

County Program Graduates Future Leaders

By Sara Hodon



Leadership Carbon Class of 2013

Not all leaders are born. Some need a little more encouragement to tap into their natural abilities, identify their strengths, and find a way to use those skills to benefit others. Helping area residents utilize their potential to better their community is the goal of Leadership Carbon, a community-based program that recently graduated eight new future leaders.

“The program is open to just about anyone who wants to advance their leadership skills,” says Sandy Duda, Program Coordinator and member of the Class of 2007. “Some of our participants are already in leadership roles, or their employers may identify people who they feel would make good leaders and want to complete the program.” The entire program is 9 months, with participants attending a full day session once a month at various locations around Carbon County. The morning sessions focus on different aspects of life in the county, including health care, the environment and recreation, education, economic development, business, and government. Afternoons are devoted to building classmates’ leadership skills with sessions facilitated by an instructor from Lehigh Carbon Community College. To put it all together, each class completes a class project that enhances the quality of life in Carbon County. The program concludes with a graduation dinner in May. “Students graduate with a newfound knowledge of Carbon County—even those who have lived here for awhile—and many new leadership skills,” Duda says. Now in its 7th year, nearly 85 community members have successfully completed Leadership Carbon. “You learn a lot about the county, and with the addition of the class project, there’s a real feeling of having completed something,” Duda says.

Members of the class of 2013 are: Tami L. Hinkle, Elk Lighting; Jeremy J. Klotz, J&R Slaw, Inc.; Karen A. Kupres, Jim Thorpe National Bank; Donna L. Martino, Mauch Chunk Trust Company; Aaron M. McAnulty, Seitz Brothers; Brian W. Reph, Ampal, Inc.; Joseph M. Russo, PenTeleData; Schawn Schoch, Ampal, Inc.; Mary Ellen C. Stephens, St. Luke’s Hospital—Miners Campus; Andrea J. Strohl, KME/Kovatch, Inc.

**STRENGTH
In Numbers**

For more information or to download an application for participation in the Class of 2014, please visit www.leadershipcarbon.org.

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dates you should know

Mark Your Calendars!

Details in Upcoming Events e-mails.

- **Tuesday, June 11th @ 5-8 pm**
“Business After Hours” Event
Rentschler Chrysler Jeep
Dodge Ram Chevrolet
Slatington
- **Thursday, June 13th @ 12-1 pm**
Women In Business Luncheon
Bagel Bunch, Jim Thorpe
- **Thursday, June 20th**
@ 5:30-7:30 pm
“Business After Hours” Event
Red Castle Brewery/Castle Grill
Lehighton

Board of Directors Meetings:

- **Second Monday of the Month**
@ 5 pm, Chamber Office

welcome new members

Soapotheary
Kitchen Star
Blue Mountain Candle Co. Inc.
The Mahoning Drive-In
Pocono Mtn. Lakes Realty
Vita Counseling
MetLife
Lehighton Kia
Premier Designs Jewelry
Jet Signs
Total Business Services
Brad Konstas Lawn Care
Photography by Lynn
Elk Lighting
Keystone Harley-Davidson
Organize With Yvonne
The Techheads
Mary Kay Cosmetics, Pam Reilly
Toilet Bib Splash Guard
Sikorsky Concrete Products LLC

Executive Director’s Message



Our Commitment Is Stronger Than Ever

Last fall, the CCCC began preparing the way for consolidation by rebranding, re-organization and re-committing to a “Strength in Numbers” mindset of pulling together as a united entity and taking the necessary steps to becoming a strong and resourceful Chamber for its members and community.

Since fall, our members have experienced big changes in the look, feel, communication efforts and overall direction and focus of the Chamber. From the feedback we had received, our members were both relieved and excited by the changes and new possibilities for the Chamber and what it would all mean for their businesses. And with the recent merger of the CCCC and the CCEDC, the new route that we are taking has further cemented our commitment to making the Carbon Chamber & Economic Development Corporation everything that our members want and need it to be.

Even though we have felt the wave of optimism among our membership since last fall, our recent Grand Opening Celebration on May 16th just confirmed the fact that our members are excited and ready for what great things are ahead for the CCEDC. If you had the opportunity to attend our celebration, you may have sensed the overwhelming warmth, happiness, unity and pride that emanated from our leadership, members, dignitaries and guests throughout the day. The event proved to be much more than a grand opening celebration, it marked a milestone of how far we have come in such a short time and where we are heading. It also served to honor the hard work and dedication of our former leadership for helping us get to this point and gave our new leadership the nod of approval from our members to continue to lead us on our journey.

One of the main priorities of the CCEDC is not only to increase membership but to also give you every reason to be proud to be a CCEDC Member and to be involved with our organization. As I had mentioned so many times before, we will do everything we can to give you the tools and resources to make your business stronger and better, but to attain optimum results and benefits, the effort really has to come full circle. This means that you have to get involved in any way that works best for you. In reality, YOU are your Chamber, and YOU have as much to do with the future of this organization as our leaders do.

The primary way to interact and get the greatest value from your membership and also build strong relationships is through participation in our Committees. On the back of this newsletter, they are all listed. I encourage you to reach out to a Committee Chair and volunteer and make a difference. You could also host an upcoming event, become a sponsor or regularly attend events. There are numerous ways to get involved...so, the best advice I can give you is to just do it and see the rewards come back to you tenfold.

And as always, thank you for being a valued member of the CCEDC.

Dawn Ferrante

Highlights from April & May Chamber Events:

April 24th

**Administrative Professionals
Celebration Luncheon & Fashion Show**
Blue Ridge Country Club



TV13's Kim Bell models gorgeous Coldwater Creek fashions.

The Carbon Chamber & Economic Development Corporation honored local administrative professionals with an Administrative Professionals Day Luncheon & Fashion Show on Wednesday, April 24th at the Blue Ridge Country Club in Palmerton.

Over 60 administrative professionals and their managers enjoyed an elegant lunch and dessert, fabulous door prizes and a Coldwater Creek Fashion Show hosted by: Stephanie Schur and Beth Pritch of Coldwater Creek. Guests were treated to stylish and fun business and casual attire modeled by Kim Bell and Marie Johns of TV13 along with Marlyn Kissner, Pamela Gothard and Darlene Nothstein.

Dawn Ferrante, Executive Director of Carbon Chamber & Economic Development, states, "The Administrative Professionals Celebration Luncheon & Fashion Show has been happening for a number of years, and it's not only very lovely but also an ideal way to say thank you to our administrative professionals as we share an afternoon of great food, camaraderie and fashion. This year proved to be another successful event, and we look forward to next year."

Many thanks are extended to this year's event sponsors: National Penn Bank (Premium Sponsor) and table sponsors: Arndt's Flower Shop, Coordinated Health, Edwards Business Systems, Home Solutions Partners and Verizon.

April 28th

**Meet the EXPO Exhibitors
Networking Event**
Blue Mountain Ski Area



Networking relaxation style at the EXPO mixer.

Over 1,500 people attended this year's Carbon County Home, Garden & Business EXPO on Saturday, April 27th and Sunday, April 28th at Blue Mountain Ski Area. This year's event proved to be a very successful one. The new venue and location more than doubled visitor attendance as well as exhibitor participation.

In addition to the EXPO itself, a "Meet the Exhibitors" Networking Mixer was open to the public on Saturday evening, April 27th. Mixer attendees got a chance to mingle with other businesses as well as EXPO visitors in a relaxed and inviting atmosphere.

May 14th

**Another Very Successful Business After
Hours Networking Event with GLVCC**
Keystone Harley-Davidson, Parryville



Marlyn Kissner was feeling HOG wild at the mixer.



Marking a milestone with an official ribbon-cutting ceremony, Chamber President, Michael Harleman cuts the red ribbon as a cheerful crowd looks on.

Chamber Grand Opening Gives Members Multiple Reasons to Celebrate

by Dina Tulli Davis

On Thursday, May 16th, local and regional dignitaries, the CCEDC Board of Directors and members as well as the local community came to share in an all-day celebration of the Grand Opening of our new office and newly formed organization, The Carbon Chamber & Economic Development Corporation.

The day commenced with a well-attended ribbon cutting and some motivational words by new CCEDC President, Michael Harleman. Guests were treated to a tour of our new office and spent some time networking with Chamber staff, Board of Directors, members and other attendees. (And by the way, our new office not only has a warm and inviting feel but also boasts a large new conference room, brand new training classroom, and a covered porch and yard area perfect for outdoor mixers and meetings. So, if you were unable to attend the opening, please make a point to drop by, say hello and check it out.)

As the morning got off to an exciting start, visitors were interested in attending the many seminars offered throughout the day, including: CCEDC- Who We Serve and How to Get the Most Out of Your Membership, CCEDC Committees and Volunteer Opportunities, A Sneak Peek at the New Features of the New Chamber Web Site (which is scheduled to launch soon), An Introduction to Google Analytics and a Walk Thru of the New Member Profile Interface on the new CCEDC web site. Seminar attendees were very excited to learn about everything that the Chamber has implemented and is planning to introduce to help its members do business better, drive traffic to their web sites and, most importantly, grow their businesses. Members were also thrilled to be part of the discussion as to what is in store

for the new CCEDC web site...the new members only interactive interface, member forum, committee pages, robust business directory and search, expanded member business pages, hot deals and job boards were all a hit with those who had attended the web site seminars. There was also a Lunch & Learn with MRC-Gear to Manufacturing.

The busy day completed with a "Business After Hours" Networking Mixer and Reception honoring new and past Board members. Attendees enjoyed a beautiful evening outside in the yard networking with fellow business professionals while enjoying lite fare and wine courtesy of the Libations Lounge of Jim Thorpe and hand-crafted beer by Red Castle Brewery of Leighton. In addition, there were also some fabulous free giveaways donated by our Chamber members.

With this Grand Opening, the CCEDC marked an official milestone of the beginning of something incredible for Carbon Chamber membership and the Carbon County community. Members and non-members were able to see the intense commitment to the mission and vision of our Chamber firsthand. Our members have a multiple reasons to celebrate and many great things to anticipate. During the day, we gained 5 new members. The overall feeling of the day was one of strength, unity excitement, anticipation and positivity. We thank everyone who was involved with the planning of this "Strength in Numbers" event as well as everyone who had taken the time to come out and join us in support.





did you know?

■ The Keys to Understanding the Importance of Tourism

An excerpt from an article written by Dr. Peter E. Tarlow

Tourism is not only the world's largest industry, but also often its most misunderstood. Many people outside of the industry believe that tourism professionals are on a permanent vacation while others complain about tourism's negative impact: greater traffic on the streets, longer waits in restaurants and cultural events, and lost, loud and rude visitors. Certainly, the tourism industry has to plead guilty to some of these charges; however, any fair minded person will soon realize that tourism does a lot more good than

harm and without it many a place would be a lot poorer not only from a monetary standpoint but also from a cultural standpoint. Perhaps one area in which tourism needs to improve is in the area of local or internal marketing.

Although tourism officials do a splendid job in explaining why their locales are deserving of visitations, they often do a less than perfect job of translating the importance of tourism to the local population. This lack of internal marketing means that tourism professionals must continuously explain themselves to city councils, to mayors or other government officials in order to obtain the necessary funding to do their job properly. In order to help you market your tourism industry to the local population, Tourism Tidbits offers the following suggestions as keys to understanding the importance of tourism and the role it plays:

Know something about your tourism history. Know how much tourism brings to your locale in the form of: (1) goods and services, (2) employment opportunities, especially for young people, (3) adds income to the transportation industry both on the local level (buses and taxis) and on the national and international level (interurban buses, trains and airplanes) adds to tax revenues via taxes on gas and other travel services, forms the backbone of the local lodging industry, adds to the recreational and cultural industries in places such as amusement parks, concerts, museums, casinos, and theaters, and is an important factor in shopping and mall visitations. And lastly, note tourism's impact on your locale's quality of life and survival of other local businesses.

About the Author: Dr. Peter E. Tarlow is president of Tourism & More and a well-known speaker throughout the world on topics of importance to the tourism and hotel industry. He also is the writer and editor of the free tourism e-newsletter Tourism Tidbits.

just the facts!

■ Co-op Advertising Opportunities

As a benefit of your membership, the Carbon Chamber Marketing Committee will negotiate ad rates with participating local and regional publications. "Strength in Numbers" really helps get advertising costs down and to the key markets.

Below is a list of the publications that are currently part of the Chamber's Co-Op Advertising Initiative. A detailed list of discounts and deadlines can be periodically found in our weekly Carbon eLink Newsletter or by contacting the Chamber office.

Where and When (Quarterly)

Bucks County Magazine (Quarterly)

Morning Call's Community Guide (Annually)

Morning Call (Daily)

Standard Speaker (Daily)

It's New! Check Us Out!



LIKE US

www.facebook.com/carboncountyccecd

We Want to Hear From You...

Do you currently advertise in a publication not listed above that works for you? If so, let Pat Handwerk, Marketing Committee Chair, know, so that we can try to negotiate a better rate. **E-mail Pat:** pat.handwerk@gmail.com

Chamber Leadership

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President: Michael Harleman

Vice President: Patricia Handwerk

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Secretary: Frank Potoczak

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