

Leaders in Environmental Commitment Honored at the Annual Save Our Planet Awards

Members of the region's business community gathered today at the monthly Greater Pocono Chamber of Commerce Women in Business Luncheon to honor and congratulate winners of the 2009 Save Our Planet Awards. The event was organized by the Environmental Committee of the Greater Pocono Chamber and sponsored by the Pocono Mountains Visitors Bureau, Polysteel, and the Brodhead Creek Regional Authority.

As attendees dined on lunch at the Big A Grillehouse in East Stroudsburg, PA, they were treated to an inspiring presentation of this year's Save Our Planet award winners – all of whom represent proactive and forward thinking efforts in areas of environmental stewardship and conservation.

"Each year, the Environmental Committee of the Greater Pocono Chamber of Commerce is energized by the many applicants to the annual Save Our Planet Awards," said Ann Pilcher, Chair of the Environmental Committee. "We feel privileged to view first the amazing commitment members of our community show to environmental causes on a consistent basis. This year's winners are truly a snapshot of the best and most innovative among our environmental leaders."

Six categories of awards were presented during the ceremony, to individuals, community organizations, and businesses alike. Those awards and award winners were:



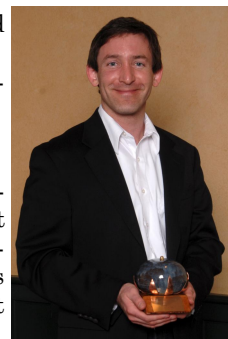
Friends of Cherry Valley
(photo courtesy of VIP Studios)

Non-Profit/Volunteer Category presented to Friends of Cherry Valley, a group active in community and media outreach to promote the importance of clean water, preservation of natural resources, and protection for local endangered species and wild-life.



Rita Lacey of Close the Loop
(photo courtesy of VIP Studios)

Business Category presented to Close the Loop, a regional company which actively works to increase consumer confidence, awareness, and demand for recycled content and products through active marketing, business partnership and educational outreach programs.



Scott Besser

(photo courtesy of VIP Studios)

Individual Category presented to Scott

Besser, a public citizen who unsolicited out of a desire to improve his community, developed the "Keep it in Your Vehicle" jingle which

(cont'd on page 3)

In This Issue

Calendar of Events.....	Pg. 2
Women in Business.....	Pg. 2
Business Card Exchange.....	Pg. 3
Members in the News.....	Pg. 4
New Members.....	Pg. 10
Monthly Breakfast.....	Pg. 11

Bizzy Awards

For More Information
~or~
To Watch This Event,
www.bizzyawards.com

Coming:
September 2009


 GREATER POCONO
 Business Magazine TV Show

Greater Pocono Business Magazine TV Show

%our 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.
WWW.GeorgeTV.com

May 2009 Calendar of Events

May 5.....	<i>Business for Breakfast</i> 7:30 a.m. – GPCC
May 6.....	<i>Expo '09</i> 2:30 p.m. to 7:00 p.m. – Koehler Fieldhouse - ESU
May 7.....	<i>Quality of Life Committee</i> 10:00 a.m. – GPCC
May 7.....	<i>Expo '09</i> Noon to 7:00 p.m. – Koehler Fieldhouse - ESU
May 8.....	<i>Leadership Pocono</i> 8:00 a.m. – GPCC
May 11.....	<i>Education Committee</i> Noon – JR's Grille – East Stroudsburg
May 11.....	<i>Membership Appreciation</i> 5:00 p.m. – Great Bear Golf & Country Club – East Stroudsburg
May 12.....	<i>Economic Development/Transportation Committee</i> 8:00 a.m. – GPCC
May 12.....	<i>Women in Business Luncheon</i> Noon – Alaska Pete's – Marshalls Creek
May 13.....	<i>West End Committee</i> 8:00 a.m. – Western Pocono Community Library Brodheadsville
May 14.....	<i>Women in Business Steering Committee</i> 8:30 a.m. – GPCC
May 15.....	<i>Monthly Breakfast</i> 7:30 a.m. Pocono Inne Town – Stroudsburg
May 19.....	<i>Business Development Committee</i> 8:00 a.m. – GPCC
May 20	<i>HR Committee</i> 8:00 a.m. – GPCC
May 20.....	<i>Membership Committee</i> 8:00 a.m. – GPCC
May 21.....	<i>Expo Committee</i> 8:00 a.m. – GPCC
May 22.....	<i>Environmental Committee</i> 8:00 a.m. – GPCC
May 22.....	<i>Environmental Committee</i> 8:00 a.m. - GPCC
May 22.....	<i>Finance Committee</i> 11:00 a.m. – GPCC
May 26.....	<i>Board of Directors</i> 11:00 a.m. – Pocono Inne Town – Stroudsburg
May 26.....	<i>Youth Appreciation Day</i> Noon – Pocono Inne Town - Stroudsburg

Women in Business

The April Women in Business luncheon, which was held at the Big A Grillehouse, featured the annual Save Our Planet Awards presentation. Each year, the Environmental Committee recognizes individuals and companies that have shown outstanding or innovative environmental contributions in our area. (See story on front cover).



April Women in Business Luncheon at Big A Grillehouse

We would like to thank our sponsors the Pocono Mountains Visitors Bureau, Polysteel Better World Technology and Dr. Waters Brodhead Creek Regional Authority. We would also like to thank Blossom Studios for the beautiful trophies that they created for this event.

The May luncheon will be held at Siamsa's Irish Pub on Main Street in Stroudsburg. The featured topic will be "10 Safety Tips for Women" presented by the Pennsylvania State Police, sponsored by Pocono Pistol Club.

For more information on upcoming WIB lunches, to donate a door prize, or to sponsor a luncheon, please contact Miriam Conway at 570.421.4433.

GPCC 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.

Business Card Exchange

Creek Club Grille at Cherry Valley Golf Course hosted the April 6th Business Card Exchange. What a beautiful view from the restaurant, which overlooks the golf course. They offered a delicious array of food, both hot and cold for everyone to sample. If you are interested in playing a round of golf or just to dine, call them today at 570-421-1350.



Business Card Exchange at Creek Club Grille at Cherry Valley Golf Course

SBA Loan Program

David Grams, V.P. of SBA/Leasing Specialist with KNBT a division of National Penn Bank spoke at great length on the procedure of applying for an SBA Loan through KNBT. Mr. Grams has been working with the SBA Program for over 30 years.

SBA (Small Business Administration) is run by the federal government and will guarantee 90% of an approved loan. Mr. Grams would like businesses to contact him since SBA has made it easier for companies to qualify for government loans. Please contact Mr. Grams at 610-807-5820 to discuss the possibility of your company applying for these loans.



From left to right, David Grams, Holley Kearns, Robert Phillips, IOM

(cont'd from front cover)

became the cornerstone of the Litter Control and Beautification Board of Monroe County's media campaign.



Rob Howell, Shawnee Inn & Golf Resort
(photo courtesy of VIP Studios)

Travel and Tourism Category presented to Shawnee Inn & Golf Resort, a group which highlighted its commitment to the environment through the formation of the Shawnee Green Team – an assembly of one member of each Shawnee Staff Department who actively and creatively research and implement green and conservation oriented practices.

Government Category presented to Smithfield Township, in recognition of their green development practices for the new Township Municipal Building, a facility which features computerized systems to save costs on heating, lighting and hot water generation in addition to a geothermal heating and cooling system.



Vince Dellafera, Smithfield Township
(photo courtesy of VIP Studios)



Ralph "Bud" Cook
(photo courtesy of VIP Studios)

Mark Lichty Award presented to Ralph "Bud" Cook, a community leader with 29 years of devotion to environmental protection and conservation. His work encompasses protecting both species and habitats and his affiliation include 11 years as Executive Director of The Nature Conservancy and the founder of the Monroe County Citizens For Open Space.

Honorable Mentions were also awarded to:

Monroe County Transportation Authority, and Scott's Collision Center.

(Article submitted by Tina Dennis of LTS Builders)

Members in the News

AirTran Airways, a subsidiary of AirTran Holdings, Inc. (NYSE: AAI), today announced plans to begin service in Allentown/Bethlehem, Pa., effective June 25, 2009. The low-cost carrier will offer roundtrip nonstop flights between **Lehigh Valley International Airport in Allentown/Bethlehem, Pa.**, and both Orlando International Airport in Orlando, Fla., and Ft. Lauderdale – Hollywood International Airport in Ft. Lauderdale, Fla.

"AirTran Airways is excited to announce new service from Allentown/Bethlehem, our 62nd destination, to our hometown, Orlando, and to Ft. Lauderdale," said Kevin Healy, senior vice president of marketing and planning for AirTran Airways. "Whether looking to get away to catch a few rays in Florida or experience an unforgettable American history lesson, passengers can count on AirTran to get them

"AirTran Airways' new service announced today to the Lehigh Valley International Airport will be a great option for both business and leisure travelers," said Glenn R. Walbert, chairman of the Lehigh-Northampton Airport Authority Board of Governors. "We are indeed pleased to welcome to the Lehigh Valley America's premier low cost network carrier. We are confident air travelers from throughout the greater Lehigh Valley region will be attracted to the combination of AirTran's excellent service and the convenience of Lehigh Valley International Airport."

With the addition of Allentown/Bethlehem, AirTran Airways will provide service to 62 destinations nationwide, including 35 nonstop cities from Orlando. For more information call 1-800-247-8726

Joseph Baxter, Brian Coyne and George Vlamis of **Michael Baxter & Associates Commercial Real Estate & Property Management (MB&A)** successfully completed Class #102 of the CCIM course. Of the fifteen required credits, Joseph and George have completed nine credits while Brian has fulfilled six credits.

Michael J. Baxter, CCIM, Broker/Owner of MB&A says, "I am very proud of them for making this commitment. By becoming a full CCIM designated real estate firm, we will better serve our clients and customers with the highest level of expertise in the commercial real estate industry." Michael as well as Daniel M. Perich have completed the extensive courses and are CCIM designees.

The CCIM education program is the most comprehensive educational resource in commercial investment real estate. It represents the core knowledge expected of commercial investment real estate practitioners. The curriculum incorporates the essential CCIM skill sets: financial analysis, market analysis, user decision analysis and investment analysis.

MB&A is the leading commercial real estate firm in the Pocono Mountain region. Over the past 10 years, MB&A has sold and leased over \$200 million of commercial real

estate. According to the 2008 statistics from the Pocono Mountain Associates of REALTORS®, MB&A has sold and leased over three times the amount of commercial real estate than its nearest competitor.

Better Homes and Gardens Real Estate Wilkins & Associates announces new salesperson. Joseph "Don" Snyder has joined the Wilkins organization as a fulltime commercial and luxury home salesperson. He will work under the soon to be licensed Commercial division of the Wilkins family of real estate services.

Prior to joining Wilkins, Snyder was affiliated with the Pocono Manor where he worked with former owner and Pres, Jim Ireland, as VP/Gen Mgr responsible for all hotel and resort business and operations, including land development and oversight of the Pocono Manor's extensive real estate holdings. After the sale by the Ireland family in Dec. '05, Snyder continued in his former capacity through 2006, when he became Property Asset Director for Pocono Manor Investors, LP, working on development plans for the 3,000 acre property.

Snyder began his real estate career selling commercial property with Thomas R. Wilkins at the former Coldwell Banker office in Mt. Pocono. Said Wilkins "Don and I actually started the Commercial and Investment div. for the Coldwell Banker franchise when Phyllis Rubin owned the company in 1985." We were responsible for a big part of the commercial development that you see in the Poconos today--especially in the retail arena. We did Kmart, McDonalds, Burger King, Motel 6; all those type deals." said Wilkins.

Snyder is a founding part in the soon to-be-formed Wilkins & Assoc Commercial brokerage. Said Snyder "Working with the Wilkins family to develop a commercial division is something that I'm proud to be a part of. Their commitment to the Poconos is one that doesn't go unnoticed. The name has been here for 3 generations."

The Wilkins company owns Better Homes and Gardens Real Estate Wilkins & Associates and recently merged the Coldwell Banker franchise into their company. The commercial company they are licensing will actively compete with Michael Baxter and Davis R. Chant. "I'm a commercial Broker by trade, so to team up with Don and become a very active part of the commercial horizon in the Poconos is not something unusual for us to do." said Wilkins.

The office will be located at 304 Park Avenue in Stroudsburg.

After 9 years of offering recycled products online as a dot com business, **Close the Loop, LLC** has opened its 1st retail store. The store is located right here in the Poconos. The location is on Rt 209 at the corner of Frable Road, near Gould's Farm Market. The grand opening was held on Saturday, May 2nd from 10:00am-2:00pm. Come visit us and see what beautiful items are made from recycled materials. Parking is in the rear of

the store, off Frable Rd.

"With the launch of our first retail store, we are better able to serve the public and our business customers and build the demand and acceptance of recycled products," said Rita Lacey, Close the Loops' managing member. "We hope to encourage people to view our waste materials as a valuable resource. We can all be a part of the solution to help solve environmental problems by using recycled products that are more durable than wood; we don't have to chop trees down for mulch ~ if we use alternative materials... rubber, glass, cocoa shells" added Lacey.

Within a 9 year period, Close the Loop has shipped more than 7 million pounds of rubber mulch and over 120,000 pounds of plastic fencing made locally by Waste Not Technologies in Saylorsburg, PA. Close the Loop has been selected as the only approved distributor for the plastic post & rail fencing in the world. The plastic fencing is guaranteed to never rot and is made by recycling Polk township milk jugs and most recently from milk jugs collected from a children's competition in the Pleasant Valley Elementary School recycling contest. For playground safety surfacing & horse footing, the rubber mulch is an ideal surface, does not decompose or give splinters like wood, has superior shock absorbency and does not freeze in cold weather, and can help reduce injuries associated with falls. As landscape mulch, the rubber and glass work great to reduce maintenance and cost because they last much longer than wood.

"What's nice to know is that when you purchase & use these products, you are helping to solve an on-going environmental problem of 300 million waste tires, 30 million tons of plastic waste (only 7% recycled) and about 13 million tons of glass all generated annually in the US. I encourage everyone to shop locally & buy recycled to help build green manufacturing jobs right here in Pennsylvania," added Lacey.

For more information on the company call (570)629.8414, or visit the company's Web site at www.closesthe-loop.com

Bottom Time Productions of East Stroudsburg goes national with *Dive Travel TV*. Bottom Time has been approached and now has an agreement in place with channel H2O to air their award winning travel program *Dive Travel TV* coast to coast starting in June. This agreement expands the programs audience to over 50,000,000 homes across America. Channel H2O is a 24 hour a day television channel dedicated to bringing the audience a wide range of water based programming. If it's on the water it's on H2O. H2O is the premier destination for water sport viewing which offers national advertising exposure to a large target market audience.

Billy Hine Line Director of Sales and Marketing for Bottom Time Productions had this to say about the program. "Dive Travel TV is starting its forth season of programming featuring a whole new series of great travel destinations for divers and non divers alike. Dive Travel TV first aired

right here in Monroe county on channel BRCTV 13, by its second season it had moved to a larger market taking in the Philadelphia area and we are very happy to now have the opportunity to air it to a national audience. Our programs popularity continues to grow along with its loyal fan base. I can only contribute that to the quality of programming and attention to detail put forth by the programs leadership, Director/Producer Denny Willis and Producer/Writer and Host Eleanore Willis."



Channel H2O's programming mission is to bring its audience the very best of adventures above and below the waters surface from great locations around the world. Everyone involved is confident that *Dive Travel TV* will be a great addition the channels new summer line up. For more information on the program you can visit the program's website at www.divetraveltv.com

The world premiere of the film *Walking To Maryland* was held at the Maryland Theater in Hagerstown MD on the 18th of April. The event was a huge success with over 500 in attendance with the show ending in a standing ovation. Hagerstown turned into Hollywood that evening. The event had it all, paparazzi, the media, interviews on the red carpet and it even had the ever popular after party with a chance to meet the stars of the movie as well as the Director and Producers. Bottom Time Productions was honored to be a part of the making of the film and looks forward to working on other projects in the future with Ascension Entertainment. Plans are in the works for two additional screenings this summer, one in New York City and the other in the Pocono's before the movie enters the film festival circuit. Show dates and times for the screenings have not been finalized.

Bushkill Falls Celebrates Earth Day. Earth Day was first observed on April 22, 1970, when an estimated 20 million people nationwide attended the inaugural event. Wisconsin Senator [Gaylord Nelson](#) promoted Earth Day, calling upon people to fight for environmental causes and oppose environmental degradation.

Bushkill Falls, open since 1904 and known as "The Niagara of Pennsylvania," will celebrate the anniversary of Earth Day with festivities planned for Wednesday, April 22 and Saturday, April 25.

The first 100 people purchasing admission tickets on either day will receive a free A to Z Greening Tips magnet. The magnet features 26 tips on saving the environment, such as, paying bills online which would save 18.5 million trees per year, or recycling Christmas and other holiday cards as gift tags, and recycling glass bottles and jars.

Pocono Wildlife Rehabilitation will continue to be the beneficiary of the Recycled Cell Phones for Charity (www.charitablerecycling.com) event held the entire season. Bushkill Falls will be a collection partner for used cell phones and visitors will receive a \$1.00 off an adult admission ticket with each donated used cell phone. Used cell phones are collected on site and through pre-paid mailer handouts. Pocono Wildlife Rehabilitation received \$200. from last year's donations.

Additional greening initiatives include: a free Bushkill Falls reusable shopping tote with \$50. purchase in the Outfitters gift shop, Earth Day educational lunch bags for kids meals that consist of Earth Day facts and a word search puzzle, Earth Day educational grab bag, recycled tees two for \$22., and 10% off selected Green Zone merchandise.

Bushkill Falls is located off Rt. 209 in Bushkill and opens at 9 a.m. seven days a week. General admission, which includes all exhibits, is \$10., seniors (62+) are \$9., children ages 4-10 are \$ 6., and children under 4 are free. Group admission for 25 persons minimum is available. Parking and the picnic area is free.

You do not need to be an experienced hiker. An easy 15-minute walk will take you to a view of the Main Falls. Most pathways are easy walking trails with well-constructed stairs and bridges. More daring hikers may want to challenge the famous "Red Trail" – an adventure-some two-mile hike around all eight waterfalls. Comfortable walking/hiking shoes are recommended.

For additional information call 570-588-6682 or go to the website at www.visitbushkillfalls.com.

Commonwealth Real Estate Your Way, LLC., in Mt. Pocono, Pa., has named REALTOR Joan Milnamow of East Stroudsburg, Pa., to its team of real estate experts.

Milnamow has been a REALTOR for 2 decades, spending all of that time with Coldwell Banker Phyllis Rubin Real Estate in the Poconos until recently. Milnamow is a Luxury Real Estate Specialist and serves the luxury home buyer and seller.

During her extensive career, she has earned many real estate awards including membership in the Multi-Million Dollar Producer club for reaching two million or more in dollars in listings sold and buyer controlled volume. In addition, Milnamow earned membership into the Diamond and Sterling Clubs for her exceptional work. She is a member of the Pocono Mountains Association of REALTORS, the Pennsylvania Association of REALTORS and the National Association of REALTORS.



Prior to establishing a successful career in real estate, Milnamow worked in marketing research and also for the airline industry.

Commonwealth Real Estate Your Way, LLC, offers flexible options to buyers and sellers in terms of marketing plans, commission structures and levels of support.

For more information, watch for the Commonwealth Real Estate Your

Way, LLC, Web site launch coming soon at www.creYourWay.com or call or call 570-839-0411 or toll free at 1-888-333-0464.

Leadership Pocono "Giving Back to the Community". Session Seven for Leadership Pocono Class of 2009 was focused on developing a stronger understanding of the non-profit infrastructure in our community. Presenters included Jim Becker representing the Rotary Club of the Stroudsburgs; and Tim Kelly, Tony Konn, Barbara Samet and Jamie Keener representing the United Way of Monroe County. The primary areas addressed in the non-profit sector included fund raising and volunteerism.

Jim Becker began the day by discussing the importance of service organizations and, specifically, the Rotary Club of the Stroudsburgs. Tim Kelly then spoke about making a difference by becoming a volunteer in a community project. Mr. Kelly said, "to make a difference in a community project, put your heart into it." He went on to discuss how the United Way is now recruiting new volunteers to head groups that will identify community needs and present them to the United Way board to obtain funding to address those needs. The four areas currently being looked at include: strengthening families, helping children succeed, meeting basic needs and promoting self-sufficiency.

The speakers also presented strategies for achieving success in fundraising. These include having a clear mission for the project/program for which you are seeking funding, clearly defining the roles of volunteers and providing volunteers with regular communication and updates. Other key elements of successful fundraising include a well articulated case statement, developing an appropriate recognition and thank-you program and reporting back to the community.

Bob Phillips spoke about obtaining sponsorships as an effective fundraising strategy. He suggested that requests be made face-to-face and to meet or exceed sponsors' expectations by delivering, at a minimum, what has been promised. He spoke of how success will be increased by appealing to the potential sponsor in a heart-felt manner. Other key messages included the need for solicitors to have pas-

sion and a burning desire about the organization and program that you are looking to support.

Jamie Keener spoke about the funds distribution process of the United Way. He stated that the process helps ensure that programs that receive United Way funding are accountable for delivering on the program objectives that they presented when asking for the support. Mr. Keener stated that "the act of giving is a responsibility to our community."

Barbara Samet spoke to the fact that effective non-profits have good leaders, networking, branding and are focused on achieving results. Ms. Samet related that leadership requirements for a successful non-profit are no different than any business. This includes Level 5 leadership, getting the right people on the bus, rethinking the economic engine and building momentum.

Leadership Pocono provides the identification, development and empowerment of excellence in business, personal and community leadership. Our vision is to provide a learning experience like no other, where those who shape our community tomorrow develop leadership skills from those who are doing it today. For more information, go to www.leadershippocono.org. Leadership Pocono, Inc. is a wholly-owned subsidiary of the Greater Pocono Chamber of Commerce.

LTS Builders, a leading Pocono homebuilder for over 33 years, has been recognized by the U.S. Environmental Protection Agency with a 2009 ENERGY STAR® Leadership in Housing Award. This award is given to builders who meet a high standard of homes built to ENERGY STAR® certification criteria. It was noted that LTS Builders not only met the standard criteria for the award, but in fact exceeded that standard by 20%.

Only four home builders in Pennsylvania were recipients of the 2009 ENERGY STAR® Leadership in Housing Award – with LTS Builders leading the way in the Northeast Pennsylvania region.

"We are thrilled to be awarded the ENERGY STAR® Leadership in Housing Award," said Lawrence T. Simon, Chairman and CEO of LTS Builders. "As a company we are committed to building ENERGY STAR® certified homes 100% of the time."

"Most homebuyers focus on what's outside the walls," said Sam Rashkin, National Director for EPA's ENERGY STAR® Homes Program, "but they also need to look behind the walls for the energy-efficient features found in ENERGY STAR® qualified homes that help ensure – for years to come – comfort, quiet, improved indoor air quality, and low utility bills."

The tangible environmental impact resulting from LTS Builders' 2008 ENERGY STAR® certified homebuilding efforts is the equivalent of:

Planting over 56 acres of trees; or eliminating 348,780 pounds annually of CO₂, a chemical compound which con-

tributes significantly to greenhouse gas emissions and global warming.

Additionally, LTS Builders will save their customers a projected \$55,000 annually on energy costs, as a direct result of their over 133 ENERGY STAR® homes submitted in total to date.

Simon concludes, "Winning this award is another proud example of our ongoing pledge – to our customers, our environment, and our community."

The Friends of **Western Pocono Community Library** are having a yard sale on Saturday, June 13 at Back Door Books located at the corner of Route 209/Bond Lane in Brodheadsville.

Reserve your space now, just \$10.00 for each 10 x 10 foot space. Tables/chairs not provided. \$15.00 after the deadline of June 1, 2009

Pick up your application at the Library on Pilgrim Way today! For more information call Carol at (570) 646-7378 or Arline at (570) 992-7482

Better Homes and Gardens Real Estate announce the recipients of their first awards to their franchise holders.

The awards will be presented to the Associates at the Corporate office on May 18th.

The award winners include Carl Maurer--the Masters award who individually sold over \$17 million. Maurer has been a long time top salesperson for the Wilkins organization.

The second group of winners is Jeffrey J. Serowick, Anthony R. Lorie, Dennis J. Farrelly, Katherine Skillman and Sylwia Sacci who all won the Achievement Award. The Achievement Award is presented to those top producers of a company closing between 21 and 35 units in any one given year.

Said Yarrow A. Wilkins, Pres "The Agents are very excited to go to Corporate and be presented their awards by Sherry Chris, CEO of Better Homes and Gardens Real Estate and Wendy Forsythe, V.P. of Broker Services and Product Development." The Wilkins company is the first Better Homes and Gardens Real Estate company under the Realogy flag.

At the Corporate presentation, the Agents will be treated to lunch and, in addition to the photographs to be taken, will also be part of a video that will be featured on YouTube, in the "Greenhouse" a Better Homes and Gardens Real Estate intra-office site as well featured in the national trade magazines.

Chris and her team have won numerous awards and have been featured as being the top real estate franchise in today's business world.

Geothermal & Benchmarking

The Energy Committee of the Greater Pocono Chamber of Commerce recently held a workshop on Geothermal and Benchmarking.

Mr. David Strunk, P.E. of Strunk-Albert Engineering was the presenter for Geothermal and Geothermal Exchange. He reported that geothermal is taking heat directly from the ground and geothermal exchange uses the ground as a heat exchange. Geothermal Heat Pumps have the same basic refrigeration system as your home refrigeration or home air conditioner units.

Heat pumps use electric to run the unit and David discussed where heat pumps can be used. Two units that were identified were the Open Loop, which takes from one well and put into another well, and the Closed Loop, which re-circulates the water. Mr. Strunk shared some sample cost analysis.

For more information visit the following websites; www.eereenergy.gov, www.energystar.gov, or www.igshpa.okstate.edu.



Ms. Janet Warnick from DEP, Energy & Technology Employment, talked about benchmarking.

Benchmarking is a point of reference from which to make comparisons. Why benchmark? Using Energy Star Portfolio Manager is an Energy Performance Rating System. Why Energy Star Portfolio Manager? 1) It is an unbiased analytical tool, 2) Industry standard, 3) Comprehensive development process, and 4) Internationally recognized symbol. The main purpose of benchmarking is to make more informed decisions.

Ms. Warnick gave reasons for benchmarking and discussed the time it takes to benchmark and discussed the benefits of improved energy performance.

PPL is the first company to offer benchmarking to school districts and their goal is to work with 10% of all school districts in their territory. Ms. Warnick discussed what it takes for energy benchmarking for schools and businesses.

Ms. Warnick gave hand outs on grants that are available. For more information you can visit the Energy Star website at www.energystar.gov.benchmarking.

HR Corner

Understanding the “New” COBRA Regulations

The American Recovery and Reinvestment Act (Economic Stimulus) that became law on 02/17/2009 has many “attachments”. However, one that impact many employers, almost immediately, are the changes to and expansion of COBRA. Although temporary, they are significant. The following highlights the ‘need to knows’ of the new regulations.

The act provides eligible individuals a 65% subsidy of their COBRA premiums. Eligible individuals will pay only 35% of their COBRA premium, with the remaining 65% paid by the employer. The employer will be reimbursed through a reduction in payroll taxes equal to the amount of the premiums subsidized.

An eligible individual is defined as someone who is “involuntarily terminated” (other than for gross misconduct) between 09/01/2008 and 12/31/2009. Any individual who was involuntarily terminated on or after 09/01/2008 and chose not to elect COBRA must be offered a new option. All COBRA subsidies are effective as 03/01/2009 at the earliest, through 12/31/2009, going forward for a maximum of nine (9) months. There is no retroactivity and the act does not extend the maximum COBRA period.

Please take a moment to visit the Department of Labor’s website at <http://www.dol.gov/ebsa/cobra> to familiarize yourself with the new regulations as well as to view and download the amended notices required under the new law.

Please take a moment to visit the Department of Labor’s website at <http://www.dol.gov/ebsa/cobra> to familiarize yourself with the new regulations as well as to view and download the amended notices required under the new law.

**Office Space for Lease at
the Greater Pocono
Chamber of Commerce
Building.**

**Call 570.421.4433 for more
information.**

Ribbon Cuttings

BETTER HOMES AND GARDENS WILKINS & ASSOCIATES REAL ESTATE



Better Homes and Gardens Wilkins & Associates Real Estate recently held a ribbon cutting at their Stroud Mall location. Better Homes and Gardens has been in business since 1924 and they offer the best in marketing, real estate tools and advertising.

For more information visit them at their newest location in the Stroud Mall or call them at 570-476-7676

COMMUNITY CHIROPRACTIC

Community Chiropractic is located in the Rainbow Plaza, Route 209 in Brodheadsville. They have state of the art facility to best suite the needs of their patients. Their adjusting area is comfortable, bright, and open and there is always music playing so you can relax while you are in the office.



For more information on what they offer, call them at 570-992-1011 or visit their website at www.ccc1011.com

COMMONWEALTH REAL ESTATE YOUR WAY, LLC



Surrounded by the agents of Commonwealth Real Estate Your Way (foreground holding ribbon), Vickie Brockelman, (center in black dress) holds scissors as the group prepares to cut the ribbon for the new office in Mt. Pocono on Friday, April 17, 2009.

Behind Brockelman to her left is Beverly Hay, association executive of The Pocono Mountains Association of REALTORS and behind her to the left is Republican State Representative Mario Scavella of the 176th District. Nearly 100 individuals including other area brokers, REALTORS, members of PMAR, representatives of the Greater Pocono Mountain Chamber of Commerce and community members were on hand to help celebrate.

SAVE THIS DATE !

MONDAY JULY 20, 2009

**GPCC
GOLF TOURNAMENT**

Anyone who is interested in
participating as a Golfer or a Sponsor,
Please contact Patricia Metzgar at
570.421.4433

Welcome New Members

The following new members are not listed in the 2008 Membership Directory & Buyer's Guide. Please be sure to add this page to your copy of the Directory.

Aufman Specialty Advertising, Inc.

Michele Swatchick
504 White Oak Court
Tannersville, PA 18372
570.688.0856
570.688.0856
aufmanadv@aol.com
www.aufman.com
ADVERTISING-MARKETING

AWSOM Animal Welfare Society of Monroe

Jeannie Lee
PO Box 13
Stroudsburg, PA 18360
570.620.9811
570.620.9663
jeannie777@verizon.net
www.awsomanimals.org
NON-PROFIT ORGANIZATIONS

Better Homes & Gardens Wilkins & Associates Real Estate

Heather D'Adamo
304 Park Avenue
Stroudsburg, PA 18360
570.476.7676
570.421.4514
hdadamo@wilkins1.com
www.wilkins1.com
REAL ESTATE

Blue Mountain Promotions

Carolynn & Paul Molinaro
478 Blue Mountain Lake
East Stroudsburg, PA 18301
570.369.3789
570.476.6105
candp.stunad@gmail.com
www.bluemountainpromos.com
ADVERTISING-MARKETING

BSI Exhibits

Steve Berman
PO Box 1275
Lansdowne, PA 19050
610.622.2100
610.622.0773
steve.berman@bermstudios.com
www.bsiexhibitors.com
EXHIBITS-DISPLAYS

College Nannies & Tutors

Charlene Niles
PO Box 1196
East Stroudsburg, PA 18301
570.620.1300
570.620.1314
cniles@collegenannies.com
www.collegenannies.com
SCHOOLS-EDUCATION-SUPPLEMENTAL

Culligan Water Conditioning

Jim Hertzog
11 Jenna Drive
Brodheadsville, PA 18322
570.992.2800
570.992.1312
jhertzog@yourwater.net
www.yourwater.net
WATER TREATMENT

idGroup, Inc.

Stephen Tolerico
101 Wyoming Avenue
Second Floor
Scranton, PA 18503
570.207.5995
570.207.8955
k.wolf@checkidout.com
www.checkidout.com
ADVERTISING-MARKETING

Gluco Lodge

Jerome Perry
RR 1 Box 1416
Kemmerstown Road
Stroudsburg, PA 18360
570.992.7270
570.992.9628
caroline@glucolodge.com
www.glucolodge.com
PERSONAL CARE HOMES

Kane & Sons, Inc.

Patricia Kane
RR 6 Box 6714A
Hemlock Drive
Saylorsburg, PA 18353
570.992.7448
570.992.0310
kane@epix.net
CONTRACTORS-HOME IMPROVEMENT

Mary Kay, Independent Beauty Consultant

Jordana Blumberg
38 Rising Meadow Way
East Stroudsburg, PA 18302
570.223.9345
jblumberg@marykay.com
www.marykay.com/jblumberg
COSMETICS

Monroe County Women's Journal

Christina G. Kilduff
PO Box 612
Wind Gap, PA 18091
570.982.1510
gratefullyalive@hotmail.com
PUBLISHERS

One Communications, M.E.M.

Ron Parsons
Hanover Industrial Estates
1090 Hanover Street
Wilkes Barre, PA 18706
570.819.4014
570.819.4160
rparsons@onecommunications.com
www.onecommunications.com
TELECOMMUNICATIONS

RTC Painting & Powerwashing

Jerry Benedetto, Jr.
3656 Korner Road
Cresco, PA 18326
866.PWR.WASH
570.595.0288
jerryofrtc@yahoo.com
POWERWASHING

Pocono Sudden Values

Dan Boback
996 Forest Drive
Stroudsburg, PA 18360
570.460.9557
d.boback@suddenvalues.com
www.poconos.suddenvalues.com
ADVERTISING-MARKETING

Zarra Group, The

Jack Zarra
PO Box 278
Wild Pines Drive
Pocono Pines, PA 18350
570.807.1618
570.646.6032
jack@zarra.us
BUSINESS CONSULTING

Monthly Breakfast

LeTip of Stroudsburg was the sponsor of the April Monthly Breakfast. Mr. Bob Heimbecker started off by discussing "One Hand Clapping".

LeTip is the oldest networking organization and they have an excellent core group in this area. Networking is about giving. To make a business out of an opportunity takes drive and networking is vital to your business.



LeTip of Stroudsburg

Why should anyone join LeTip? To receive business leads, access to clients you would not otherwise be able to contact, identify your business at each meeting, no conflict of interest (there is only one business in a given category), meetings begin on time and end on time and every member must be pre-qualified and voted in.

For more information on LeTip you can contact Kevin Yurko at 570-421-3100.

Visual Impairment and Blindness Services was the special program. Ms. Cindi Starner talked about VIABL and the services that they offer. Mr. Robert Phillips was instrumental in getting VIABL to come to Monroe County.



From left to right, Mary Lou Phillips, Cindi Starner, Jim Becker

Mary Lou Phillips, wife of Robert Phillips, is employed at VIABL as a receptionist.

VIABL is a non-profit agency located in the Burnley Workshop building in Snyder'sville and they service the visually impaired. There is no charge for services for individuals with low vision. They offer support groups with trained counselors, life skill classes, such as cooking, paying bills, and computer classes. Ms. Starner discussed ways to help guide people with low vision. They also visit and talk to senior groups and attend all expos and health fairs in our area. VIABL's newest venture is an Eye Care Clinic that is operational one day a week and services all medical assistance clients. Part of VIABL's mission is prevention of blindness and the main focus is young children. If you catch a problem early on, it can be corrected. Currently, they have 9 staff members, including an optometrist and optician.

If you know anyone who could benefit from these services, please contact VIABL at 570-992-7787.

Mary Lou Phillips won the 50/50 drawing, which she donated to VIABL.

**Monthly Breakfast
Sponsorships Available
for 2009!**

**Please contact Pat Metzgar at the
Chamber at 570.421.4433**

IMPACT

Executive Committee

Joseph McDonald, Esq. - Chairman of the Board

Jamie Keener - First Vice Chairman

Daisy Gallagher - Second Vice Chairman

Charles Niclaus - Treasurer

Elizabeth Koster - Secretary

Bob Hay - Past Chairman



Staff

Robert Phillips - President/CEO

Patricia Metzgar - Vice President, Operations/Development

Jessica Goward - Membership Director

Miriam Conway - Executive Assistant

Georgia Strunk - Office Assistant

Board of Directors

James Becker

Bruce Denlinger

Gene Dickison

Dr. Robert Dillman

Frank Epifano

Dr. Kim Filipkowski

Donald Hannig

Scott Henry

Tim Kelly

Chris Kurtz

Allan Muto

Jane Niering

Ann Pilcher

William Prall

Lynn Price

Barbara Samet

Conrad Schintz

Jack Wallie

Bill Wells

Visit us at www.greaterpoconochamber.com

IMPACT

(USPS 380-890)

Greater Pocono Chamber of Commerce

556 Main Street

Stroudsburg, PA 18360-2093

Phone: (570) 421-4433

Fax: (570) 424-7281

URL: <http://www.greaterpoconochamber.com>

"The Voice of Business in the Poconos"