

HR Conference Held at Shawnee Inn & Golf Resort

The Greater Pocono Chamber of Commerce HR Conference was held on October 22 at Shawnee Inn & Golf Resort. The conference was designed to attract HR professionals and small business owners. Topics that were covered were:

- ♦ Interviewing: It's More than a Gut Feeling
- ♦ Recruiting and Retaining Employees
- ♦ Creating a Winning Team
- ♦ Managing Employees Through Change
- ♦ Recent developments in Employment Law
- ♦ Increase Employee Productivity by Reducing Frivolous and Inappropriate Activity
- ♦ Generational Hiring

Each participant also had a chance to take a customized assessment of their personal behavioral style before the event with results being assessed at two workshops: Performance Workshop for Professionals and Performance workshop for Managers and Business Owners.

We would like to thank the following speakers for their presentations: James Becker, Access Office Technologies, Marianne Chester, mEnterprise Solutions, Victoria Mavis, Core People Resources, Ric Munson, ActionCOACH, Tom Rhiel, mEnterprise Solutions, Rebecca Sokolowski, Manpower, Dave Steckel, Flamm, Boroff & Bacine, and Barbara Yamulla, ASI Employer Solutions.

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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.
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

From the Chairman of the Board

REFORMING THE LAND DEVELOPMENT PERMIT PROCESS; AN ECONOMIC TOOL.

The collapse of Lehman Brothers and AIG on September 17th triggered six weeks of historic swings in U.S. and world markets. Even pro market analysts predict a national economic recession, potentially a long one. Small business owners may feel frustrated that market forces beyond their immediate control may affect future credit, access to working capital and customer demand. The question is what can a local Chamber of Commerce do to serve its members in an economically uncertain time? Here's one idea.



Earlier this year I wrote about the Chamber's role, as the premier civic association representing the Pocono business community, in holding elected officials accountable for public policy affecting membership. To that end, the Chamber's government affairs committee, chaired by Barbara Samet, holds monthly meetings where elected legislators from our area furnish reports and field questions from members. At the September meeting, Barbara asked members for a *new recurring* agenda topic, something that the committee and legislators could track each month. This is a perfect time and vehicle for the Chamber to work with our legislators. Here's the task.

Pennsylvania legislators should take a hard look at reforming and streamlining the time consuming regulatory permit process for transportation and environmental permits for land development projects. My day to day professional work as a lawyer who devotes a substantial part of his practice to municipal and land use law gives me a critical insight to this issue.

The issue is broad and requires more space and time to present in detail. Each project is unique. For now I'll go on record as saying the Departments of Transportation and Environmental Protection have each developed, over time, increasingly complex, time consuming, discretionary and uncertain permit procedures. This issue affects Chamber members who are developable land owners, property managers, design professionals (engineers, landscape architects, surveyors) commercial lenders, real estate brokers and anyone whose livelihood depends on a timely, clearly articulated land development permit process.

Contrary to popular belief, townships and boroughs often complete zoning and land development ordinance reviews within 60-90 days. If zoning variances or ordinance amendments are necessary, then an additional 60-90 days are required to satisfy public hearings and input. Municipal governments are *not* the culprits here. The main reason final plan and building permits are delayed for **one, two and sometimes three years** is there is no specific time period for state agencies such as PennDot and DEP to complete reviews for Highway Occupancy(HOP), Sewage Facility/Planning Modules, Clean Streams Law and Na-

tional Pollutant Discharge Elimination System (NPDES) permits. Without these permits, land transactions, financial loan closings, letters of credit, insurance policies, appraisals, professional fees, transfer taxes and construction contracts remain on hold. Medical and office buildings, retail and warehousing all require timely permit reviews to satisfy a growing employment base.

I don't mean to suggest that the public servants at PennDot or DEP should sacrifice public health or safety in exchange for a shorter turn around time. I do suggest that the time has come to take a hard look at how and why quality land development projects, well engineered and designed to benefit local quality of life, encounter a bureaucratic delay with no apparent time table or incentive for deciding the permit in question.

Last week I heard a presentation by two Civil Engineers whose firm represents land development clients throughout eastern Pennsylvania. The estimated review time for a PennDot HOP in this region is one year (three 4 month review cycles); however, unique site features could add an additional twelve months. Current DEP reviews of NPDES permits (now required for any earth disturbance of one acre or more) take an *average* of eighteen months.

I welcome feedback from the GPCC membership affected by these delays. The Chamber is well positioned to bring your concerns to appropriate public officials and accomplish meaningful reform.

If you would like to comment on this column, contact me at jmcdonald@josephmcdonaldlaw.com

Monthly Breakfast Sponsorships Available for 2009!

Please contact Pat Metzgar at the
Chamber at 570.421.4433

November 2008
Calendar of Events

November 5	<i>New Member Orientation</i> 8:30 a.m. – GPCC
November 5	<i>Annual Banquet</i> 6:00 p.m. – Terraview at Stroudsmoor Country Inn - Stroudsburg
November 6	<i>Expo Committee</i> 8:00 a.m. – GPCC
November 10	<i>Quality of Life Committee</i> 8:30 a.m. – GPCC
November 10	<i>Education Committee</i> Noon – JR's Grille - E. Stroudsburg
November 10	<i>Business Card Exchange</i> 5:00 p.m. – Big A Grillehouse – East Stroudsburg
November 11	<i>Women in Business Luncheon</i> 11:30 a.m. – Shawnee Inn & Golf Resort – Shawnee-on-Delaware
November 12	<i>West End Committee</i> 8:00 a.m. – Western Pocono Community Library - Brodheadsville
November 18	<i>Business Development Committee</i> 8:00 a.m. – GPCC
November 19	<i>HR Committee</i> 8:30 a.m. – GPCC
November 19	<i>Welcome Wednesdays</i> 5:30 p.m. – Silver Arrow Gallery & Gift Shop - Route 611 - Tannersville
November 14	<i>Leadership Pocono Board</i> 8:00 a.m. – GPCC
November 21	<i>Monthly Breakfast</i> 7:30 a.m. Pocono Inne Town - Stroudsburg
November 21	<i>Environmental Committee</i> 8:00 a.m. – GPCC
November 24	<i>Finance Committee</i> 7:30 a.m. – GPCC
November 24	<i>Executive Committee</i> 8:30 a.m. – GPCC
November 25	<i>Board of Directors</i> 8:30 a.m. – Pocono Inne Town - Stroudsburg
November 25	<i>Women in Business Committee</i> 10:00 a.m. – GPCC

Business to Business

Marketing Includes Advertising

If you have been reading the *IMPACT* over the past few months, you will notice a theme under the column heading of “Business to Business”. The theme is “Planning”. Whether it be writing or revisiting your business plan, updating your strategic plan or writing and implementing your marketing plan, we want you to plan.

In May's *IMPACT* we explained the difference between marketing and advertising. The words are connected, but not one in the same.

The Chamber has a Marketing Taskforce, which is similar to a committee, but is formed for a short period of time with a very specific agenda or agendas. Over the next several months, the taskforce will be compiling a Marketing Tool Kit. This educational tool is being designed to educate the small business owner on the need to market their business and provide insights into how all the media venues can work together.

For example, Billy Hinelene, Director of Sales & Marketing for Bottom Time Productions, writes: “One of the biggest misconceptions about television advertising today is that it's only for big business and smaller businesses can't afford it. The truth is you can put your business on local television for what many businesses, maybe yourself, already spend on other advertising venues. In fact, it could be less.” And, as a point of interest there are locally produced programs such as *Greater Pocono Business Magazine TV Show*, produced by George Roberts Productions and the newly launched *Stage My House*, produced by Bottom Time Productions LLC.

Billy sums up his thoughts on TV advertising: “All of these programs air on BRCTV13 and are locally produced. A variety of formats and subject matters allow the individual business to advertise to their target market. The Chamber has very experienced video production companies as members. Each offer their clients personalize, high quality programming. We all know that TV advertising is key to an overall marketing strategy, that will relate to and work in conjunction with the other medias such as print, radio and website.”

There are numerous marketing and advertising firms within the Chamber membership that offer a multitude of products and services within your budget. If you do not have a marketing plan, or are not following yours, call the Chamber and we will be glad to meet with you and help you get on track. Watch for our tool kit in the New Year.

For more information, please contact Denise Burdge at 570.421.4433 or at dburdge@greaterpoconochamber.com.

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.

Monthly Breakfast

Pocono Mountains Media Group sponsored the September 19th Monthly Breakfast that was held at Pocono Inne Town in Stroudsburg.



From left to right: Robert Phillips, IOM, Henry Bengel

The Pocono Mountain Media Group includes the Pocono Record, the weekly newspaper Eastern Poconos Community News, the online edition of the Pocono Record, several e-mail newsletters, a text messaging service for news, the monthly magazine Sage, the weekly Weekend entertainment supplement, an alternative entertainment weekly called Sharp, a quarterly House and Home magazine, a real estate monthly, a commercial printing operation and an expanding newspaper delivery system.

Mr. Henry Bengel talked about on-line advertising and how on-line advertising spending has increased. There are 175 million web users worldwide with 73% of adults online in the United States.

Mr Bengel stated that in order to have success with online advertising, it should offer brand awareness, e-commerce, engagement with customers, contact information, store locations and product searches.

For more information on how online advertising with Pocono Mountains Media Group can help your business, you can contact Henry Bengel at 570-420-4371.

Monday Morning Report!

If you are interested in receiving the Chamber's Monday Morning Report
Please email
Denise Burdge at
dburdge@greaterpoconochamber.com
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.

Easter Seals Eastern Pennsylvania, presented the special program.



From left to right, Robert Phillips, IOM, Sandy Shay

Founded in 1919, Easter Seals provides quality, comprehensive programs and services to over a hundred children and adults with disabilities and special needs.

Easter Seals Eastern Pennsylvania offers services in the Poconos, Lehigh Valley, and Berks County.

They offer home based early intervention programs which are "family focused". They also offer child-family workshops for children ages 18 to 35 months and their parents/caregivers. Other services that they offer are providing needed adaptive equipment for individuals in the community, such as wheel chairs, walker, adaptive seating, standing and walking devices and Summer Academy for Autistic Youth.

Easter Seals is always looking for volunteers to help on a one time event, or an on-going role. For more information please contact Sandy Shay at 570.421.1254.

Membership Anniversaries

10 Years

Cassata Partners
Riley and Company - Stroudsburg Office

5 Years

Riverside Rehabilitation Center
Women's Resources of Monroe County

Congratulations!

HR Corner

Innovative Attendance

For some businesses, the 9 to 5 grind is a thing of the past. Depending on the nature of the business, it may not be necessary for every employee to work strictly a 9 to 5 schedule. "Flextime" allows employees to select their own starting time (within a range of hours, say, 7AM – 9AM), and then leave work eight hours after their starting time. With two working parents as a norm, "telecommuting," has become a way for companies to keep valuable employees who otherwise may leave their job. This work-at-home arrangement uses the technology of laptops, fax machines, and e-mail to make working outside the office easier than ever.

Supplement Benefits, Not Costs

In the past decade, "Voluntary Payroll Deduction" (VPD) programs have emerged as a convenient way of supplementing the range of benefits provided to employees. It's rapidly become one of the most popular ways to buy life insurance, and it's at home in businesses as diverse as Wall Street law firms and Main Street small businesses. A VPD program can usually be set up using your existing procedures for payroll deduction. A life insurance agent would then meet individually with each employee to explain the benefits of life insurance and the ease with which it can be purchased. All products purchased through VPD are employee-owned and paid for, with no direct out-of-pocket cost to you except the cost of administration. The VPD offerings can be a smart way to supplement your overall benefits package, without draining your budget.

Why Employees Like VPD

Most people agree that adequate life insurance coverage is a necessity; however, many employees rely heavily on their group plan, and don't purchase it on their own. A VPD program affords employees the opportunity to get the coverage they need in a relatively painless fashion. Because the policy is being offered to many employees, premium rates are generally quite competitive. Since employees own their policy, it's portable — they can take it with them if they leave the company. If they choose permanent life insurance, along with vital insurance protection, the policy accumulates guaranteed cash values.

Attracting the Best and the Brightest

As the pool of qualified employees shrinks, employers must go "beyond the nine dots" to attract and retain talented people. Companies perceived as employers of choice are successful largely due to the superiority of their personnel policies and the range of choices they offer their employees. If a VPD program sounds right for your employees and your firm, you'll want to choose a top-notch insurance company to serve as the provider. For further information on voluntary payroll deduction for life insurance, please contact Gareth Denniston, Agent, New York Life Insurance Company, at 570-213-4285.

Note: Employee participation in a payroll deduction insurance program is completely voluntary. Since this program is not intended to be subject to the Employee Retirement Income Security Act of 1974 (ERISA), employers cannot contribute to, or endorse, this program.

WELCOME WEDNESDAYS

The Greater Pocono Chamber held its third Welcome Wednesdays Event at Chiropractic Health Partners of the Poconos owned and operated by Dr. Kimberly Filipkowski. Dr. Kim's practice is built on the belief that "Health is a state of complete physical, mental and social well-being and not just the absence of disease or infirmity," World Health Organization 1948. Our members all participated in the very informative educational session offered by Dr. Kim and her knowledgeable staff.



With a delicious salad combined of ripe strawberries, fresh leaf spinach, and delectable strawberry vinaigrette; partnered with an absolutely delicious Tomato Bisque; we began the night off on the right foot. A balanced diet composed of the right "Superfoods" with the proper hydration becomes an essential component of staying well.

Dr. LaJoyce Bookshire, N. D. introduced our group to the world of Naturopathic Medicine whose wellness services include; nutritional counseling, holistic weight loss management; and Reflexology. Dr. Brookshire demonstrated a quick test by sampling the alkalinity of our saliva. This can be tainted by many factors in the body which may include; hydration, acidic value in foods digested and even altered by medications.

Holly Frantz, C.M.T., a fully certified massage therapist informed us that the hardest thing that we can do during a massage is to just relax and concentrate. If you have trouble there are certain steps you can follow to allow the body to relax; such as taking a warm shower prior to the massage and be sure to wear clothing that you are comfortable in. At the very least, do not be afraid to sigh or exhaust with pleasure. The massage is meant to be for everyone. Enjoy!

Our next Welcome Wednesdays event will be hosted by Joan and Robert Schramm at The Silver Arrow Gallery & Gift Shop in the DePue Plaza in Tannersville on Wednesday November 19th, 2008 from 5:30 P.M.- 7:00 P.M. The topic will feature the crafting and care of Fine Silver Jewelry with or without semi-precious stones.

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.

Catalano Rigging Company, Inc

Stasia Catalano
358 Winona Lakes
East Stroudsburg, PA 18360
570.223.8001
570.223.9141
catrigco@ptd.net
STAGE PRODUCTION

Central Atlantic Property Group, Inc.

Carol Weaver/Matthew Gerrior
1594 Cumberland Street
PMB290
Lebanon, PA 17042
610.739.0710
carol@capginc.com
www.capginc.com
PROPERTY MANAGEMENT

Coral Rock Investments, Inc.

Steven D. Gladstone/Margaret A. Swift
201 Route 940
Suite A
Mt. Pocono, PA 18344
570.839.2552
407.479.3654
mags@cwccorgi.com
REAL ESTATE- INVESTMENTS

Edible Arrangements

Delores Demasi
923 N. Ninth Street
Stroudsburg, PA 18360
570.424.0999
570.424.0419
www.ediblearrangements.com
CATERING

Four Seasons Climate Control, LLC

Christine Boone
PO Box 332
Analomink, PA 18320
570.369.0947
fourseas@ptd.com
CONTRACTORS-HEATING-AIR CONDIT-
TIONING & REFRIGERATION

Golden Delight Caribbean American Takeout

Kenneth Jones
13 Pocono Boulevard
Mt. Pocono, PA 18344
570.839.0343
570.839.0344
tadriver727@aol.com
RESTAURANTS-CATERING

Helping Hands Nail Spa

Lolita Friday
105A Route 611 North
Swiftwater Plaza
Swiftwater, PA 18730
570.243.4052
NAIL SALONS

New Beginnings Financial Consulting, Inc.

Sean H. Adams, CPA
RR 6 Box 6765
Saylorsburg, PA 18353
570.972.2622
570.504.2297
sean@nbmbhome.com
www.nbmbhome.com
ACCOUNTANTS

New Beginnings Mortgage Broker, LLC

Sean H. Adams, CPA
RR 6 Box 6765
Saylorsburg, PA 18353
570.972.2622
570.504.2297
sean@nbmbhome.com
www.nbmbhome.com
MORTGAGES-REAL ESTATE-
INVESTMENT

Parente Randolph, LLC

John Nealon
600 Linden Street
Scranton, PA 18503
570.344.8290
570.343.7118
jnealon@parentenet.com
www.parentenet.com
CERTIFIED PUBLIC ACCOUNTANTS

Pocmont Resort

JoAnne Thomas
PO Box 1232
Bushkill, PA 18324
570.588.6671
570.588.9447
joanne@pocmont.com
www.pocmont.com
RESORTS & CONFERENCE CENTERS

Pocono Pasta

Greg Giunta
1158 N. Fifth Street
Stroudsburg, PA 18360
570.421.6600
570.421.6765
poconopasta@yahoo.com
www.poconopasta.com
RESTAURANTS-SPECIALTY MARKETS

Pocono Tutoring, M.E.M.

David Kane
29 Marcelle Terrace
Tannersville, PA 18372
570.350.9767
poconotutoring@yahoo.com
SCHOOLS-EDUCATION-
SUPPLEMENTAL

Star Medical Equipment

Randy Detrick
730 Milford Road
Store #8
East Stroudsburg, PA 18301
570.236.7816
randydetrick@yahoo.com
MEDICAL SUPPLIES

S&B Lighting, LLC

Stacy Stewart-Keeler
413 Route 340
Suite 316
Mt. Pocono, PA 18344
914.841.1174
570.895.4557
stacysk2@aol.com
LIGHTING SPECIALISTS

Super Heat, Inc

Paul Taylor
PO Box 204
Portland, PA 18351
570.897.6282
570.897.6235
superheat_paul@epix.net
CONTRACTORS-HEATING-AIR CONDIT-
TIONING & REFRIGERATION

Wyndham Vacation Resorts at Shawnee

Nina Catalano
1 Buttermilk Falls Road
PO Box 93
Shawnee-on-Delaware, PA 18356
570.421.1500
570.424.0851
nina.catalano@wyndhamvo.com
www.wyndhamvacationresorts.com
TIMESHARING

Women in Business



Left to right - Jane Roach, Dr. Kim Filipkowski, Linda Munson

The October Women in Business luncheon, which was sponsored by Linda Munson of Sylvan Learning Center, was held at the Shawnee Inn & Golf Resort in Shawnee-on-Delaware. Attorney Jane Roach did a presentation on "The Art of Negotiating".

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

The November luncheon which will also be held at the Shawnee Inn & Golf Resort in Shawnee-on Delaware, is being sponsored by Dr. Kim Filipkowski of Chiropractic Health Partners of the Poconos. This luncheon will feature a "Spa Day" with vendors showcasing Health, Wellness and Beauty.

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.

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

**Call 570.421.4433 for more
information.**

Business Card Exchange

The Meadowbrook Inn & Restaurant hosted the October Business Card Exchange. Everyone in attendance enjoyed the delicious array of hors d'oeuvres and outstanding ambience that Meadowbrook Inn & Restaurant offers for networking.



Bottom Time Productions LLC

Quality TV Programming
Affordable Advertising Opportunities



sponsored by
Pocono Mountain Association of Realtors

An EXCITING new TV program that is getting tremendous attention in the media and attracting new views daily.

Advertise your services or products to local viewers who are watching JUST to see the products and services "Stage My House" is showcasing in each exciting episode.

An award winning program now entering its 3rd season, viewed by 7 Million.

"DIVE Travel TV" has become the program to watch not only by divers BUT Adventure Travelers alike.

Don't miss this opportunity to get your company in front of a great targeted audience.

**DIVE
TRAVEL**
www.divetraveltv.com

Coming Soon

**PA
VIBES**
pavibes.com

A fast paced TV magazine putting you in touch with the entertainment and activities around Eastern Pa.

Whether it's hot, trendy or a long time favorite, "PA Vibes" will pick up on those vibes and bring it to our 5 million viewers. If 21 to 35 is your target market, Pa Vibes is the venue for you.

www.bottomtimeproductions.com
570-369-4543

Quality of Life Senior Outing

The Quality of Life Committee recently hosted a Senior Outing for 18 seniors from Mrs. Bush's Personal Care Home. They started their day with shopping at Odd-Lot Outlet, Inc., who donated a gift voucher for each person, and then it was off to a complimentary lunch at Stroudsmoor Country Inn. The committee would like to thank Odd-Lot Outlet, Inc. and Stroudsmoor Country Inn for their continued support.



Catholic Social Services is selling gift cards, that are used just like cash. These gift cards are issued by the national and local retailers where many of you already shop. You can use these cards to purchase everyday expenses like food, clothing, and other essentials, and with every purchase, revenue is earned for Catholic Social Services.

This is a great way to start your holiday shopping and also support a local worthwhile non-profit organization that provides services to all denominations in Monroe County.

For more information on purchasing these gift cards, contact Tracey Mulrain at 570-476-6460.

Annual Membership Directories

If you have not received our brand-new 2008/2009 Membership Directory, please stop by our Chamber at 556 Main Street Stroudsburg, PA to pick up your copy(s) today!

This glossy full-color publication features all of our members, contact information for each and advertisements. It's also filled with photos and interesting facts for our beautiful Pocono Region.

Members in the News

A local production company was recently hosted by the Board of Tourism of the Caribbean island of Grenada to experience their beautiful island and its great culture. Bottom Time Productions of East Stroudsburg has established quite a reputation among the tourism industry throughout the Caribbean and parts of Mexico for their style of reporting on some of the best vacation destinations in this region. Grenada was the first episode of season three of Bottom Time's award winning travel program *Dive Travel TV*.



While in Grenada, the Bottom Time Productions crew headed up by producers Denny and Eleanore Willis had the honor of dining with Mrs. Jocelyn Sylvester-Gairy the Director of Tourism for the independent state. Across eight long days the group also covered 5 resorts, 4 dive operations, a few water falls, the rain forest, the Rivers Rum Factory established in 1785, a spice plantation, Grenada's National Stadium, Leapers Hill, Fort George, a number of beaches, a sport fishing operator and a number of restaurants. On one of their dives they also visited Grenada's world famous under water sculpture gallery.

The Bottom Time group also made quite a splash as they made the front page of the local newspaper and the local news during their stay on the island. The group has been invited back to the island in February to do a follow up story, and without hesitation the entire group accepted the invitation. Billy Hineline, the Director of Sales and Marketing for Bottom Time had this to say about their stay on the island "The Island is overwhelming with an abundance of beauty, culture, history and nature. The people are the friendliest, you just feel like you belong and you never want to leave. If you ever have the opportunity to visit this beautiful island, GO. I really look forward to returning in February."

Everything Poconos, a full color - contemporary community based magazine designed to provide Advertising Empowerment and Reader Insight, will be releasing a very special Holiday Edition during the first week of November 2008. Free copies of the magazine can be picked up at many business locations across the Poconos Area.

The Holiday Edition features articles, tips, ads and events for surviving the holiday season and ways to have fun doing it. Some of the local businesses featured in this edition

are Starting Gate Action Sports of Bushkill, BottomTime Productions, Greater Pocono Chamber of Commerce, Carpentry by Design and Helping Hands Nail Spa, to name a few. According to Poconos resident Mike Watts, "Everything Poconos Magazine is the Poconos' best kept secret!"

For more information on Everything Poconos Magazine visit www.everythingpoconos.com. You can also email info@everythingpoconos.com or call 610-994-0600.

On Sunday, November 30th from 10 a.m. to 3 p.m. **Western Pocono Community Library** will be holding its annual "Craft Show" at their beautiful library located on Pilgrim Way, just off Rt. 115 across from the Pleasant Valley Middle School.

This is the 24th year the library has held its "Craft Show" and this year's show is expected to be its best ever! They have over 45 crafter's exhibiting their handmade crafts, and vendors such as Pampered Chef, Tupperware and Paritylite, just to name a few. Expect to get all your holiday shopping done in one spot this year.

They are also offering *free* babysitting, along with *free* holiday ornament making for all ages. That, along with *free* parking and *free* admission makes it worth a stop! Refreshments will be available, with many homemade goodies to enjoy.

The show is sponsored by the "*Friends of the Library*" to benefit Western Pocono Community Library. For additional information, call (570) 992-7934

East Stroudsburg University calls for MLK Award Nominations. Nominations are now being accepted for the 2009 Dr. Martin Luther King, Jr. Awards to be presented at ESU's twelfth annual Dr. Martin Luther King, Jr., Celebration Breakfast on Monday, January 19, 2009 at the university. Nominees for the awards should exemplify two or more aspects of Dr. King's philosophy of non-violence, equality, justice, cultural diversity, and respect for humanity.

Two awards will be presented: one to a member of the ESU community and one to a member of the community at large. ESU candidates must be currently employed by the university as a faculty member, staff member, administrator, and/or must be currently enrolled as a student for at least two full-time semesters with a minimum grade point average of 2.5. Candidates from the community must be current residents who are active in the local community. All nominations must include a short biography of the candidate and three letters of recommendation. Nomination forms are available by contacting ESU's Office of Diversity and Equal Opportunity at 570-422-3656. The deadline for submissions is Monday, November 10, 2008.

The Julianna V. Bolt Art Contest will also be part of the breakfast celebration. Students from all high schools within Monroe County are encouraged to participate and all entries will be displayed at the event. Local high school art departments have been advised of the criteria for par-

ticipation and the deadline for entries is Friday, December 5, 2008. Submissions should represent some aspect of Dr. King's life and his philosophy of non-violence, peace, justice and equality. For more information contact Geryl Kinsel, student enrollment counselor, at 570-422-2811 or gkin-sel@po-box.esu.edu.



The keynote speaker for this year's breakfast will be Dr. Nche Zama, medical director of Cardiovascular and Thoracic Surgery at the ESSA Heart and Vascular Institute at Pocono Medical Center. Dr. Zama will speak about his personal memories of Dr. King. He will offer a unique perspective on how King's philosophy continues to be influential in light of this year's theme "The time is always right to do what is right."

Tickets for the Twelfth Annual Dr. Martin Luther King, Jr., Celebration Breakfast will go on sale at Henry A. Ahnert Alumni Center on Monday November 10, 2008. For more information about ticket sales and sponsorship opportunities, please contact Teresa McCraw Werkheiser, coordinator of donor relations and stewardship at 570-422-3658 or twerkheiser@po-box.esu.edu.

The cost of the breakfast is \$30 per person, \$8 for ESU students, with proceeds to benefit the Gertrude Mary Smith Boddie Scholarship Fund, which provides financial assistance to undergraduate ESU students of color. Each student will receive this \$2,120 scholarship which will be awarded for the Spring 2009 semester and credited to two students who can demonstrate through community service work or university involvement a commitment to Dr. King's philosophy of non-violence, equality, justice, cultural diversity, and a respect for humanity. Table sponsorships are also available.

Our commemorative limited edition Liztech pin "*Celebrating Dr. King*" that commemorates the tenth anniversary of the Dr. Martin Luther King, Jr., Celebration Breakfast is still available, in limited quantities. The cost of each pin is \$40 with proceeds to benefit the Gertrude Mary Smith Boddie scholarship fund. Contact Teresa McCraw Werkheiser for more information at 570-422-3658.

For more information or for special accommodations for the MLK Celebration Breakfast, contact ESU's Office Diversity and Equal Opportunity at 570-422-3656.

Fromm Electric Supply announced that it has added its ninth location in Mt. Pocono, PA as part of an expansion initiative in the Northeastern part of the state. The 7,200 square foot facility is located at 23 Commerce Court (next to Geisinger Medical Clinic in the Pocono Mountains Industrial Park).

"We are pleased to become a part of the Mt. Pocono busi-

ness community and look forward to developing strong relationships, not only within our customer base, but also within the local community", said Michael Fromm, President & CEO.

Kevin Dymond, Branch Manager, adds, "This branch helps us respond to a growing market in the Northeastern, PA corridor as seen by the influx of casinos and continued migration to this area by people from New York City".

The Grand Opening event was held on Friday, October 24th, during which over 100 customers and area officials welcomed Fromm to the area.

Fromm Electric Supply, headquartered in Reading, has been family-owned since 1958 and operates nine branches plus three design centers in Central & Eastern PA. For more information, contact Brooke Himmelberger at 610-374-4441 ext. 4148.

Daisy Gallagher, CEO and Founder of Gallagher & Gallagher Worldwide Inc. has recently added completion of Villanova University's intensive Masters program in Project Management IS/IT to her extensive educational background.

In addition she earned certificates from Villanova University in Maximizing Team Effectiveness for the IS/IT Project Manager as well as certificate of achievement in Mastering Project Teams. She is in the process of obtaining her Advanced Masters in Project Management from Villanova.

Pocono Family YMCA will begin Argentine Tango Classes starting Friday, November 7th at 7 p.m. This 6 week Beginner's Course will take you through the fundamentals of this lovely social dance. No dance experience necessary. You will learn the simple technique necessary to navigate on any dance floor. Each week they will build on what was learned the week before. If you already enjoy social dancing, the technique will help you to enjoy it more. Although it will be wonderful to attend as a couple, singles are equally welcomed. Cost for the program will be \$48.00 for an Individual Member of the Pocono Family YMCA and \$75.00 for a Member Couple. Individual Non-Member fee will be \$60 with a Non-member Couple fee of \$100. For more information contact Frank at 570.421.2525 ext. 141.

Pocono Family YMCA offers Personal Training Sessions for ages 18 and up. Our Personal Trainers will give you the jump start in motivation you need to get your body fit and ready for the holiday season. Our personal training staff will guide you in the right direction to shape up, tone and lose the weight and inches you desire. We offer on-on-one training with our certified trainers to insure you get the best training available at the right price. Cost for 1 Session will be \$30 Members and \$60 Non-members. 5 Sessions will be \$125 Members and \$250 Non-members and 10 Sessions at \$225 for Members and \$450 for Non-members. For more information please contact Frank at 570.421.2525 ext 141.

Pocono Farms Country Club Association recently completed a comprehensive greens drainage project on its private 18-hole championship golf course. PFCCA has been

host to the Nationwide Tour qualifier for seven years and is known for its tight well-manicured fairways and challenging greens. Pocono Farms' greens have always been in great condition, and the owners and staff wanted to keep it that way for the long term.

The club's board and management decided to invest in the drainage project to preserve the quality of the existing greens for future members and players to enjoy, at a cost of approximately \$10,000 per green. Golf Preservations from Kentucky was hired for the project, which started on September 4 and was completed October 11.

Because it was professionally done, work on a green could be completed in one day, without changing the contour of the surface, and the green was playable on the next day, with the work barely noticeable by the following day. The project minimizes the standing water on the greens and the amount of time it stays on the greens. Standing water on greens delays play while golfers wait for the water to soak into the greens. Too much water can also affect the health of the greens, so this drainage project will not only allow the course to get golfers out sooner after heavy rains, but will improve the overall condition of the greens.

Although a private club, Pocono Farms does offer associate golf memberships for non-residents, and a limited number of day outings are available for the 2009 season. Joe Acla, PGA Professional, can answer any questions regarding memberships or outings at (570) 894-4435, Ext. 110. The clubhouse is also available for parties, meetings, weddings and banquets.

Pocono Medical Center's Smoking Cessation Program will highlight Nurse Practitioner Appreciation Week. To help celebrate the week and the efforts of Nurse Practitioners as every patients' partner in health, the Pocono Association of Nurse Practitioners will offer a smoking cessation program to all members of the community. The free educational program will be held from 5:00 p.m. until 7:00 p.m. on Wednesday, November 13, 2008 at the Learning Institute on Storm Street in Stroudsburg, Pennsylvania. Individuals interested in attending the program are asked to call (570) 422-8232.

Nurse Practitioners have an important role in providing critical healthcare services as they diagnose and manage acute and chronic illnesses while also integrating health promotion, disease prevention, counseling, and education to help patients understand their individual health needs. The American Academy of Nurse Practitioners states that there are about 125,000 nurse practitioners in the nation today. The 2008 National Nurse Practitioner Week is scheduled for November 9-15.

Ramsour Family Chiropractic pays it forward. As our Holiday season draws near, the gratitude for what we have in the U.S.A. is very clear. On Oct. 28, during the first storm of the season, Dr. Brettney Ramsour and staff wanted to pay it forward. They cooked a meal and served it to our homeless and seniors. At 7am Dr. Ramsour and Betsy Kozmerl arrived at the Salvation Army to begin cooking a healthy meal. They were later joined by Dr. Tom Meitz. The meal consisted of chicken franchise, roasted potatoes, steamed broccoli and carrots. Assorted desserts



were also presented. The rest of the staff along with Dr. Ramsour's wife, children and mother joined them to serve. One staff member,

Susan Spannagal, a massage therapist, entertained by playing the harp with a sing along.

Prior to the event blankets and coats were dropped off to one of two locations: 747 Milford Road in East Stroudsburg and 600 Main Street, Lower Level in Stroudsburg to be distributed at this event. Brite Cleaners on Main Street was kind enough to clean them. Throughout the season, coats and blankets will still be collected for those in need. For more information call 570-476-5577 or 570-421-8020. There are over 6,000 homeless in Monroe County. Winter



is here. Please look to see if you have spare warm clothing to drop off to Ramsour Family Chiropractic for someone in need today.

The Eastburg Community Alliance (ECA) has announced the hiring of a new Downtown Manager for the non-profit organization, Anthony Matrisciano, who began in the position on August 18, replacing Joe Memoli.



"We are pleased to have Anthony on board," says Stephen Washington, president of the board of directors for the ECA. "He brings a wealth of experience working for non-profits, and in marketing and public relations. He is also someone who is recognizable and involved in the Pocono

community, which will benefit the ECA and downtown East Stroudsburg."

Matrisciano, most recently the Community Relations Coordinator for Pocono Medical Center, will be responsible for the day-to-day operation of the ECA, which is charged with creating a better downtown atmosphere for businesses and residents.

Matrisciano will also be overseeing four major events sponsored by the ECA, The Scarecrow Festival, the annual tree lighting in December, the Books, Brushes and Bloom arts festival in April and the American Freedom Festival, which attracts thousands of area residents to Dansbury Park each Fourth of July.

For additional information on the ECA and its activities, please visit www.eastburgalliance.com or call Anthony Matrisciano, downtown manager at 570-424-7540.

Events sponsored by the Eastburg Community Alliance are successful due to the generosity of our media partners: Local Flair Magazine, Nassau Broadcasting, Orobo Design Studios, Pocono Parent Magazine and the Pocono Record.

Better Homes and Gardens Real Estate, Wilkins & Associates has hired Daria Kelly Uhlig to work out of their Brodheadsville office.



Daria is originally from Parsippany, New Jersey, and has lived in the Poconos for the last 19 years. She graduated from The Pennsylvania Realtors Institute in July, and also has a communication degree from Centenary College.

Her prior work experience is in media & communications with Google and the New York Times. She currently serves as an executive member on the board for the Pocono Commuter.

LendingTree has approved **Better Homes and Gardens Real Estate Wilkins & Associates** as an approved real estate Broker partner to assist their customers in purchasing a home throughout the greater Northeast Pennsylvania region.

LendingTree.com is a free service that connects borrowers with multiple loan offers, helping them compare options and select the best loan for their individual needs. Since 1998 LendingTree.com has facilitated more than 23 million loan requests. Today, LendingTree is one of the nation's leading online lending destinations.

Said Thomas R. Wilkins, CEO of Better Homes and Gardens Real Estate Wilkins & Associates, "Our Better Homes and Gardens name got us exactly where we want to be

with the LendingTree.com people. We did some business with them in the past, but now, we'll take a more active role in our 8 offices to better serve their customers. There's no doubt in my mind that with the number of leads we expect to get, they'll become a big part of our business."

Wilkins & Associates became a Better Homes and Gardens Real Estate Franchise in July 2008. They were the first real estate Broker to launch the Better Homes and Gardens Real Estate name through Realogy, the leading franchiser of real estate brokerages in the world located at 1 Campus Drive in Parsippany, New Jersey.

All Better Homes and Gardens Real Estate Wilkins & Associates offices are open 7 days per week.

Herbert, Rowland & Grubic, Inc. (HRG) is now offering mechanical engineering services with the hiring of Brian D. Walker, P.E., as a mechanical engineer.

Walker brings more than 10 years of experience in mechanical engineering and construction to the firm, which includes designing mechanical and plumbing systems for health care, government, commercial, residential, and institutional clients. He earned his bachelor's degree of architectural engineering from The Pennsylvania State University and is a registered professional engineer. He also recently attained LEED (Leadership in Energy and Environmental Design) Professional Accreditation as well as certification from the Pennsylvania Department of Environmental Protection as a Public Water System Operator.

"Brian Walker will be a great addition to HRG, and his mechanical engineering skills allows us to continue to expand our service offerings in response to the needs of our clients," says company president Robert Grubic, P.E. "His skills extend the range of mechanical and electrical engineering expertise we offer to our clients. Combined with our civil, environmental, and site engineering capabilities, we can truly serve as a one-stop shop for all their facility needs."

Originally founded in 1962 to serve Central Pennsylvania, HRG has grown into a full-service firm that offers a comprehensive package of engineering and related services. HRG's professionals deliver quality, cost-effective solutions to diverse industries.

With offices throughout the mid-Atlantic region, we can provide personal, convenient service. Our service areas include land development, transportation, water resources, water and energy, environmental, electrical, surveying/GPS, geographic information systems, and financial consulting. For more information, please visit the Web site at www.hrg-inc.com.

Fuel Economy Improvements for 73 percent of 2009 Chrysler, Dodge and Jeep Models. As 2009 model year vehicles arrive in Chrysler Dodge of the Pocono's showroom local customers will be pleased to find that fuel economy has increased on 19 of Chrysler LLC's car, truck and SUV models, representing 73 percent of the entire product lineup. American consumers could see savings of as much as 6.7 million gallons of fuel per year with the 2009 fuel economy improvements.

For more information contact Pleasant Valley Motors Inc. at 570.992.4827, Halterman's Auto Ranch, at 570.421.6930, or Chrysler Dodge of the Poconos at 570.517.5700.

Cartridge World - Wilkes Barre, part of the world's fastest growing ink and toner refilling retailer, reinforces its commitment to environmental awareness by saluting America Recycles Day on November 15, a national day dedicated to educating consumers about the advantages of recycling and buying recycled products.

Cartridge World provides consumers and businesses with an alternative option to buying the new brand-name ink and toner cartridges in efforts to protect the environment & save money. This proactive solution to waste reduction is a win-win situation for consumers, business owners and the environment.

Most consumers don't realize that:

- ◆ By reusing a toner cartridge you save approximately a gallon of oil
- ◆ In one year, if the world's discarded cartridges were stacked end-to-end, they would circle the earth over 3 times
- ◆ Every remanufactured cartridge saves nearly 3 1/2 pounds of solid waste from being deposited into landfills

For more details, contact Cartridge World at 570.822.4100.

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Ribbon Cuttings



Better Homes & Gardens/Wilkins Associates

Better Homes & Gardens / Wilkins & Associates celebrated the partnering of their companies this month. Whether you're a first time buyer, a retiree, relocating from another area, or just moving across town, they can help. Better Homes & Gardens/Wilkins & Associates have been matching their clients with homes for more than 20 years and are totally committed to finding the right home for our new neighbors. Please stop by one of their branches today to find the best service in town or give them a call at 570.421.8950.



Fromm Electric Supply

Fromm Electric Supply has opened the doors to their ninth location on Commerce Court in Mt. Pocono. Fromm Electric Supply Corporation teams with the industry's leading manufacturers to supply customers with world-class electrical products, innovative solutions and outstanding service. They delight their customers by consistently delivering a high level of value. To find out what they are doing to promote our community call Branch Manager, Kevin Dymond at 570.839.8727.



Hannah Bananas

Hannah Bananas opened their doors in the midst of the summer, to ensure all was in working order they held off their Grand Opening Celebration until this October. Hannah Bananas features a delicious menu filled with mouth watering choices and a kid friendly atmosphere that is sure to entertain even the youngest at heart. Stop by their Route 115 and Merwinsberg Road location today for the best bang for your buck. For more information, please call them at 570.629.6021.



Lee Myles Transmission & Auto Care Center

Lee Myles Transmission & Auto Care Center celebrated a Grand Opening Ceremony this past month at their Mount Pocono location. The Greater Pocono Chamber of Commerce partnered with the new owner, Dominick Charowsky to welcome this ideal business into our community. Lee Myles truly takes pride in their advanced knowledge of the modern automobile and it shows in what they do. Give them a call today for further information at 570.895.4973.

IMPACT



Executive Committee

Joseph McDonald - Chairman of the Board
Jamie Keener - First Vice Chairman
Daisy Gallagher - Second Vice Chairman
Charles Niclaus - Treasurer
Elizabeth Koster - Secretary
Bob Hay - Past Chairman

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Robert Phillips - President/CEO
Patricia Metzgar - Vice President, Operations/Development
Denise Burdge - Vice President, Economic Development/Public Policy
Jessica Goward - Membership Director
Miriam Conway - Executive Assistant

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