



The SOURCE

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RESOURCES • SERVICES • EVENTS

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WHAT'S INSIDE??

- Meeting Schedule 2
- President's Message 2
- Member Spotlight 3
- Upcoming Events 4
- In Our Community 5
- New Members 6
- Chairman's Message 7
- Meet The Chamber 8



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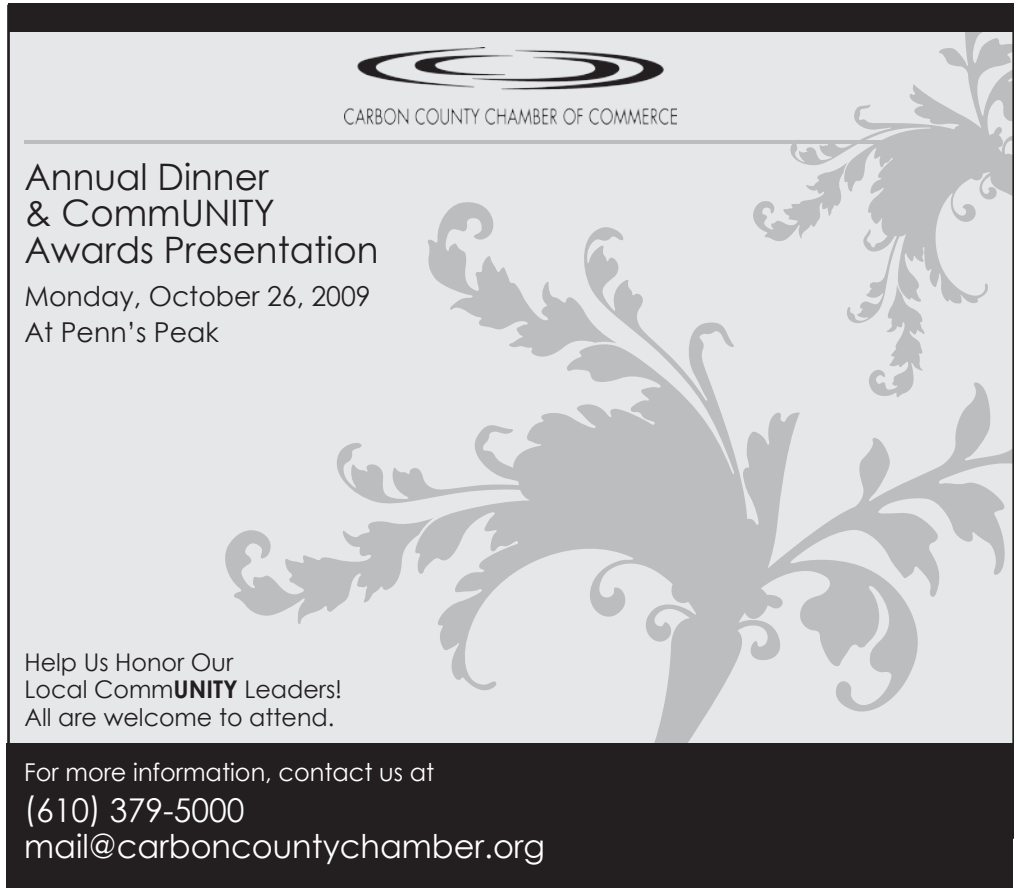
Phone
(610) 379-5000

Fax
(610) 379-0130

Address
110 North Third Street
Suites 216 & 217
Lehighton, PA 18235-1567

E-mail
mail@carboncountychamber.org

Website
www.CarbonCountyChamber.org



CARBON COUNTY CHAMBER OF COMMERCE

**Annual Dinner
& CommUNITY
Awards Presentation**
Monday, October 26, 2009
At Penn's Peak

Help Us Honor Our
Local CommUNITY Leaders!
All are welcome to attend.

For more information, contact us at
(610) 379-5000
mail@carboncountychamber.org

PPL ENERGYPLUS ENTERS MARKET TO SUPPLY ELECTRICITY TO BUSINESSES

PPL EnergyPlus - the energy marketing arm of PPL Corporation (NYSE: PPL) - is announcing that it is competing for business as an electricity supplier in the areas served by PPL Electric Utilities.

"At the outset, the audience is commercial, industrial, and institutional customers of PPL Electric Utilities," said Gene Alessandrini, senior vice president of marketing for PPL EnergyPlus.

"Now is an excellent time for businesses to shop for electricity supply because wholesale electricity prices have dropped considerably from their historic high levels last summer," Alessandrini continued. "Now customers can find attractive options in the competitive electricity market, especially in light of the estimated increases in rates that will be charged by utilities

Continued on page 5... PPL



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



Meeting Schedule

All are welcome to attend!

Leadership Carbon Steering Committee

Thursday, October 1 @ 9 a.m.
CCCC Office

Lehigh Area Council Board

Tuesday, October 6 @ 5:30 p.m.
CCCC / LAC Office

Penn-Kidder Area Council

Thursday, October 8 @ 7 p.m.
Hickory Run Property Owners Club House

CCCC Marketing & Membership Committee

Monday, October 12 @ 10 a.m.
CCCC Office

County-Wide Luncheon

Hosted by Palmerton Area Council
Tuesday, October 13 @ Noon
Bert's Steakhouse, Palmerton
For more information: (610) 824-6954

Jim Thorpe Area Council

Thursday, October 15 @ 7 p.m.
The Inn at Jim Thorpe

CCCC Tourism & Accommodations Committee

Tuesday, October 20 @ 10 a.m.
Ukrainian Homestead, Lehigh

Lehigh Area Council Board

Tuesday, November 3 @ 5:30 p.m.
CCCC / LAC Office

Leadership Carbon Steering Committee

Thursday, November 5 @ 9 a.m.

Continued on page 5...

President's Message

Member Benefits - an important, but often overlooked, topic!

The majority of our Carbon County Chamber of Commerce Members fall into the \$150 Membership Investment (sometimes referred to as "Dues") Category. Of this \$150, \$50 goes to a Regional Council or is divided between several Regional Councils - if the Member has chosen to affiliate with any. Most Members affiliate with at least one Regional Council. This leaves CCCC with \$100 - or 27¢ a day. In the case of a new member who requires a plaque, we are left with 23¢ a day. It is with these meager amounts that we continually strive to properly serve our members the best that we can - a real deal when you consider all of the Member Benefits available, but in some cases, seldom used.

Your Membership Investment in CCCC entitles you to numerous benefits - including: Frequent networking opportunities; health care coverage - Blue Cross of Northeastern Pennsylvania - and a full spectrum of supporting employee benefits through ChamberChoice; 24/7 exposure through our website; brochure displays; frequent e-mail blasts; newsletter; Members-only referral program; Member-to-Member direct mail opportunities; professional development through educational opportunities; advocacy to provide a strong voice locally, regionally, and state-wide (The Chamber is your voice in government!); a professional staff to address the needs of our Members and our Regional Councils - as well as to implement activities, events, programs, and projects; ribbon-

cutting ceremonies; and Regional Councils to assure the continuation of "local flair."



We are here to serve you - our Members. We want to hear from you! Tell us which of these Member Benefits are most important to you and the growth of your business or organization. Please contact our CCCC Office at (610) 379-5000 or mail@carboncountycommerce.org. Set up an appointment, if you prefer. As we look to the future with optimism, it is important that we know which of these Member Benefits best serve your needs. Maybe, you have an idea for a CCCC activity, event, program, or project. Let us know. We're all ears!

Your Membership Investment in CCCC entitles you to numerous benefits...

Membership truly does have its privileges. Take advantage of your Member Benefits and help us help you by being an active member of Carbon County Chamber of Commerce!

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

Think Carbon County first!
Shop locally!

Sincerely,

Michael A. Heery
President
Carbon County Chamber of Commerce



Member spotlight

WE ARE PENTELEDATA

PenTeleData's commitment to the areas we serve, relationship with our partners, and the personalized attention we offer our customers makes us more than just another network - it makes us part of the community.

In 1994, at the dawn of the information age, Pencor Services, Inc. founded PenTeleData with the purpose of providing affordable Internet access and with the vision of providing Broadband High-Speed Internet, and strategically planned accordingly. Part of that plan was the partnership with local cable television and telephone companies to provide high-speed Internet access. That partnership continues today, and includes Blue Ridge Communications, Palmerton Telephone, Service Electric Cable TV and Communications, Service Electric



Broadband Cable, Service Electric Cablevision, CATV Service, Inc., and Ironton Telephone.

Our highly-trained staff is comprised of certified industry experts who are knowledgeable in virtually every Internet / network technology. Our Network Control Center provides multiple levels of service and support with round-the-clock monitoring. In addition, we also offer Computer Patrol - a response unit of highly-motivated and knowledgeable Computer Technicians.

PenTeleData offers a service for everyone - whether large or small. Our customers range from large Health Care providers, like Geisinger Health System and Lehigh Valley Health Network, to individual residential customers. Some of

our services include Web Hosting and Development, Broadband, Dedicated Connections, Point to Point Data Connections, and Security. As a free benefit to our broadband customers, we offer Unleashed Wi-Fi Hot Spot Access at over 200 locations in 17 counties.

For more information, visit www.PenTeleData.net or call (866) PEN TEL-8.

Member spotlight

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

Castle Grill Grand Opening Held On Friday, September 11, 2009

Castle Grill, located at 80 East Bridge Street, Lehigh-ton, PA 18235, provides favorite American and Polish cuisine. They are open on Tuesday, Wednesday, Thursday and Sunday from 11:00 am to 8:00 pm and Friday

and Saturday from 11:00 am to 9:00 pm.

The owner, Frank Potoczak, stated that "as a part of the Castle Grill

mission, we are dedicated to supporting the community around us." He went on to say that as a part of the Castle Grill business model, the restaurant will support different area non-profits each month. This was reinforced by the 9-11 opening day's recognition of our local veterans and contribution of a percentage of the day's sales to an area veteran group.

The exterior and interior digital signage is available to non-profits to post events. Please visit www.castlegrill.com for more information. Each featured charity will be able to select a Tuesday or Wednesday in their month and proclaim it their day. A percentage of the profits that day will be donated to that charity.

It is very much Mr. Potoczak's personal philosophy that a sense of community is important to everyone. For more information, you can contact Frank Potoczak at 484-357-6549.





Exciting
UPCOMING
EVENTS

"Brown Bag Monday"

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

CCCC Annual Dinner & Awards Presentation

Monday, October 26 @ Penn's Peak, Jim Thorpe Help us honor our local commUNITY leaders! See front page for more information on what is traditionally our biggest and best-attended event of the year!

Complimentary Human Resources Seminar

Tuesday, November 17 @ 8 a.m.
Lehighton Borough Annex Auditorium RSVP Deadline: Friday, November 13 at 3 p.m.

CCCC Networking Breakfast

Wednesday, November 18 @ 7:45 a.m. Blue Ridge Country Club, Palmerton "Early Bird" cost for CCCC members who register no later than Monday, November 16, 2009 at 3 p.m. is \$15. Cost for all late registrations after this deadline, future members, and "walk-ins" is \$20.

Reservation implies request to attend and all "no shows" will be billed. 48-hour cancellation notice required for refund.

For more information and / or to RSVP for these events, please contact our CCCC Office at (610) 379-5000.

A Haunted Train Display

Old Mauch Chunk Model Train Display will host a "Haunted Train Display" the entire month of October 2009. Geared toward "children of all ages", this family-friendly attraction is located on the second floor of the Hooven Mercantile Building at 41 Susquehanna Street in Jim Thorpe, PA - next to the train station.

FREE Trick-or-Treats will be handed out to all children who visit the model train display. There will also be a FREE Costume Contest. Guests are encouraged to dress up in their favorite Halloween costume

for the contest! The photos of all who dressed up will be posted on a special section of the website! The winner will receive **Spooktacular** prizes.

Haunted Train Display features include: miniature haunted model houses, spooky songs and sounds of Halloween, Trick-or-treating for children, costume contests for the entire family and More!



www.OMCTrainDisplay.com

The Ghosts Will Be Out in Force in October

Join a costumed GhostGuide for a Rotary GhostWalk in Old Mauch Chunk.

Each family-friendly walk starts in the lobby of the Inn at Jim Thorpe, 24 Broadway, and covers a mile round trip to the Old Jail Museum. The outdoor walk lasts an hour. Please visit jimthorperotary.org/ghostwalks.cfm for more information and times.

chased from the GhostHost 15 minutes prior to each walk. Adults = \$10. Children, ages 7-12, = \$5.

Ghost walks are not recommended for children ages 6 and under. Private group walks available at certain times for a minimum of 10 adults. All proceeds benefit the community projects of the Rotary Club of Jim Thorpe.

Walk-ins are welcome if space is available; reservations are recommended. Call 570 325-2346. Tickets may be pur-

www.jimthorperotary.org/ghostwalks.cfm

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IN OUR COMMUNITY

Blue Mountain Health System Auction takes on a new look this year. Instead of the TV auction they have held in the past, the auction will take place on Sunday, November 8, 2009 at Penn's Peak in Jim Thorpe and will feature an afternoon of wine/beer tasting, appetizers, music and a combination of silent and live auctions throughout the day. Doors open at 1 p.m. and continue until approximately 6 p.m.

Spaghetti Dinner Fundraiser The Lansford American Legion Post 123 will host a Spaghetti Dinner Fundraiser to benefit the Carbon County Veteran's Day Parade. The dinner will be held on Sunday, October 11, 11 a.m. – 5 p.m. at the Post located at 3 West Ridge Street, Lansford. Dinner includes salad, spaghetti, and dessert for a \$6 donation. Dine-in or take-out. Delivery available to Lansford, Coaldale, and Summit Hill by calling (570) 645-9795.

Carbon County Veteran's Day Parade Support our troops and veterans by attending the Carbon County Veteran's Day Parade on November 8, 2009 (rain date Nov. 15) to be held in Lansford starting at 2 p.m. Free American flag to all children while supplies last.

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

Thursday, October 15, 1 p.m. - 6 p.m. at Palmerton Borough Hall, 443 Delaware Ave., Palmerton – refreshment sponsor East Penn Bank, 372 Delaware Ave., Palmerton

Wednesday, October 21, 1 p.m. – 6 p.m. at Jim Thorpe Memorial Hall, 101 East 10th Street, Jim Thorpe

Thursday October 22, 1 p.m. – 6 p.m. at Mahoning Valley Nursing & Rehabilitation Center, 397 Hemlock Drive, Lehighton

PPL - Continued from page 1

for 'default' service to customers who don't shop. These opportunities exist because of Pennsylvania's commitment to a competitive electricity market. Competitive markets provide the best outcome for customers because they can choose an electricity supplier based on factors such as price, service, and innovation."

Business customers will continue to have their energy delivered by PPL Electric Utilities, but they can choose a different company to supply that energy. More information is available at www.pplenergyplus.com.



Paul Canevari (center), PPL Electric Utilities Corporation, presented two \$4,500 checks to local organizations - one to CCCC and the other to CCEDC. Both organizations use such Partnerships to continue and improve their respective events, programs, and projects to help enhance the business climate of the county. Upon accepting the checks, both CCCC President Michael Heery (left) and Director of Economic Development Dawn Ferrante (right) thanked PPL for their continued generosity and support.

Meeting Schedule Continued

All are welcome to attend!

CCCC Information Night

Thursday, November 5 @ 5:30 p.m.
Citizen's Fire Company, Weatherly

CCCC Marketing & Membership Committee

Monday, November 9 @ 10 a.m.
CCCC Office

County-Wide Luncheon

Hosted by Palmerton Area Council
Tuesday, November 10 @ Noon
Bert's Steakhouse, Palmerton
For more information: (610) 824-6954

County-Wide Mixer / Dinner

Hosted by Lehighton Area Council
Tuesday, November 10 @ 5:30 p.m.
Beacon 443 Restaurant, Lehighton
Topic: New mini-COBRA act
Speakers: Cliff Garr and Lauren Marie Raus from Paychex
For more information and RSVPs:
(610) 377-2191 or lacc@ptd.net

Penn-Kidder Area Council

Thursday, November 12 @ 7 p.m.
Location TBD

CCCC Tourism & Accommodations Committee

Tuesday, November 17 @ 10 a.m.
Lehigh Gap Nature Center,
Slatington

Jim Thorpe Area Council

Thursday, November 19 @ 7 p.m.
The Inn at Jim Thorpe

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



CARBON COUNTY CHAMBER OF COMMERCE



CORRECTION

We at Carbon County Chamber of Commerce strive to bring you accurate information.

We ran a story in the "Member Spotlight" section of our August/September 2009 issue of *The Source*.

The United Inspection Services website was printed incorrectly. Their website is www.united-inspection.com. We apologize for any confusion this may have caused.

If you find an error in *The Source*, please contact our office right away at (610) 379-5000.

GOLFOUTING

Carbon County Chamber of Commerce held our Fifth Annual Golf Outing at Blue Ridge Country Club in Palmerton. All proceeds from this annual event help CCCC to continue to provide additional events, programs, and projects to help enhance the business climate of the county - "helping to make the Carbon County area a better place to live, learn, work, and play."



Pictured are the winning foursome with representatives from CCCC. Front row (kneeling): CCCC Golf Outing 2009 Co-Chair Jack Sturm and Loren LaRose. Back row (standing): CCCC President Michael Heery, Tony Choy, John Domant, Jaime Mendes, and CCCC Golf Outing 2009 Co-Chair Roxane Snyder.

WELCOME NEW MEMBERS

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

Affiliated Entertainment Group
www.affiliatedentgroup.com

Art by Maura
(570) 325-5818

Bath Fitter
www.bathfitter.com

Donna Bierens

Big Creek Vineyard
www.bigcreekvineyard.com

Brigade Electronics
www.brigade-electronics.com

The Country Cottage
(800) 304-8522

Girls Scouts of Eastern Pennsylvania
www.gsep.org

Granite Transformations
www.granitetransformations.com

IHG Enterprises
(570) 386-9242

J.M.S. Construction
(610) 377-2356

Lansford American Legion Post 123
(570) 645-9795

Magnum Excavating
(610) 377-6446

Mountain Image Marketing
(570) 722-3573

The Old Jail Museum
www.theoldjailmuseum.com

PathStone
www.pathstone.or

Porvaznik's Flowers
www.lansfordflorist.com

Reading Escapades & Math Explorers
www.read2day.com

SME Technologies, LLC
www.sme-technologies.com

Lia Sophia Jewelry
www.liasophia.com

Terpstra's Tavern
(570) 325-4373

Tractor Supply Company
www.tractorsupply.com

Rodger Walters Aluminum Roofing
(610) 377-8695

Jim Yusella Plumbing & Heating
(570) 645-2080



CHAIRMAN'S MESSAGE



As you may be aware from my recent letter, we have restructured and formed some new and needed committees. Most recently, the finance committee as well as the staff have worked together to offer solutions to the challenging financial situation we have been facing. I thank them for their input and actions. We still have work to do; but we are making good progress.

In addition, it has become increasingly apparent that the size of the Chamber and the limited number of staff necessitates the committees to be active, participatory committees, and some are. We have had, and continue to have, some very active and committed people. My understanding is that this was even more so in the past, but has somewhat diminished over time. Although we have some very involved committee members, some committees, it seems, have taken on more of an oversight and advisory role. We can't afford this. Our greatest resource for the membership is an active and involved membership. I would like to encourage you, as a member, to take a more active role in your chamber. I have heard many times, "What is the chamber going to do for me?" The most appropriate response, in addition to the listed member benefits, should be "that depends on what you put into it".

We will be sending an email, listing the committees, the Chairs of those committees, and the board members who will be serving on them. The Chairs have the opportunity to determine how many members make up each committee. Therefore,

I would ask you, for your benefit and the benefit of the membership, to help us tap into our greatest resource, the talented people that make up the chamber membership, you. When the mailing comes out, please, find something you may be interested in, and maybe even passionate about participating in. Contact the appropriate person. Let them know you are interested. Together, we can make this work, make it better, and make it grow in a positive direction.

As we grow and make adjustments, there may be times where we experience disagreement. I have read somewhere that if necessity is the mother of invention, then frustration is the father of progress. As disagreements and heated discussions occur, we need to learn from them, find common ground, and move forward; holding no grudges or animosity.

Finally, concerning the committees and general leadership style, we should listen to the wisdom of Stephen Covey. In his first of "four imperatives of leadership" he states: "The first is to inspire trust. You build relationships of trust through both your character and competence and you also extend trust to others. You show others that you believe in their capacity to live up to certain expectations, to deliver on promises, and to achieve clarity on key goals. You don't inspire trust by micromanaging and second guessing every step people make."

Sincerely,

David Althouse
Chairman of the Board
Carbon County Chamber of Commerce

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