



CARBON LINK

A Carbon Chamber & Economic Development Publication



Carbon County Women in Business Encourages Networking, Professional Growth

By Sara Hodon

Professional women in Carbon County looking for networking, fellowship, and learning opportunities can find it in Carbon County Women in Business, a group focused on personal and professional empowerment and skill building. The group holds monthly lunch meetings at different locations in Carbon County, providing an opportunity for businesswomen to expand their connections and see all that the county has to offer.

The idea for a professional women's networking group was proposed by Akantha Susko, True North Marketing and Advertising, during an informal lunch date with CCEDC Executive Director, Dawn Ferrante, back in 2010. "I told Dawn about the Pocono Mountain Chamber's Women in Business group. They met once a month at a different venue, and we thought it would be great if other women in Carbon County could meet." The first official meeting of the Carbon County group was held at Platz's in Lehighton. "We had 20 to 25 women there, and we knew we were on to something," Susko says.

Every month, a speaker gives a talk on a topic of interest to women, from maintaining work/life balance and relaxation techniques to money management and health issues. The group also welcomes representatives from community organizations to give an overview of their programs and services as another way to spread the word about their mission.

Meetings are held on the 2nd Thursday of each month at noon. You do not need to be a Chamber member to attend a Women in Business luncheon, according to Heather McClure, Assistant Director of the Carbon Chamber. "There is no cost to belong to the group, but there is a fee for the lunch that is tiered. If you are a Chamber member, the cost is \$15; for non-members it's \$20."

The group is a great way to get out and meet other professional women who are facing many of the same challenges. "The best way to get involved is to show up and speak during the lunch," McClure says. Contact the Chamber office to be added to the group's mailing list or to register for upcoming meetings.

**STRENGTH
In Numbers**



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dates you should know

Mark Your Calendars!

Watch out for details in our weekly Upcoming Chamber Events e-mail.

- **Thurs. Aug. 15th 5:30 - 7:30 pm**
“Business After Hours” Event:
Asa Packer, Harry Packer,
Kemmerer Park, Jim Thorpe
- **Thurs Aug. 29th 5:30 - 7:30 pm**
Networking Event
With Hazleton Chamber:
Heritage Hill Center
- **Thurs. Sept. 19th 5:30 - 7:30 pm**
“Business After Hours” Event:
Carbon County Art League
At Chamber Office, Lehighton

Board of Directors Meetings:

- **Monday, August 12th**
5:00 pm, Chamber Office
- **Monday, September 9th**
5:00 pm, Chamber Office

welcome new members

Please Join Us in Welcoming Our New Members...

ADV's Wood Creations
American Red Cross NE PA
Blood Services Region
Aflac-Kathi Stern
The Bounce House, Inc.
Zoo Health Club
Mrs. Domestic
L&S Electrical Construction Co.
Libations Lounge
Mary Kay Cosmetics- Diana Rae George
Mystic Cleaning Service
Fred Bresswein Accounting

Executive Director's Message



Strength In Numbers Wins Again!

On July 15th, the CCEDC Board of Directors voted to partner with the Greater Lehigh Valley Chamber of Commerce (GLVCC). For existing members, here is a partial list of what you will receive!

■ **FREE Mailing List:** Includes the company name and address and is updated monthly. It does not include email addresses, phone or fax numbers. (Suggested use: Do a Direct Mail piece to nearly 6,000 members on the GLVCC mailing list; sort spreadsheet by zip code and target specific markets.) **Contact Brandy Skorupsky at brandys@lehighvalleychamber.org. (Value \$400)**

■ **FREE Listings in Both CCEDC and GLVCC:** Members automatically receive free listings in the Membership Directory and on GLVCC website in addition to the CCEDC website. (Value \$350)

■ **FREE Member News/Press Releases:** Submit about 50 words about new programs, offerings, employee promotions, news, etc. GLVCC's monthly publication, "Connections," regularly includes member news content in a special section called "Member News." Your material may be included as time and space allows. Full press releases with an educational topic for members may also be submitted for the GLVCC's blog as time and space allows. **Contact Brandy Skorupsky at brandys@lehighvalleychamber.org for Connections and Mike Keller at mikek@lehighvalleychamber.org for the blog. (Value \$150)**

■ **FREE Media List:** The GLVCC will email its Media List upon request. A press release template is also available upon request. **Contact Brandy Skorupsky at brandys@lehighvalleychamber.org. (Value \$50)**

■ **FREE Member of the Day:** If you have a particular event, special, press release or member-to-member discount that you want to promote, they'll put a link to your website and special event/press release on the top of the blog and in the Facebook & Twitter status. **For more information, contact Mike Keller at mikek@lehighvalleychamber.org. (Value \$100)**

We are striving every day to seek tools and resources to make the CCEDC stronger, and as a result, bring you more value. This will only make you stronger as a business and the results of that are only good for our community. That in turn, will continue to make us stronger. And it goes round and round...

I look forward to continuing to serve you better, and as always, call, write, come by and contact me any time if you'd like to chat. 610-739-4401.

Sincerely,

Dawn Ferrante

CCEDC “Business After Hours” Networking Events...

June 11th: (Joint Event with GLVCC)



Rentschler Chrysler Jeep Dodge Ram Chevrolet -Slatington

Rentschler Chrysler Jeep Dodge Ram-Chevrolet celebrated their 40th Anniversary in Slatington. Chamber members toured the two, newly-remodeled and renovated showrooms and service departments and participated in a great event.

June 20th: **Red Castle Brewery at Castle Grill** -Leighton



What a great time everyone had at the Red Castle Brewery at Castle Grill in Leighton! Owner, Frank Potoczak, said a few words to the crowd about his new Red Castle Brewery and the history of the Castle Grill as well as his future expansion plans for both businesses. Guests also enjoyed “talking beer” with Brewmaster Tony and sampling some of Red Castle Brewery’s new microbrews along with some fresh and delicious Castle Grill hoagies and grilled kielbasa.

July 18th: **Bear Mountain Butterfly Sanctuary** -Jim Thorpe



It was a fun evening and full house at the Bear Mountain Butterfly Sanctuary where CCEDC members and guests socialized and learned about the beautiful monarch butterfly, various tree frog species and even a tarantula from the Sanctuary’s owner, Mari Gruber, “The Butterfly Lady,” and her very friendly and knowledgeable staff (pictured above).

Member Business Spotlight



Apollo Farms Ltd. Equestrian Training Facility has now been open in Palmerton PA since May 2012. The horse farm not only offers lessons to those who want to compete but also offers boarding, training, and speciality programs designed for horse/rider combinations.

Owner, Delia Alvarez- Apollo, has been able to take horse and rider combinations from lower level to top rated competitions and turn them into winners! Last summer at HITS Saugerties New York, one of her students, Jasmine Rankovick, took Reserve Champion or second overall in her division. The competition was fierce, but they train hard at home and come prepared.

For 2013-2014, Apollo Farms Ltd. has a new member of their equestrian team, " Scho and Tell, " a white Trakehner mare with spectacular blood lines and unbelievable talent. The goal is for Apollo and her mount to qualify for 2014 Diamond Mills Sponsored \$500,000 Hunter Prix. The road to qualifying takes hours of dedication, practice, and great sponsors. Currently, Apollo has been sponsored by Antares of France for the last three years. Now that she finally has a stellar mount with outstanding talent, the sky is the limit for this horse and rider combination.

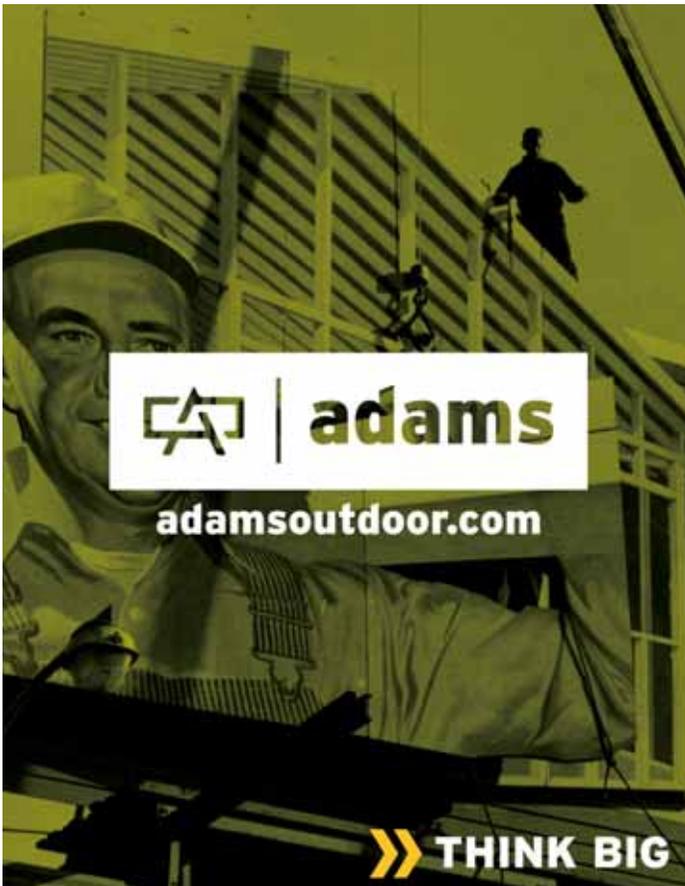
Aside from preparing riders for competition, Apollo Farms, Ltd. offers family interaction activities, which have drawn many tourists from Jim Thorpe. Groups of up to 10 have come out to the facility to participate in a "horse" experience and ride. In addition to its equestrian accommodations, there is a stocked pond on the property that is attractive to those who want to fish and relax around nature.

Delia Alvarez-Apollo also has a second business (named after her daughter, Ellie) called Ellie's Bows®, a designer and manufacturer of couture hair bows for young female equestrians. Ellie's Bows® are available for purchase online at www.apollofarmsltd.com/ellies_hair_bows and are also carried by two nationwide Equine distributors as well as by 25 different Equestrian boutiques across the country. In Apollo's spare time, she loves to design and create the bows that are later mass produced in limited collections for her in the United States."It has been such a wonderful learning experience that I have been able to share with my daughter," states Apollo. "Our vision for the bows is to keep growing and expanding our market base into mainstream boutiques and large speciality retailers."

If you would like to learn more about what Apollo Farms Ltd. has to offer and how to promote your company to the Equestrian community through sponsorship opportunities, please visit www.apollofarmsltd.com.

Interested in featuring your business in our next Member Business Spotlight? Contact Heather McClure at 610.379.5000 to reserve your space in an upcoming issue. Promote your business to all CCEDC Members, submit your 250-word article* and photo & reserve your space...ALL for ONLY \$100!

** Please note that the CarbonLink editor reserves the right to edit submitted articles for grammar, flow, misspellings & for allotted space.*





■ Accounting 101 For Your Rental Property

By Stan Bushner, CPA, MST | Buckno Lisicky and Company
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Individuals buy rental property to supplement their current income or at retirement (rental income will not effect your social security benefits).

When buying real estate, the purchase price must be split between Land and Building (possible personal property). Land cannot be depreciated, and if sold for a profit, may be taxed at lower capital gains rates than the building. A commercial building must be depreciated over 39 years. If the acquisition is big enough, consider getting a cost segregation study. Cost segregation breaks out the components of the building for a faster write-off of depreciation (39 years may be converted into 15 years). Personal property may be depreciated over 5 or 7 years (furniture and fixtures).

The faster write-off of depreciation allows you to defer paying tax currently. Paying tax in the future will put you in a better financial position if you consider the time value of money and assuming the tax rates do not go up substantially.

The losses on renting real estate are considered passive losses and can only be deducted against passive income (not ordinary income), unless the property is sold. There is an exception for Active Business Rental, which is defined as an individual who owns 10% of the rental property, makes management decisions and has adjusted gross income under \$150,000. The maximum loss allowed is \$25,000.

Finally, review the settlement sheet for any closing costs that must be added to the cost of the Real Estate.

just the facts!

■ The Best of the Road 2013:

Hurry, Log On & Vote for Jim Thorpe as the "Most Fun!"



You can also write a review of what is fun about Jim Thorpe and Carbon County... certainly the wonderful shops, restaurants, attractions, ghost tours, train rides, rafting, etc.

Promote your own website or business for FREE!

We had a huge increase in business from this last year, let's do it again this year!

The final goal is to place towns in Carbon County in the Top 5 in ALL categories over the next four years. Last year, Jim Thorpe was in the Top 5 of the "Most Beautiful", this year the "Most Fun" and on and on.....and what's more, this great publicity is FREE!

Vote Today & Every Day Until September 3, 2013...

GO TO... <http://www.bestoftheroad.com/?op=3&s=&vt=&p=1#contest>

Or scan the QR Code to the right with your Smartphone to view page.



Chamber Leadership

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Enjoy Our Next Issue of CarbonLink in October