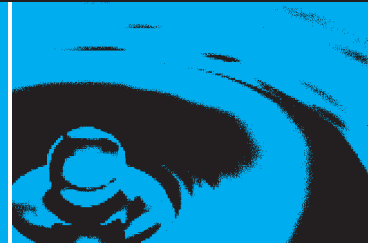


The SOURCE

A PUBLICATION OF CARBON COUNTY CHAMBER OF COMMERCE

VOL. 6, NO. 1

RESOURCES • SERVICES • EVENTS FEB/MARCH 2010



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I HAVE CHOSEN NOT TO RUN

I have chosen not to run for another term in the Pennsylvania House of Representatives.

I thank you for allowing me the honor and the privilege of serving you in Harrisburg. I'm proud to have lived my entire life here, and I hope and pray that my family and I will be here in Carbon County for as long as the Good Lord allows.

This decision is about my family. I first came to Harrisburg as a single 22-year-old man following in my father's footsteps. Now I have a wonderful wife and two amazing children - all of whom I owe not only my thanks, but also a lot of missed dinners, football and baseball games, volleyball games and help with homework.

As much as I care for the institution of the House, I love my family, and it's long overdue that I put them first. After 2010 is over I know I will miss the House and the wonderful members and staff with whom I've been blessed to serve, but, I know in my heart that I am doing the right thing for myself and my family.

When I was given the honor of serving as House Speaker by the 203 members of the House I had one goal that stood apart from all others - to do everything in my power to help restore the public's trust in the finest institution of government anywhere in the world. That work is far from finished. The state House traces its roots back 328 years to William Penn's 'Holy Experiment' and I plan to spend the next year - my final year - as House Speaker improving the performance of the People's House as we continue to fight to create jobs, improve our schools and make our state a better place to live.

This decision was neither quick nor easy. The House of Representatives has been my life's work, but - after one more year of very hard work yet to come - it will be time



to take another step forward in that life for myself, my family, and my loved ones.

My offices in Lansford, Lehighton and Albrightsville will remain open for the rest of 2010 - we'll still be there to help in any way we can, and I hope to continue to see you there.

These are some of the memories I cherish and yet, in some ways, I am still arriving here. I've learned along the way that the proper way to pronounce pierogie is pirohi, and that if a neighbor takes you for a ride on his four-wheeler up on Mount Pisgah, or offers you a plate of halushki, or a package of fresh venison, you are part of the community.

My father always told me that someday he would take me to Promised Land Lake, though we never made it there. He passed on in 1982, and now I am much older than he when all those events took place. I fancy myself arriving even there someday and catching a pickerel as long as your arm in a place where my line will never become tangled again.

Keith McCall

SUBMIT YOUR ARTICLE TODAY! DEADLINE IS THE 10TH OF THE MONTH.



Meeting Schedule

All are welcome to attend!

CCCC Marketing & Membership Committee

Tuesday, February 2 @ 1 p.m.
CCCC Office

Leighton Area Council Board

Tuesday, February 2 @ 5:30 p.m.
CCCC / LAC Office

Leadership Carbon Steering Committee

Thursday, February 4 @ 9 a.m.
CCCC Office

CCCC Tourism & Accommodations Committee

Tuesday, February 9 @ 9:30 a.m.
Hampton Inn, Leighton

County-Wide Luncheon

Hosted by Palmerton Area Council
Tuesday, February 9 @ Noon
Bert's Steakhouse, Palmerton
Speaker: Josh Makowiec of AXA Advisors. Topic: Recent IRS code changes that may be beneficial to small business owners
For more information:
(610) 824-6954

Penn-Kidder Area Council

Thursday, February 11 @ 7 p.m.
Hickory Run Property Owners Association Club House

Jim Thorpe Area Council Board

Monday, February 15 @ 7 p.m.
Albright Mansion, Jim Thorpe

Jim Thorpe Area Council

Thursday, February 18 @ 7 p.m.
Albright Mansion, Jim Thorpe

Continued on page 4...

President's Message

"We are offering 2010 Carbon County Expo opportunities at 2009 prices!"

I am proud to announce that Carbon County Chamber of Commerce will present our 2010 Carbon County Exposition on Tuesday, April 20 and Wednesday, April 21, 2010 from 3 p.m. to 8 p.m. each day at Penn's Peak. The purpose of this event is to introduce to the public and to other businesses the goods and services provided by businesses and organizations in Carbon County and the surrounding area.

We are currently soliciting Corporate Partnerships to help underwrite our projected expenses. Please consider a Partnership of \$600 toward this project. In return for your support, you will be provided with one complimentary display booth at our Expo. Your logo with a link will appear on our website - www.CarbonCountyExpo.org - to which all of our advertising and marketing efforts will direct potential guests. Your logo will also appear on the map that each guest will receive when they enter Penn's Peak. In addition, still ads or logos from our Corporate Partners will run continuously on the screens and monitors throughout Penn's Peak during our Carbon County Expo.

For \$1,000, we are able to offer a special Corporate Partnership for up to six CCCC members. At this level, you will receive the same benefits as listed above for our \$600 Corporate Partners. In addition, our \$1,000 Corporate Partners will also have their respective logo appear on one of two billboards for four weeks prior to the Expo with up to 13,900 potential customers or guests passing by each day. This offer is time-sensitive. If interested in a Corporate Partnership, please contact our CCCC Office at (610) 379-5000.

Display booths are currently available on a "first come, first served" basis. Cost is \$250 per space for current CCCC members and \$500 per space for future CCCC members. A limited number of display booths are available for 501-C-3 non-profit organizations with less than 10

employees, schools, government agencies, etc. at a

discounted rate. There are two sizes of display booths available - 6' deep by 10' wide and 8' deep by 10' wide. Each booth includes a table, two chairs, a waste basket, and a sign with the name of your business or organization. Electricity will be provided for each booth. Back by popular demand . . . Each vendor will have up to two Picnic-Style Meals delivered right to your display booth each day of the Expo by the Penn's Peak / Roadies Restaurant Staff.

If interested in reserving a display booth space, please visit our website - www.CarbonCountyExpo.org - and download the registration form or call our CCCC Office at (610) 379-5000. Spaces will be reserved and confirmed as payments are received. This is one of our most popular CCCC events of the year. So, don't delay! We anticipate a highly successful event and look forward to your active participation!

Our 2010 Carbon County Expo is a wonderful way to . . . "Think Carbon County first! Shop locally!"

Remember . . . By working together, the best is yet to come!

Sincerely,

Michael A. Heery
President
Carbon County
Chamber of Commerce





Member *spotlight*

RUTH BUSH ART & DECOR

Ruth Bush opened her art and décor shop in April of 2006 and has been providing paintings, tapestries, posters and accessories for almost 4 years. Ruth has a background in painting for the hospitality market-hotels, casinos, healthcare, and furniture industry. She also designs pieces that are selected by contract framers and sold to department stores across America. Some images are chosen for three dimensional pieces such as plaques, and tapestries, of which samples may be purchased in her shop. Among the décor items, one may find hand painted pillows, wall hangings, glassware, and vases. "I feel it is a

unique addition to this area; and I am pleased that both local customers and visitors from other states have found my shop. I also offer paintings of local scenery and welcome custom projects."

84B Broadway, side door, Jim Thorpe PA 18229

Cell 702-415-8030

Open Fri-Sun 11-5 or by appointment



Member *spotlight*

Our Member Spotlight section of our newsletter features a member randomly selected from our current CCCC Membership Directory. Good luck!

PALMERTON HERITAGE



This year, the Palmerton Area Historical Society is twenty years old! The Palmerton Area Heritage Center is hosting an exhibit dedicated to the twentieth anniversary of the founding of the Palmerton Area Historical Society. The Center is open

Wednesday 12:30 pm - 3:30 pm,

Thursday 10 am to 2 pm, Friday Noon to 4 pm, Saturday 10 am to 2 pm, and by appointment.

To celebrate the twentieth anniversary, a series of year-long events has been planned. The kick-off event is a poster contest which is open to students in grades 9 to 12 who reside in the Palmerton Area School District. The winning design will be used to make copies for advertising purposes. The winner will be awarded a prize of \$150.00. February 25th is the deadline for the poster contest.

On Sunday, March 21st, a Founders Day Tea will be held from 2:00 pm to 4:00 pm at the Heritage Center. This is a Meet and Greet with the original officers, Board of Directors, and Charter Members.

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Meeting Schedule

CONTINUED

CCCC Marketing & Membership Committee

Tuesday, March 2 @ 1 p.m.
CCCC Office

Lehigh Area Council Board

Tuesday, March 2 @ 5:30 p.m.
CCCC / LAC Office

Leadership Carbon Steering Committee

Thursday, March 4 @ 9 a.m.
CCCC Office

CCCC Tourism & Accommodations Committee

Tuesday, March 9 @ 9:30 a.m.
Complimentary Continental Breakfast @ 9 a.m. Country Inn & Suites, Lehigh

County-Wide Luncheon

Hosted by Palmerton Area Council.
Tuesday, March 9 @ Noon. Bert's Steakhouse, Palmerton
For more information: (610) 824-6954

County-Wide Mixer / Dinner

Hosted by Lehigh Area Council
Tuesday, March 9 @ 5:30 p.m.
Beacon 443 Restaurant, Lehigh
For more information and RSVPs:
(610) 377-2191 or lacc@ptd.net

Penn-Kidder Area Council

Thursday, March 11 @ 7 p.m.
Hickory Run Property Owners Association Club House

Jim Thorpe Area Council Board

Monday, March 15 @ 7 p.m.
Albright Mansion, Jim Thorpe

Jim Thorpe Area Council

Thursday, March 18 @ 7 p.m.
Albright Mansion, Jim Thorpe

* Meeting dates, times, and locations are subject to change without notice.

CENSUS TAKERS NEEDED

Apply now to be a census taker! Work up to 40 hours per week in a temporary, part-time job with the 2010 Census and enjoy good pay, flexible hours, mileage reimbursement, and a chance to serve your community.

Call our toll-free number today 1-866-861-2010 - Fed Relay: 1-800-877-8339 TTY or visit us on our Web Site at "www.2010censusjobs.gov"

SMITH PARTNERSHIP ANNOUNCES BUSINESS EXPANSION

Jim Smith and Barbara Franzosa of Smith Partnership, dba Pine Point Plaza and Car Wash, plan an addition to the plaza which will break ground this summer in Albrightsville. The project will include 2 free standing fast food locations, an additional strip mall, and a Movie House.

The new Strip Mall will strive to meet the criteria for LEED, an environmental design accreditation, and will double the size of the existing plaza space.

Smith Partnership is currently advertising for tenants for the project who will complement the Plaza's existing businesses. The commercial property is located at the intersection of Rts 903 and 534 within 5 miles from I-80, Big Boulder Ski Area, Lake Harmony, Pocono Raceway, and I-476.

For more information, contact Smith Partnership at PinePointPlaza@gmail.com, call (570) 215-4105, or mail to Smith Partnership, PO Box 70, Albrightsville, PA 18210.



HEART HEALTHY YOU



Heritage Hill Senior Community, along with Maylath Valley Health Services, will hold a "Heart Healthy YOU" health screening for the public to attend on Monday, February 15, from 8:00 am to 11:00 am at Heritage Hill Senior Community, 800 6th Street, Weatherly.

Blood pressure, blood sugar, and oxygen level screenings will be given as well as information on maintaining a healthy heart. For more information, please call Lisa Marie Halecky at (570) 427-4500.

Also, Heritage Hill Senior Community will hold a Soup Sale to chase away those winter blues and raise money for the local animal shelter on February 15th from 8:00 am to 11:00 am. For more information, contact Debra Hauze at 570-427-4500.

CarbonCountyChamber.org



IN OUR COMMUNITY

Blue Mountain Ski Area Event Blue Mtn. Ski teams up with Just Born Candy for Habitat for Humanity week February 16 - 21 from 8 a.m. - 10 p.m. each day. Blue Mtn. Ski will sell candy donated by Just Born Candy to raise money for The Lehigh Valley Habitat for Humanity to build a Blue Mtn./Just Born Candy house! On Sat. & Sun. Just Born Candy and Habitat for Humanity volunteers will be at the Mountain to promote Habitat for Humanity. www.skiblueemt.com

Jim Thorpe's 2010 WinterFest February 13th & 14th. There will be Civil War Re-enactments by the PA 69th Irish Volunteer Infantry, ice carving demonstrations, the famous Jim Thorpe Mug Walk, concerts at the Mauch Chunk Opera House Saturday evening and Sunday afternoon, shopping, dining, and attractions. For more information, call (570)325-5810 or visit www.JimThorpe.org.

Saint Patrick's Day Parade

13th Annual Carbon County Saint Patrick's Day Parade Sunday, March 14 @ 1 p.m. Broadway and West Broadway, Jim Thorpe. Be sure to get to town in the morning. Festivities begin early. Anyone interested in participating can contact Hugh Dugan (also this year's Grand Marshal) by emailing irishfanhdd@hotmail.com. They are always looking for new entries.



St. Valentine's Day at the Albright Mansion Seating at 7 p.m. on February 13th and 14th, 2010. Dinner consists of 6 courses with a flight of three matching wines. Highlight of the dinner will be Lobster Thermidor. Cost is \$120.00 per couple plus tax and gratuity. Reserve by phoning 570-325-4440. www.AlbrightMansion.com

The American Red Cross will be holding blood drives in February and March in Carbon County on the following dates and locations:



Thursday, February 11 from 1 p.m. to 6 p.m. at Palmerton Borough Hall, 443 Delaware Ave., Palmerton – refreshment sponsor is East Penn Bank

Thursday, February 25 from 1 p.m. to 6 p.m. at Zion United Church of Christ, 225 Iron & Second Streets, Lehigh

Wednesday, March 10 from 1 p.m. to 6 p.m. at Jim Thorpe Memorial Hall, 101 East 10th Street, Jim Thorpe – refreshment sponsor is Jim Thorpe Market.

For more information contact Sharon Kendig, Carbon County Branch Manager American Red Cross of the Greater Lehigh Valley at (610) 377-2100 or by e-mail at kendigs@usa.redcross.org. Check us out on the web www.redcrosslv.org

Exciting UPCOMING EVENTS

"Brown Bag Monday"

Mondays @ Noon. Informal one-on-one lunch with CCCC management @ CCCC Office Reservations are required by 3 p.m. the preceding Friday!

CCCC Business After Hours Mixer

Wednesday, February 10 @ 5 p.m. - 7 p.m. Platz's Restaurant, Lehigh. Help us welcome our new CCCC Members! FREE event! Cash Bar for alcoholic beverages. RSVPs required.

CCCC Networking Breakfast

Wednesday, March 17 @ 7:45 a.m. Location TBD

Discover Tuscany!

10-Day Excursion to Italy Hosted by Greater Lehigh Valley Chamber of Commerce Thursday, April 8 - Saturday, April 17. For more information: (610) 965-9025

Carbon County Expo

Tuesday, April 20 @ 3 p.m. - 8 p.m.
Wednesday, April 21 @ 3 p.m. - 8 p.m.
Penn's Peak, near Jim Thorpe See President's Message for more information or visit www.CarbonCountyExpo.org.

Live • Learn • Work • Play



EIGHT TIPS TO HELP YOU CHOOSE A TAX PREPARER

The IRS urges people to use care and caution when choosing a tax preparer. Remember, you are legally responsible for what's on your tax return even if it was prepared by another individual or firm.

Most tax return preparers are professional, honest and provide excellent service to their clients. However, unscrupulous tax return preparers do exist and can cause considerable financial and legal problems for their clients. Therefore, it's important to find a qualified tax professional.

The following tips will help you choose a preparer who will offer the best service for your tax preparation needs.

1. Check the person's qualifications. Ask if the preparer is affiliated with a professional organization that provides its members with continuing education and resources and holds them to a code of ethics.
2. Check on the preparer's history. Check to see if the preparer has any questionable history with the Better Business Bureau, the state's board of accountancy for CPAs, or the state's bar association for attorneys.
3. Find out about their service fees. Avoid preparers that

base their fee on a percentage of the amount of your refund or those who claim they can obtain larger refunds than other preparers.

4. Make sure the tax preparer is accessible. Make sure you will be able to contact the tax preparer after the return has been filed, even after April 15, in case questions arise.
5. Provide all records and receipts needed to prepare your return. Most reputable preparers will request to see your records and receipts and will ask you multiple questions to determine your total income and your qualifications for expenses, deductions, and other items.
6. Never sign a blank return. Avoid tax preparers that ask you to sign a blank tax form.
7. Review the entire return before signing it. Before you sign your tax return, review it and ask questions. Make sure you understand everything and are comfortable with the accuracy of the return before you sign it.
8. Make sure the preparer signs the form. A paid preparer must sign the return as required by law. Although the preparer signs the return, you are responsible for the accuracy of every item on your return. The preparer must also give you a copy of the return

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610.691.0113

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973.984.0100



CHAIRMAN'S MESSAGE



Just a short message to try to keep you informed.

We are presently working on marketing the county and its businesses to visitors and residents. We plan to do this by updating and expanding the CCCC website as well as those councils who

would benefit by this. In addition, upon completion of the sites, we also plan to market the sites. We hope that this will be an effective component in marketing our membership as a whole. We are also exploring television commercials to do the same.

Change is not always popular, but sometimes necessary. We have made some changes to the committee structures to help with effectiveness and efficiency. We are still discussing and exploring modifications to the committees as we receive input from our members. Concerning committees, we are also working on Policies and Procedures for Committees. This is an effort to clarify and prevent misunderstandings among those of you who so generously volunteer your time for the benefit of our membership. I feel that, if we put things in writing, there is less likelihood of misunderstanding and confusion and things should run more smoothly. Once approved by the executive committee, they will be emailed to the membership and posted on the website.

Similarly, you all have received, via email, a copy of the Policies and Procedures for inclusion in The Source as well

as for bulk emails sent through the CCCC In Our Community e-Mailings. These have been developed with the same goals of preventing misunderstandings and aligning expectations to help things work more smoothly.

I understand that Constellation New-Energy has been able to reduce energy costs for some members but, perhaps, unable to meet the needs of all of our members, especially those with relatively small consumption and those not on commercial meters. I can't make any promises, but we are aware of this and so is Lehigh Valley Chamber who is attempting to negotiate alternatives.

Please keep in mind, as you interact with the CCCC, that we have only two paid staff. The rest of the Board, Executive Committee, and Officers are volunteers. It sometimes takes some time for meetings to be arranged and actions to be completed. We do our best to be as timely as we can.

Thank you for your participation, input, and trust. We (the Board, Executive Committee, Officers, and Staff) will continue to strive to make decisions and execute actions in the best interest of all of our membership.

I wish you all a pleasant and prosperous year.

David C. Althouse
Board Chair

WELCOME NEW MEMBERS

We hope that you take full advantage of all the Membership Benefits available to you from Carbon County Chamber of Commerce.

Bennett Parsonage
(856) 869-0640

Borough of Jim Thorpe
www.jtborough.org

Constellation NewEnergy
www.newenergy.com

D.F.C. Associates, Inc.
(570) 722-8910

Hearn Enterprises, Inc
(610) 826-7030

MetroAction
www.metroaction.org

Sibbach Remodeling
(570) 325-8522

St. John's Lutheran Church
(610) 829-7766

Vantage Point
Benefit Strategies, Inc.
(610) 248-3206

Walcks 4WD
www.walcks4wd.com



SOCIAL NETWORK:

a social structure made of individuals (or organizations) called "nodes," which are tied (connected) by one or more specific types of interdependency, such as friendship, kinship, financial exchange, or relationships of beliefs, knowledge or prestige.

SOCIAL NETWORK ANALYSIS

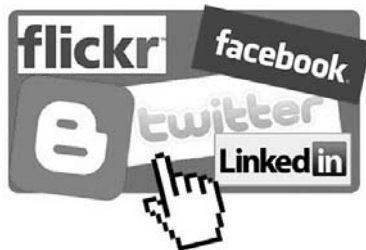
has emerged as a key technique in modern sociology. It has also gained a significant following in anthropology, biology, communication studies, economics, geography, information science, organizational studies, social psychology, and sociolinguistics, and has become a popular topic of speculation and study.

From Wikipedia, the free encyclopedia

SOCIAL NETWORKING

MAKING SENSE OF SOCIAL NETWORKING

Contributed by Rick Grant



Are you ready to start using social networking websites to build your business but you're not sure where to start? There are so many opportunities to network online that it can be intimidating, according to Rick Grant, principal with RGA in Jim Thorpe.

"The key is to pick a site or two that you think will give you the most benefit and start there," Grant said. "Don't try to be everywhere, but make the sites you choose work for you by completing your online profiles."

Grant suggests that most small business people start with LinkedIn.com. The site started out as a place for professionals to network and it has grown into a destination for millions of business executives who share status updates, join and contribute to groups, ask and answer questions and make new contacts.

The best thing about LinkedIn is that building a good portfolio is quite easy. Just answer the questions. The more information you provide, the more likely you will be to find and connect with people who can help you build your business.

To find out more, surf to www.rickgrant.net or call the RGA office at 570-325-2818.



Rick Grant & Associates • 47 Broadway
Suite 201 • Jim Thorpe, PA 18229
570.325.2818 • www.rickgrant.net

RECIPES FOR SUCCESS

WHAT'S THIS?

Many newsletters include a recipe section. Here is the Chamber of Commerce version of that concept. If you have ideas on how to survive and thrive in this new economy that you would like to share with fellow CCC members, we want to hear from you!

RECIPES FOR SUCCESS

THE KEY TO SUCCESS IS MAKING YOURSELF AS USEFUL AS POSSIBLE TO OTHERS...

If you focus on applying this, others will realize the value they get from you and they will attract more people to come to you. These new people will also realize the value they get from you and they will attract even more people to come to you. The virtuous cycle begins and you are now on your way to success.

With this principle in mind, you should aim at increasing your usefulness to others. How do you do that?

Here are some ideas:

1. Be observant of needs
2. Find solutions to the needs
3. Be proactive to help
4. Be sincere
5. Go the extra mile

Donald Latumahina,
June 26, 2007



Leadership Carbon is an adult Leadership Development Program designed to cultivate leaders for the benefit of Carbon County's future. The program is currently run by the Carbon County Chamber of Commerce. It was established due to a need to increase Carbon County's leadership resources and capacity.

How will we accomplish this:

- Identify community leaders of diverse backgrounds;

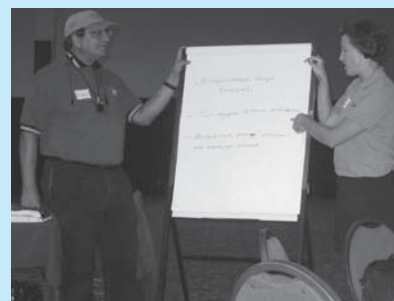
- Developing their potential for and encouraging their acceptance of civic responsibilities and leadership;
- Expose up and coming leaders to the structure, opportunities, and challenges in Carbon County
- Open significant dialogue among emerging and existing leaders;
- Build a realistic understanding of leadership roles, including the problems and implications of leadership;
- Place new leaders into local leadership roles.

Leadership Carbon is a 9-month program and class members are introduced to local business, civic leaders and institutions, and receive leadership training. To participate in a future Leadership Carbon class please contact Carbon County Chamber of Commerce by calling (610) 379-5000.



LeadershipCarbonClass2010 began their class experience with teambuilding exercises to develop and enhance their skills under the direction of Ron Roberts, M. Ed, (center) President of Action Centered Training, Inc. and ACT Games, LLC.

Patty DeSousa, Blue Mountain Health System & class member reviews highlighted points of team building. Professor Roberts has been the moderator for the Team Building Session since 2004.



Dave Kutcha, President, PantherCreekFoundation takes the class members on a tour of the No. 9 Mine, Lansford.

A rescued rapture and handler at Carbon County Environmental Education Center. While rescued and its injury healed, the rapture will not be able to be released. It has a home at the CCEEC and is used in educational training.



Ron Blisard, Session 3 Moderator, gives a behind-the-scenes look at Kovatch Mobile Equipment Facility, Nesquehoning.

The class was given the opportunity to sit in the cab of the "Force" vehicle. The cab of this vehicle was large enough for all nine members of the class to pack into.



Session 4 Moderator Jeanie Miller shows her passion for early childhood education, continued adult education and many of the programs offered in Carbon County, especially, the SHINE program. Miller has been a Leadership Carbon Steering Committee member and moderator for many years.

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