets, visit www.unitedwaymonroe.org or call the United Way of Monroe County at (570) 629-5657.

The Lehigh Northampton Airport Authority (LNAA) recently reported that passenger traffic increased 5.92% over July 2006. In July, 78,592 travelers utilized LVIA compared to 74,201 in 2006. Year-to-date, 492,217 passengers have used the airport, up 8.28% over 2006 figures. Continued growth by Allegiant Airlines, Northwest, and United, has contributed to the increase. The entire traffic report can be found at: http://www.lviam.org/info_booth/traffic_repts.html. Lehigh Valley International Airport is served by Air Canada's Air Georgian, Allegiant, Continental Express, Delta Connection, Northwest, United Express and US Airways. They serve a twelve-county area with a population base of 3.6 million people. The Airport is easily accessible from eastern Pennsylvania and northern New Jersey and is entirely funded by user fees. No property tax dollars are used for the airport's capital improvements or its day-to-day operation.

Lehigh Valley International Airport (LVIA) carrier, Allegiant Air, is expanding rapidly. They carried a record of 16,525 passengers to and from LVIA in July. The response to Allegiant's service at LVIA has been dramatic and Allegiant is looking for new possibilities to serve Lehigh Valley residents. LVIA is asking you to tell Allegiant where to go; all requests will be sent directly to Maury Gallagher, Jr., Allegiant Travel company president and CEO. Visit their Web site at www.lviam.org to vote and become eligible to win two free roundtrip Allegiant Air tickets. Allegiant Air began service from the Lehigh Valley International Airport (LVIA) in December of 2005 to Orlando/Sanford International Airport. In December of 2006, Allegiant Air added the Tampa/St. Petersburg International Airport to their route system from LVIA.

Montana Mercantile will celebrate its grand opening at a ribbon cutting ceremony on Friday, August 31, 2007 at 1:00 pm. The new specialty retail business is located in the heart of the Poconos, right on Route 611 in the village of Tannersville, next to Smuggler's Cove. State Representative Mario Scavello, an active advocate for small business owners, as well as representatives from the Pocono Mountains Chamber of Commerce, will be on hand to participate in the ribbon cutting, along with owner Susan Parker. Montana Mercantile will offer distinctive rustic decor for the home. They specialize in lodge and western accent pieces, wildlife art and photography, hand-forged iron lighting, kitchen accents, linen and bedding, tabletop accessories, chain saw carvings, handcrafted knives, and silver jewelry. Join them for their ribbon cutting ceremony and grand opening or call (570) 629-4950.

Right Reason Technologies, (RRT) has expanded into the small business market with the release of its RightCourse software. No longer is Web-based training limited to large corporations; small businesses have training needs just like large corporations. RightCourse is RRT's way of approaching small businesses, especially those in the Poconos, to make training affordable and effective. RightCourse allows these businesses to utilize existing knowledge and training using computer and Web-based technologies to enhance and deliver their training content to help their employees perform to their fullest potential while remaining significantly cheaper than using live training.

Riley and Company Inc. CPA's, Scott A. Miller, CPA, CFE, Shareholder recently attended the Association of Certified Fraud Examiners seminar on Healthcare Fraud in Philadelphia, PA. Topics discussed at the seminar included the legal and regulatory background of the healthcare industry, understanding provider reimbursements, enforcement of laws and regulations, compliance programs, issues affecting specific sectors of the healthcare industry, and data mapping an investigation in this highly complex industry. Riley and Company, Inc. is a full-service CPA and business advisory firm with offices in Stroudsburg and Mt. Pocono. Riley and Company Inc. provides a wide range of forensic and litigation support services including business valuations, divorce and support hearing testimony, and investigations into alleged frauds.



Shawnee Mountain, in preparation for its 33rd ski season, is pleased to announce details of a major construction project and equipment purchases which will yield \$2 million in improvements for the coming 2007/08 winter snow sports season. The major improvements include: Snowmaking Pond Dredging and New Retention Dam which will result in an increase in snowmaking water storage capacity of 500%; a new wooden planked steel pedestrian footbridge - installed over the snowmaking pond to provide easy access from the parking lots to the base area facilities and Ski Lodges; new Beginners Area and Learning Center including two new, child-friendly carpet conveyor lifts, a new lighting system for night use, and new energy efficient tower snow guns; Tubing Park Extended for all five tubing chutes by 50'; new Grooming Machine; and More Rentals with the ability to outfit more than 4,000 Skiers/Riders. For more information call (570) 421-7231 or visit their Web site: www.shawneemt.com.

Wayne Bank President and Chief Executive Officer, Bill Davis is pleased to announce the promotion of Ms. Karyn Vashlishan to Vice President, Compliance. Karyn joined Wayne Bank in September of 2005 as Compliance Officer. She has 20 years of banking experience and has an Associates Degree in Banking and Finance from Lackawanna College. In addition, she is a 2000 graduate of The Central Atlantic School of Commercial Lending and has earned several diplomas from the American Institute of banking. She is currently working toward her Bachelor Degree in Business Administration. She resides with her family in Wind Gap, PA. Wayne Bank is a subsidiary of Norwood Financial Corp., Member FDIC.



Ms. Karyn Vashlishan

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.