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The Chamber  
GREATER LEHIGH VALLEY CHAMBER OF COMMERCE

# Connections

The Voice of Business in the Greater Lehigh Valley

April 2011

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## On Every Main Street!



## Do You Know About The Chamber's Main Street Initiatives?

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**NAI Summit**  
Commercial Real Estate Services, Worldwide.

### Today's Trends in Commercial Real Estate Luncheon & Awards

**Thursday, April 21**

**Holiday Inn Conference Center**  
Fogelsville (1 78 at Rt. 100)

See the ad on page 1 for more information.

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GREATER LEHIGH VALLEY CHAMBER OF COMMERCE

Premier Sponsor:

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TRANSPORTATION AUTHORITY

### Employee Appreciation Luncheon

**Wednesday, April 27**

SteelStacks Arts and Cultural Campus  
Bethlehem

See the ad on page 3 for more information.



The Chamber and NAI Summit present

# Today's Trends in Commercial Real Estate Luncheon & Awards

## Thursday, April 21, 2011

### Holiday Inn Conference Center, Fogelsville

10 a.m. Networking & Registration • 11:30 a.m. - 1 p.m. Program

\$49 Member • \$99 Non-Member • Seating is Limited

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Take advantage of the insight and expertise of one of the leading real estate companies in the Lehigh Valley. NAI Summit will present the latest real estate activities and trends across the Lehigh Valley, Pennsylvania and the nation. Your next business decision may depend on it.

There have never been more opportunities in commercial real estate than there are now!

**Lehigh County Executive Don Cunningham and Northampton County Executive John Stoffa will present The Chamber's 2011 Commercial Real Estate Development Awards** to recognize the investments of the Valley's most innovative and accomplished businesses, developers, builders, property managers and/or designers.

#### Lehigh County:

**Serfass Construction - Oral Dynamics** - a complete recycling and renovation of an existing, long abandoned building off of Lehigh Street near I-78 in Allentown  
**Benner & Piperato, LLC - Plaza on 8th**, a office/commercial park redevelopment project on 9 acres at 8th and Eaton Avenues in Bethlehem across the street from Martin Tower

#### Northampton County:

**Spillman Farmer Architects - The Sigal Museum**, the adaptive reuse of the well known Sigal Bridal Shop on Northampton Street in Easton  
**St. Luke's - Wind Gap Medical Center**, a redevelopment project on 23 acres in Wind Gap at the Country Junction Shopping Center on Route 512 near Route 33

### Sponsorship Opportunities Available:

For more sponsorship information, contact Frank Facchiano at [frankf@lehighvalleychamber.org](mailto:frankf@lehighvalleychamber.org) or 610-841-5810.

To register, see the enclosed flier or contact Marta Anglade at [martaa@lehighvalleychamber.org](mailto:martaa@lehighvalleychamber.org).







Premier Sponsor:



## Employee Appreciation Luncheon

Wednesday, April 27

SteelStacks Arts and Cultural Campus

101 Founders Way, Bethlehem

10:30 a.m. Registration • 11:45 a.m. - 1 p.m. Program

\$35 Members • \$60 Non-Members

You and your employees will be one of the first groups in the Valley to experience an event at SteelStacks! Recognize the hard work and dedication of your staff at this year's premiere event venue. Now is the time to celebrate and reward the associates who make your business successful.

Sam Iorio, President of the Leadership Institute, a provider of Dale Carnegie Leadership Training, will introduce us to another fun, results oriented work system. Prize drawing for all attendee employees.

### Sponsorships are available:

Contact Lanita Lum at [lanital@lehighvalleychamber.org](mailto:lanital@lehighvalleychamber.org) or 610-841-5836.

To register, see the enclosed flier

or contact Marta Anglade at [martaa@lehighvalleychamber.org](mailto:martaa@lehighvalleychamber.org)

*"How will the Lehigh Valley's infrastructure fare when the funding to sustain it seems an elusive issue?"*



Premier Sponsor:



Presenting Sponsor:



## Lehigh Valley Transportation Luncheon

Friday, May 20

Best Western Lehigh Valley Hotel & Conference Center

300 Gateway Drive, Rtes. 22 & 512, Bethlehem

11 a.m. - 1:30 p.m. • \$40 Member • \$80 Non-Member

### KEYNOTE:

**PA Secretary of Transportation (acting) Barry Schoch, P.E.**

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To register, see the enclosed flier  
or contact Marta Anglade at [martaa@lehighvalleychamber.org](mailto:martaa@lehighvalleychamber.org)

# Greater Lehigh Valley Chamber of Commerce

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- Increase your visibility!
- Reduce your business' environmental impact!
- Become a leader in your industry!

For more details or to schedule your FREE business assessment call 610-841-5810 or email [frankf@lehighvalleychamber.org](mailto:frankf@lehighvalleychamber.org).



## STAFF DIRECTORY

### ALLENTOWN OFFICE

840 Hamilton Street, Suite 205, Allentown, PA 18101

<b>Tony Iannelli</b>	610-841-5860
<i>President &amp; Chief Executive Officer</i>	
<b>Marlyn Kissner</b>	610-841-5806
<i>Executive VP, Regional Chambers, Councils &amp; BBRP</i>	
<b>Miriam Huertas</b>	610-841-5808
<i>VP, Allentown Initiatives</i>	
<b>Danielle Joseph</b>	610-841-5851
<i>VP, Mission Councils</i>	
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<b>Colleen Daniels</b>	610-841-5800
<i>Executive Assistant</i>	

### BETHLEHEM OFFICE

561 Main Street, Suite 200, Bethlehem, PA 18018

<b>Frank Facchiano</b>	610-841-5810
<i>Executive VP, Member Relations &amp; Marketing</i>	
<b>Michelle Griffin Young</b>	610-841-5832
<i>Executive VP, Government &amp; External Affairs</i>	
<b>Lynn Logue</b>	610-841-5835
<i>VP, Bethlehem Initiatives</i>	
<b>Lanita Lum</b>	610-841-5836
<i>VP, Member Relations &amp; Marketing</i>	
<b>Michael Schlossberg</b>	610-841-5809
<i>VP, Member Relations &amp; Applied Technology</i>	
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<i>AVP, Communications</i>	
<b>Samantha Schwartz</b>	610-841- 5831
<i>Downtown Bethlehem Association Manager</i>	
<b>Melody Gardner</b>	610-841-5862
<i>Senior Administrative Coordinator</i>	
<b>Jennifer Rodgers</b>	610-739-1516
<i>Special Events Coordinator</i>	

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<i>Executive VP, Finance &amp; Human Resources</i>	
<b>Alison Miers</b>	610-841-5852
<i>VP, Easton Initiatives</i>	
<b>Sharon Davis</b>	610-973-4404
<i>Borough Business Revitalization Coordinator</i>	
<b>Tina Marte</b>	610-841-5830
<i>Finance &amp; IT Coordinator</i>	
<b>Bob Noctor</b>	610-841-5805
<i>Finance Assistant</i>	

### PHILLIPSBURG OFFICE

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<b>Mike Dowd</b>	908-859-5161
<i>VP, Phillipsburg Initiatives</i>	



## The Board of Governors

*Gregg Feinberg, Esq., Feinberg Law Office*  
*Chair, Board of Governors, The Chamber*  
 610-398-4900 • [gregg@feinberglaw.com](mailto:gregg@feinberglaw.com)

Many of you may have noticed a new theme integrated into your Chamber’s initiatives, activities and communications. Maybe you’ve seen the cover of the 2011 Membership Directory, or logged onto the website, or spotted an electronic billboard along Route 22.

**On Every Main Street** is much more than a motto. It is our mantra. It describes how we connect each distinctive community to a regional vision and mission. **On Every Main Street** tells a story of how we continue to ‘think big’ about ideas, about solutions, leveraging partnerships and cre-

ating significance, while we continue to ‘act small,’ treating every community like an owner, being hands-on and on the front lines.

The Chamber is **On Every Main Street** as the biggest business networking organization in the Lehigh Valley, with nearly 5,000 members representing about 140,000 employees. And our twenty local chambers of commerce, councils and ad hoc committees are **On Every Main Street** with more than 200 community focused volunteers, who actively contribute, at the grass roots, to develop and achieve their

respective and collective goals.

At The Chamber, we know that regionalism done right happens from the bottom up, and that the local character of each of our communities is best showcased within the context of the entire Lehigh Valley experience. Together, we have an active understanding of the essential and intrinsic life of each individual city, town, borough and neighborhood, and we live and breathe it every day... on every Main Street.



## Board of Governors

### EXECUTIVE COMMITTEE

Chair, **Gregg Feinberg, Esq.**,  
Feinberg Law Office

**Tony Iannelli**, The Chamber,  
President & CEO

Vice Chair, **Barry Fisher**,  
69-WFMZ-TV & [wfmz.com](http://wfmz.com)

Secretary, **Ronald Rucker**

Treasurer, **Bruce Palmer**,  
Buckno, Lisicky & Company

Immediate Past Chair, **Buddy Lesavoy**,  
Lesavoy Butz & Seitz, LLC

.....

**Anne Baum**, Capital BlueCross  
& Chamber Foundation Chair

**Anthony Biondi**, Merchants Bank

**Joe Brake**, Coca-Cola Bottling Co  
of the Lehigh Valley

**Eileen Budd**, Budd Agency, Inc.

**Nancy Dischinat**, Lehigh Valley  
Workforce Investment Board

**Ollie Foucek**, Tallman, Hudders  
& Sorrentino

**Bob Friedman**, AFLAC

**John Hayes**, AFC First Financial  
Corporation

**Peter Lowe**, PJL Associates

**Drew Maron**, Maron Financial  
Solutions

**Stephen Patterson**, TD Bank

**Rick Principato**, Tower Products, Inc.



**Photo:** The Chamber hosted a Campus in Bethlehem. Chamber President and CEO Tony Iannelli (right) addresses the attendees.



**The Chamber / Kamran Afshar Associates, Inc. Greater Lehigh Valley Economic Report** identifies trends in the Lehigh Valley economy including inflation by segment, the housing market, the labor market, and local business sentiment. Contact Melody Gardner at [melodyg@lehighvalley-chamber.org](mailto:melodyg@lehighvalley-chamber.org) or call 610-841-5862 for more information.

# Don't Miss Your City's Annual Dinner!



## Allentown Dinner Wednesday, May 11

### Sangria Restaurant

840 Hamilton Street, Allentown

**5:30 p.m. Reception**

**6:30 p.m. Dinner & Program**

*\$80 Member, \$120 Non-Member*

Premier Sponsor:



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The Allentown Chamber recognizes the invaluable legacy left by former Mayor Joseph S. Daddona and honors those who exemplify his spirit. Awards will be presented to businesses and organizations:

- **New Commitment:** TC Salon & Spa
- **Downtown Commitment:**  
Bar Association of Lehigh County
- **Dedication:** The Parkettes
- **Good Neighbor:** PPL Corporation

The Allentown Chamber will also present the **Linda M. Anthony Scholarship Awards** to three high school students, 1 each, from Allen, Allentown Central Catholic and Dieruff High Schools.



**Bethlehem**  
Chamber of Commerce

## Bethlehem Dinner Thursday, May 12

### SteelStacks

### Arts & Cultural Campus

101 Founders Way, Bethlehem

**5 p.m. Reception**

**6:30 p.m. Dinner & Program**

*\$80 Member, \$120 Non-Member*

Premier Sponsor:



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Carrying on the time-honored tradition, the Bethlehem Chamber of Commerce hosts the Annual Dinner each May. The Annual Dinner is the setting for the presentation of the **Priscilla Payne Hurd award** and the **Frank L. Marcon award**. Audience: Approximately 200, mostly Bethlehem area, business leaders and executives.



## Easton Dinner Thursday, June 9

### Vintage Restaurant & Bar The Club at Morgan Hill

100 Clubhouse Drive, Easton

**5:30 p.m. Reception**

**6:15 p.m. Dinner & Program**

*\$80 Member, \$120 Non-Member*

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Join the Easton Area Chamber of Commerce for Easton's biggest night of the year! The 2011 Keynote Speaker is Easton native **Phil Richards**, Chairman of the Board and CEO of North Star Resource Group in Minneapolis. Awards will be presented to various categories of businesses including **Outstanding Small Business**, **Outstanding New Business in the Easton**, **Spirit of Easton Award**, **Community Service Award**, **Outstanding Large Business Award** and the **Chairman's Award**.

## Sponsorship Opportunities Available:

Contact Frank at [frankf@lehighvalleychamber.org](mailto:frankf@lehighvalleychamber.org) or 610-841-5810 for more information.



*To register for these events, please see the enclosed flier, or...*

**Allentown Dinner:** Contact Lorie Reinert at [lorier@lehighvalleychamber.org](mailto:lorier@lehighvalleychamber.org).

**Bethlehem Dinner:** Contact Melody Gardner at [melodyg@lehighvalleychamber.org](mailto:melodyg@lehighvalleychamber.org).

**Easton Dinner:** Contact Alison Miers [alisonm@lehighvalleychamber.org](mailto:alisonm@lehighvalleychamber.org).



# Upcoming Chamber Golf Tournaments

Presenting Sponsor:



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## Board of Governors Golf Tournament & Krajsa Cup Monday, May 16

### Brookside Country Club

901 Willow Lane, Macungie

**11:30 a.m. Registration & Lunch**

**12:30 p.m. Shotgun Start**

**5:30 p.m. (Approx.) Dinner & Awards**

*\$200 Member, \$700 Foursome, \$50 Dinner Only*

The Chamber Board of Governors Golf Classic is your first opportunity of the season to spend an afternoon with The Chamber Board Members. The coveted "Krajsa Cup" is awarded to the winning foursomes and honors John Krajsa, Sr., a founder of the Allentown Chamber Golf Tournament more than 40 years ago.

Pot-O-Gold Sponsor:

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**Phillipsburg Area  
Chamber of Commerce**  
Building business and community.

## Easton - Phillipsburg Golf Classic Thursday, June 23

### The Architects Club

700 Strykers Road, Phillipsburg

**11 a.m. Registration & Lunch**

**12:30 p.m. Shotgun Start**

**5:30 p.m. (Approx.) Dinner & Awards**

*\$150 Member, \$500 Foursome, \$40 Dinner Only*

Now in its fourth year, the Easton - Phillipsburg Golf Classic is a new tradition for the Valley and a fantastic bonding and networking experience with Easton and Phillipsburg businesses.

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Hole Sponsors:

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## Walla Gazoo Golf Tournament

**Monday, August 15**

### Bethlehem Golf Club

400 Illick's Mill Road, Bethlehem

**11 a.m. Registration & Lunch**

**12 Noon Shotgun Start**

**5:30 p.m. Clambake & Awards**

*\$125 Member, \$450 Foursome, \$50 Dinner Only*

Walla Gazoo is Bethlehem Chamber's most-awaited event of the year, with members hitting the links for a relaxing day of business interaction among old and new friends. The event is followed by awards and the traditional clambake. In addition to awards for the day of play, The Bethlehem Chamber honors one member in the name of one of its creators - Sam Macri. The Sam Macri Award is given to a member that has shown extraordinary dedication to the continued success of the Walla Gazoo Tournament.



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**Golf in all 3: 1 Golfer: \$440 • A Twosome: \$820 • A Foursome: \$1,600**

**Sponsorship Opportunities Available:**

Contact Frank at [frankf@lehighvalleychamber.org](mailto:frankf@lehighvalleychamber.org) or 610-841-5810 for more information.



*To register for these events, please see the enclosed flier, or...*

*Board of Governors Golf Tournament & Krajsa Cup: Contact Marta Anglade at [martaa@lehighvalleychamber.org](mailto:martaa@lehighvalleychamber.org).*

*Easton-Phillipsburg Golf Tournament: Contact Alison Miers at [alisonm@lehighvalleychamber.org](mailto:alisonm@lehighvalleychamber.org).*

*Walla Gazoo Golf Tournament: Contact Melody Gardner [melodyg@lehighvalleychamber.org](mailto:melodyg@lehighvalleychamber.org).*

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## Main Street Initiatives

*Anne Baum, Capital BlueCross  
Chair, The Chamber Foundation  
610-820-2862 • anne.baum@capbluecross.com*

In the realm of community revitalization, success is determined by numbers. The majority of work is completed behind the scenes - the depth of the progress and achievements are incredibly valuable to each community.

Plato said, "A good decision is based on knowledge and not on numbers." Yet there is inherent power in the value of numbers - the kind of power that makes you take a step backwards and say, "Wow!"

Our Chamber Foundation's Borough Business Revitalization Program (BBRP), est. in 2005, has accomplished more in half of a decade than a few numbers can prove - successes felt by the communities involved. But the numbers do say a lot, too - like an estimated 29 net new businesses, 156 net new jobs, and over 7,500 volunteer hours (time that the State values at \$147,000).

The program helped secure nearly \$795,000 in grant funding for community

revitalization projects / municipal efforts in ten different boroughs - Lehigh County invested \$128,102 of that money; Northampton County invested \$50,006. Our elected representatives secured \$45,000 and our Main St. Lehigh Valley Initiative program invested \$23,774!

The BBRP's most visible successes are within the private sector: 74 business and residential facades in our boroughs' Main Street business districts have been renovated, with the help of \$236,701 in grant funding from the Dept. of Community & Economic Development (resulting in a private investment of \$368,837).

We are currently working with the 3rd Round of Façade Grant Funding, which measures out to 27 projects, \$80,000 in DCED funding, and \$10,000 from State Farm donation - expected to leverage an estimated private investment of \$179,606!



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**Energy & Environmental Committee  
New PADEP Stormwater  
Regulations: Opportunity  
and Opposition**

- Thomas D. Gillespie, P.G., The ELM Group

In August of 2010, the PA Department of Environmental Protection promulgated revisions to the Stormwater Management regulations at Chapter 102 of the Administrative Code. The new rules expand and clarify requirements for erosion and sediment control but have departed most significantly from previous regulations in that there are new requirements for Post Construction Stormwater Management (PCSM), including the use and preservation of Riparian Buffers as part of comprehensive stormwater management plans.

PCSM plans must be based on extensive evaluations to ensure post-construction preservation of receiving streams and other water resource features. Extra protection is provided for designated High Quality and Exceptional Value watersheds in which there can be no change to the hydrology of any water resource feature on or off the property.

With the new rules, PADEP integrates land development with protection of water resources by changing the stormwater management paradigm from peak runoff control to replication of pre-to-post-construction hydrologic conditions. Stormwater management is no longer focused on engineered structures to control excess runoff, but on the scientific basis to reduce runoff in the first place without restricting development. Businesses face additional analyses, time and costs to comply with the new rules and are open to additional input from interested parties. The rules can do nothing to reduce environmentally-based objections to development or expansion plans, but they do provide businesses and developers new opportunities to employ regulatory tools to ensure PADEP approval and to withstand opposition.

For more information on PADEP Stormwater Requirements and pending revisions to the PADEP Stormwater Best Management Practices Manual, contact: Thomas D. Gillespie, P.G., The ELM Group, 610866-6611 or tgillespie@elminc.com

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## Public Policy Committee

*Barry Fisher, 69-WFMZ-TV & [wfmz.com](http://wfmz.com)  
Chair, Public Policy Committee  
610-798-4000 Ext. 261 • [barryf@wfmz.com](mailto:barryf@wfmz.com)*

On February 17, Lehigh County Executive Don Cunningham gave his "state of the county" address at Coca Cola Park. In that address, he was quite optimistic about the current financial picture of the county. He pointed out that one significant reason the county was unique among many local and state municipalities in PA is that 80% of the county employees are contributing 20% towards their healthcare premiums. This concept is not unique; in the private sector,

employees contribute significant amounts towards their healthcare and carry ever-increasing deductibles. In addition, in 1987, under then county executive, David Bausch, the life-time medical benefits to retiring county employees was ended. Mr. Cunningham said that move is one significant reason the county's legacy cost are under control.

The reality is that the private sector had no choice but to begin sharing the cost of health-



can't force customers to pay higher prices, and therefore, the market place forces them to address the issues. Government has no such restraints, so it will take greater understanding on all parts to address the problem of skyrocketing healthcare and retirement costs.

The Public Policy committee is continuing to listen to our public and private leaders to identify solutions to the mounting cost of government. Public employees are our neighbors and friends and no one seeks to make their lives less fulfilling. But it is also the case that the general public has been faced with flat or reduced incomes and cannot pay continually escalating taxes. We are indeed at the point where we all must confront the problem of healthcare and pension cost in the public sector and find acceptable solutions. The Public Policy committee has members from both the public and private sector. We are committed to working together to find and propose reasonable solutions.



**Photo 1:** Lehigh County Executive Don Cunningham brought his "State of the County" address to 225 Chamber members. Thank you to WACHOVIA/a Wells Fargo Company for sponsoring!

**Photo 2:** Northampton County Administrator John Conklin, Councilman Ron Angle and Executive John Stoffa enjoyed lunch conversation at Coca Cola Park.



care with its employees a long time ago. The alternative was to ultimately go out of business. That's what happens when costs exceed income; companies just disappear along with the jobs. In the public sector, government has found it easier to increase taxes than to ask for its employees to contribute to healthcare and pension costs. Government can't go out of business, so the only choice is to raise taxes and the tax payer has no alternative but to pay the increase.

There isn't a company in the world that would not prefer to simply raise their prices to meet increased healthcare and retirement costs to employees. The problem is business

## Workforce Investment Board Message

- Michelle Griffin Young, The Chamber



Our Lehigh Valley workforce system that supports every Lehigh Valley business is being threatened - we need a moment of your time. Major funding cuts are looming which would eliminate the training of your current and future employees. WIB will not be able to provide services to job seekers nor employers in need of skilled workers.

Please visit [www.WorkforceInvestmentWorks.org](http://www.WorkforceInvestmentWorks.org) and join the efforts by signing the on-line petition. If you have questions, please contact The Chamber's Executive VP of Government & External Affairs, Michelle Griffin Young at [michelle@lehighvalleychamber.org](mailto:michelle@lehighvalleychamber.org).



## Healthcare Legislative Committee

*Tom Huntzinger, Emerson, Reid & Co.  
Chair, Healthcare Committee  
717-495-1380 • [thuntzinger@emersonreid.com](mailto:thuntzinger@emersonreid.com)*



The Chamber supports "legal reforms based on fairness, common sense and personal responsibility that will allow for a stable and sustainable insurance system for providers." We are not talking about taking away the right to be compensated for medical provider errors that have occurred. However, it is about time that common sense takes over in our society.


Currently, medical providers must practice defensive medicine, which is not necessarily good medicine. It certainly has become expensive medicine, and last year's reform bill

did nothing to change what's been going on. Efforts are under way in Pennsylvania to pass some liability reform legislation this year. Our Chamber has signed on to this effort, along with more than forty other business organizations in the Commonwealth.

In a recent study among orthopedic surgeons in Pennsylvania, twenty percent of the tests they ordered were for defensive purposes only. This accounted for thirty five percent of the costs of all testing. The situation has become rather acute and the Obama Administration is looking at ways to help

states rewrite its medical malpractice laws. The Administration has proposed Health Courts where specially trained judges rather than juries would decide such cases.

As you can see, this should no longer be a partisan issue, but simply one that retains justice and encourages good medical practices at the same time. There are many things that must be done in order to reduce the cost of healthcare; this is simply one of them.

TAKE ACTION! Visit [www.LehighValleyChamber.org/PublicPolicy](http://www.LehighValleyChamber.org/PublicPolicy) and click on "Take Action." 

## BUSINESS MATTERS STUDIO TAPING

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To register, email Mike Schlossberg  
at [mikes@lehighvalleychamber.org](mailto:mikes@lehighvalleychamber.org)  
or call 484-809-1796.

## Watch Business Matters

**Mondays at 8 p.m. on WFMZ, Ch. 69**  
[www.wfmz.com/businessmatters](http://www.wfmz.com/businessmatters)

## Register Now

**Labor Market & Workforce  
Issues Forum**

**Wednesday, April 20**

See page 36 for details.

## Energy & Environmental Committee Position Paper

- Keith Williams, LV Berks Air Quality Partnership

Wow, talk about a political football! Early on, our committee realized that developing such a "working document" would not be easy. Ever since the dawn of time, it would seem that one sector of humans have strived to advantage themselves over another. Our Chamber, however, is driven by a higher call; "the power of partnerships", and therein lies our framework. Commerce is crucial not only for a rebirth of the Lehigh Valley but for the Commonwealth and these United States we like to call home. Our heritage or partnership of colonies, against great odds, succeeded in forming a more perfect union! We hope all our fellow member partners will not only take the time to read our document, but more importantly, practice and petition for the points outlined. Are catch phrases included? Yes, but we hope you will find innovative concepts to get things done in a fashion that avoids diametrical opposition to real progress, prosperity and sustainable stewardship.

Please visit [www.LehighValleyChamber.org/energyenvironmental](http://www.LehighValleyChamber.org/energyenvironmental) to view the document.



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# Snow Ball 2011

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*Tom Rooney, Express Employment Professionals  
President, Small Business Council  
610-264-4080 • [tom.rooney@expresspros.com](mailto:tom.rooney@expresspros.com)*

Hopefully, by the time you read this, we've seen the end of the snow. Snow Ball was a fantastic success, raising nearly **\$34,000 for Main Street Lehigh Valley**. However, it's time to start thinking of spring! Spring is a time of renewal. It's time to start getting out from behind our desks in our offices and start doing something! The winter doldrums are over. The economy seems to be showing modest signs of recovery. As small business owners, it's time for us to go out and make it happen, start committing to building our businesses again. And, while you're at it, don't forget to let yourself have some fun. A perfect way to do that is to join the **SBC Golf League**. Play begins on **April 20** at Wedgewood Golf Course. There are still slots open.

At the SBC, we started that recommitment with our extremely successful March breakfast, our second joint meeting with the Lehigh Valley Ad Club. Special thanks to **John Mulder, Bill Childs and Jim MacDonald of the Ad Club**. On **April 19**, we will be joining forces for the first time ever with the WBC, East Penn and Western Lehigh Chambers for a repeat of our very successful networking event, "**Building Your Pipeline III**." *Please note that this is a*

**lunch event on a Tuesday**. Those of you who take advantage of The Chamber's events know how important it is for our businesses to get out and network with other businesses in the Valley. Our April event will give you that opportunity to get to know fellow members from other councils. I want to thank **Marilee Falco, Joe Farkas and Joe Goll** for having the foresight to join us in putting this very exciting event together. Hope to see you there with plenty of business cards! 🌞



**Photo 1:** First time attendee, Janice Komisor of ProJeCt of Easton introduces herself at the SBC breakfast.

**Photo 2:** Thank you to Dennis Boyne of Boyne Computer Services for organizing



an informative panel discussion on technology for small business.

**Photo 3:** A scene from the SBC's Annual Snow Ball which was held on February 12 at the Holiday Inn Conference Center.



### Small Business Council Breakfast Sponsorship Opportunity:

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For more details, please contact Danielle Joseph at [daniellej@lehighvalleychamber.org](mailto:daniellej@lehighvalleychamber.org) or 610-841-5851.

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GREATER LEHIGH VALLEY CHAMBER OF COMMERCE

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*Thomas A. Capehart*

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# Women's Business Council



*Dorota Gasienica-Kozak, Esq., King, Spry, Herman, Freund & Faul, LLC*  
*First Vice President, Women's Business Council*  
 610-332-0390 • [dkozak@kingspry.com](mailto:dkozak@kingspry.com)


After another successful Business to Business Expo, we now prepare for our next exciting events. Our Scholarship luncheon recognizes female high school



**Photo 1:** Debra Walter of Priority Bracelet tells attendees how to "Pitch the Press."

seniors and children of Chamber members by awarding scholarships to worthy candidates. This year, a new scholarship for a Non-Traditional Female Student recognizes a female Chamber member who wishes to return to pursue a higher education. Join us on **May 24** at Steel Stacks to support and congratulate these remarkable future young women in business.

Another exciting event is the **Lehigh Valley Women's Summit** scheduled for **June 3** at the University Center of DeSales University from 7:30 to 4 p.m. The opening address will be presented by Lynne Abraham, first woman District Attorney for Philadelphia, and the Keynote Presentation will be given by Dr. Debbie Salas-Lopes, MPH, Chief of the Division of General

Internal Medicine, LVH and Health Network. In addition to these inspiring speakers, we will have break-out sessions highlighting how the synergy of business, philanthropy, government, education, health care, and arts can empower us to make a difference in the world. Don't miss out on this valuable experience, which we guarantee will inspire new ideas and valuable connections. 

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[connie@positivelifedecisions.com](mailto:connie@positivelifedecisions.com)

**Photo 2:** WBC helped out Girl Scout Troop 62007 reach their goal of selling 500 cases of Girl Scout cookies to help finance their trip to Washington, D.C.

## Women's Business Council OFFICERS AND BOARD

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## Young Professionals Council



*Stephen Cunic, Signs by Tomorrow*  
 Chair, Young Professionals Council  
 610-437-6123 • [Allentown@signsbytomorrow.com](mailto:Allentown@signsbytomorrow.com)

I have sat cross-legged on the floor, listening to the recollection of past times. A time when our country thrived from forged steel, manufactured by the swing of a hammer, the drive belt of a manufacturing line and Lehigh Valley residents.

What stories do you remember that have defined this great country? Stories you hold dear in your heart; the ones lived and told by your family and close friends. Lived by men and women thirsty for an American Dream, fighting and giving all they had to work towards a better life. These tales bring a mist to your eyes and you do not hesitate to show your true appreciation.

These stories are lessons to learn; lessons to help us professionally and personally, evoking a drive to develop our businesses and inspiration to improve our community.

As young business professionals, we want to learn from these stories and grow

from past and present knowledge. We have the desire to learn, a desire to be active in our surrounding community and the opportunity to share our knowledge with all business and community members in a fun, unique and exciting way.

There are not ghosts in the steel and mortar of the Lehigh Valley - only sleeping giants. Let's awaken and revive these giants with active, dedicated, Chamber members and business professionals like **you**. Come join us as we provide opportunities to learn, share knowledge and work together for the improvement of our community. 🌞

*Special thanks to YPC sponsor Mike Fegley and Bethlehem BrewWorks for sponsoring the April board meeting.*



*To learn more about The Chamber's Young Professional's Council, please visit us on The Chamber's website: [www.lehighvalleychamber.org/chambers-councils/young-professionals-council.aspx](http://www.lehighvalleychamber.org/chambers-councils/young-professionals-council.aspx)*



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**Photo 1:** Lehigh Valley Vacuum held a grand opening on February 10 at 1044 Trexlertown Road in Trexlertown. (L-R) Sally and Rich Romano, owners and Upper Macungie Township Chairman of the Board of Supervisors, Edward Early

**Photo 2:** Hibachi Supreme celebrated a grand opening on February 21 at 3811 Nazareth Pike in Bethlehem.



## Ambassador Committee

*Bob Friedman, AFLAC*  
*Chair, Ambassador Committee*  
 610-398-3727 • [bobfried@ptd.net](mailto:bobfried@ptd.net)

### "Superman and Green Lantern ain't got nothin' on me"

- Donovan

It was a beautiful Saturday night. Popcorn in my hand... the movie had me mellow and relaxed. Lois Lane, thinking he was dead started to write the hardest article of her life.

Almost in tears she types the title... **"Why the World Needs Superman."**

Over the years I've had the opportunity to witness the success in my business and personal life as a result of *"being"* The Chamber and have said countless times that **everything** we need to excel is within these walls.

Lois Lane helped me realize why our world needs this Chamber.

The Ambassador committee consists of business professionals volunteering our time helping you. The new and experienced members realize that this particular world has all you need. We are seasoned networkers and mentors willing to share all we know to help you navigate your way. We are team people willing to walk with you and point you to where your goals can be reached.

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See you around. 🌟

### Ambassadors Committee EXECUTIVE COMMITTEE

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& Applied Technology, The Chamber  
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**Why do I need a tablet?**

The latest in mobile computing technology are products like the tablet. There are a variety of different tablet computers, including the iPad 2, HP Slate, Motorola Xoom and Samsung Galaxy. Tablet sales have been skyrocketing of late and recent surveys show that more and more people are now buying tablets instead of PCs. Indeed, it seems highly probable that tablet sales will, in the very near future, eclipse PC sales as the dominate method of computing.

All of this being said, many are wondering why they actually need a tablet. Here are a few thoughts:

- **Convenience:** With a tablet, you can literally carry much of the computing power you need in two fingers. They are ultra light (barely a pound, if that) and can be used almost anywhere.
- **Customizability:** In the old days, anytime you wanted a new program for your computer, you had to go out and drop

\$50 for the latest word processing program. This is still somewhat true, but the Apps available on every device mean you can do almost anything you want with your Tablet.

• **Reading:** Electronic reading and eBooks have become a very popular form of consuming information - devices like tablets, the Kindle and Nook are reflections of these trends. Newspapers, magazines, journals and all sorts of books are now available on tablet devices.

• **Productivity:** It's much easier to be productive with a tablet. You can check your E-mail, take notes in meetings, use it as a second computer monitor or for a slew of tasks. In this day and age, more is being asked of the average business person than every before - and a tablet device can help you get there. 🌟

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PROGRAM: UNA RX CARD - UNITED NETWORKS OF AMERICA

POWERED BY:



NOTE: This card is being provided to you at NO COST. There are no forms to fill out. Simply take this card into a participating pharmacy (see back) with your Rx to qualify for discounts on medications. You also have access to other value added programs listed on back. Each family member must have his/her own card. This card has been pre-activated for immediate use! To obtain information and to print additional cards visit [www.lehighvalleychamber.org](http://www.lehighvalleychamber.org).

Customer Service (CSR)  
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Pharmacy Helpline  
800.248.1062

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THIS PROGRAM IS A POINT OF SALE DISCOUNT PLAN

- This card is especially helpful if you are uninsured or underinsured.
- Even if you have insurance, you can still use this card to get a discount on non-formulary or non-covered drugs.
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Phone: 610-841-5800

Bethlehem Office:  
561 Main St., Ste. 200  
Bethlehem, PA 18018  
Phone: 610-841-5862

Easton Office:  
158 A Northampton St.  
Easton, PA 18042  
Phone: 610-841-5852

Phillipsburg Office:  
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Phillipsburg, NJ 08865  
Phone: 908-859-5161





## New Member Spotlight

The Greater Lehigh Valley of Commerce  
is pleased to welcome the following new members.

*This list is also available at [LehighValleyChamber.org](http://LehighValleyChamber.org) (home page)*

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Mr. Adam C. Lavin  
RESTAURANTS & CAFES

### A. Scott Enterprises Inc.

636 Pen Argyl Street  
Pen Argyl, PA 18072  
Phone: (610) 863-6031  
Fax: (610) 863-1503  
[steveb@ascott-inc.com](mailto:steveb@ascott-inc.com)  
Mr. Steve Bell  
CONTRACTORS

### Aire-Master

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Lehigh Valley, PA 18002  
Phone: (888) 346-7949  
[leica@airemaster.com](mailto:leica@airemaster.com)  
[www.airemaster.com](http://www.airemaster.com)  
Ms. Leica Nissen  
MANUFACTURING

### Alburtis Animal Hospital

106 North Main Street  
Alburtis, PA 18011  
Phone: (610) 967-7387  
[DrSmith@alburtisanimalhospital.com](mailto:DrSmith@alburtisanimalhospital.com)  
Dr. Daniel M. Smith  
VETERINARIANS

### Asbury Graphite

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Phone: (908) 537-2155  
Fax: (908) 537-2908  
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Mr. Nicholas Mares  
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### ATA Revitalization Institute

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Fax: (610) 438-2109  
[mail@atarevitalize.com](mailto:mail@atarevitalize.com)  
[www.atarevitalize.com](http://www.atarevitalize.com)  
Ms. Adele M. Lukachek  
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### BeanBath Café

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Bath, PA 18014  
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Mr. Christopher Colvin  
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Fax: (610) 866-1433  
[jfrantz@brey-krause.com](mailto:jfrantz@brey-krause.com)  
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### Entrepreneurs Source

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[ted@ethixa.com](mailto:ted@ethixa.com)  
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www.fxmurphy.com  
Mr. Francis X. Murphy  
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## Guard-A-Kid of the Lehigh Valley LLC

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www.guardakid.com/mpittaro  
Mr. Michael Pittaro  
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www.hydroscrub.com  
Mr. Chris Jaccarino  
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## Infotech Valley

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Phone: (610) 419-9034  
Fax: (610) 419-9035  
abida.a@infotechvalley.com  
www.infotechvalley.com  
Ms. Abidha Ali  
INFORMATION SERVICES TECHNOLOGY

## iTeam of the Valley

910 Third Street  
Whitehall, PA 18052  
Phone: (484) 505-8903  
Fax: (888) 345-0858  
phil@iteamlv.com  
www.iteamlv.com  
Mr. Phillip A. Cameron  
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PC SERVICES/CONSULTANTS/TRAINING

## JT Insurance LLC

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Ms. Yasmeen Sorathia  
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www.jyoungteam.com  
Ms. Jennifer Young  
REAL ESTATE APPRAISALS,  
DEVELOPERS & SERVICES

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Ms. Nia Fratrik  
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jen@shopshuze.com  
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Ms. Jennifer Mann  
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## Siberian Air LLC

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Phone: (610) 295-2560  
siberianair@hotmail.com  
www.siberianairllc.com  
Mr. Jason Schutz  
HEATING, VENTILATION, AIR COND  
& ENERGY MGMT

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Wind Gap, PA 18091  
Phone: (610) 751-1306  
Fax: (484) 397-0155  
info@sonicsolarenergy.com  
www.sonicsolarenergy.com  
Mr. Andrew Ciasulli  
ENERGY

## Spotless Company

627 Lincoln Street  
P.O. Box 585  
Easton, PA 18044  
Phone: (610) 923-8050  
Fax: (610) 419-3989  
iamspotless@aol.com  
www.spotlessllc.com  
Ms. Kathleen Lacey  
CLEANING SVCS, EQUIPMENT,  
RESTORATION SUPPLIES

## Starke Millwork Inc.

671 Bangor Road  
Nazareth, PA 18064  
Phone: (610) 759-1753  
mstarke78@gmail.com  
starkemillwork.com  
Ms. Marianne Starke  
DOORS

## Strow's Plumbing Inc.

439 Colver Road  
Nazareth, PA 18064  
Phone: (610) 746-7851  
Fax: (610) 746-7836  
strowsinc@aol.com  
Ms. Cindy Strow  
PLUMBING, HEATING  
& AIR CONDITIONING

## TTLG Design

1536 Hottle Avenue  
Bethlehem, PA 18018  
Phone: (610) 573-6056  
Fax: (888) 357-6202  
brian@ttlgdesign.com  
www.ttlgdesign.com  
Mr. Brian Mixtacki  
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1101 Northampton Street, Suite 101  
Easton, PA 18042  
Phone: (610) 253-7400  
Fax: (610) 253-8991  
pbrunswick@trhwf.org  
www.trhwf.org  
Mr. Paul E. Brunswick  
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## Valley View Tax Solutions

314 North Main Street  
Coopersburg, PA 18036  
Phone: (484) 294-3597  
Fax: (610) 282-6840  
gary@valleyviewtax.com  
www.valleyviewtax.com  
Mr. Gary Schall  
PAYROLL SERVICES

## VetLIVE.com LLC

4105 Juniper Lane  
Bethlehem, PA 18020  
Phone: (484) 809-2246  
laci.schaible@vetlive.com  
www.vetlive.com  
Dr. Laci Schaible  
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## Wellness Press LLC

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Nazareth, PA 18064  
Phone: (610) 746-5986  
Fax: (610) 746-5906  
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www.wellnesspress.com  
Ms. Denice Ferko-Adams  
HEALTH PREVENTION  
& FITNESS CENTERS

## Yetter Law Office

4480 William Penn Highway  
Easton, PA 18045  
Phone: (610) 253-8948  
Fax: (610) 923-8144  
yetteresq@yahoo.com  
www.yetterlawoffice.com  
Mr. Richard H. Yetter III  
ATTORNEYS, JUDGES & LEGAL SERVICES

## YMCA & YWCA of Allentown

425 South 15th Street  
Allentown, PA 18102  
Phone: (610) 434-9333  
Fax: (610) 432-5980  
velias@allentownymcaywca.org  
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For more information, contact Brandy Skorupsky  
at [brandys@lehighvalleychamber.org](mailto:brandys@lehighvalleychamber.org) or 610-841-5801.





**Photo 1:** Allentown School District's Superintendent Dr. Zahorchak presented the "Allentown Promise" at an ACC breakfast on February 22 at Cedar Crest College. (L-R) Mike Donovan, Cedar Crest College; Dr. Zahorchak; and Andy Ralston, president of the Allentown Chamber.



**Photo 2:** Allentown Mayor Ed Pawlowski addresses Chamber members on March 2 at The Bar Association of Lehigh County.



**Photo 3:** Jim and Rob Brooks of The Brooks Group are joined by Greg Butz, President of Alvin H. Butz, Inc. and Chamber President & CEO Tony Iannelli.



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## Allentown Chamber

*Andy Ralston, Gross McGinley, LLP  
Allentown Chamber President*

610-820-5450 • [ARalston@grossmcginley.com](mailto:ARalston@grossmcginley.com)



The Allentown business community had the pleasure of interacting with the new Superintendent of the Allentown School District, Dr. Zahorchak at Cedar Crest College during a breakfast presented by the ACC. The breakfast was graciously sponsored by Valleywide Real Estate & Asset Management, LLC.

"Dr. Z" is a tremendous asset to our community. His ideas and initiatives, including "The Allentown Promise", which seeks to give college tuition to any student in the District who is willing and able to further their education, give real hope that the educational foundation of our City can make the improvements that are critical to the overall health of our community. It will be a pleasure to work with Dr. Z in the coming years to help him meet his goals. The benefits of "The Allentown Promise" to Allentown, aside from the obvious ones bestowed upon children who can further their education, are two-fold: 1. The lure of

outside support for college tuition offered by the ASD will attract non-residents with children to move to Allentown, thus increasing the tax base for the City ...And 2. An increase in the number of students who have college as a legitimately attainable goal will foster an improved academic atmosphere at our schools, at the expense of other, less academic to say the least, endeavors and the social costs associated therewith. 🌞

## Save The Date

**The Allentown Chamber's  
Annual Dinner**

**Wednesday, May 11  
at Sangria Restaurant**

*See page 5 for more details.*

## 16th Anniversary Celebration Luncheon Registration

Honoring 30 Outstanding High School Seniors from Lehigh and Northampton Counties

**Monday, April 18, 2011 • 11:30 a.m. doors open, 12:00 p.m. luncheon begins**  
Best Western Plus Lehigh Valley Hotel, Routes 512 & 22, Bethlehem  
\$25 per person (reservation deadline: Friday, April 8, 2011)



### Mr. Edward Donley, Former Chairman, Air Products

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## Bethlehem Chamber

Dave Dyson, Hampson Mowrer Kreitz Agency  
Bethlehem Chamber President  
610-868-8507 • [ddyson@hmk-ins.com](mailto:ddyson@hmk-ins.com)

**Photos:** It was a packed house with plenty of networking opportunities when Bethlehem Mayor Callahan presented his "State of the City" address to the Bethlehem business community at the Comfort Suites.



### Save The Date

**The Bethlehem Chamber's  
Annual Dinner**

**Thursday, May 12  
at SteelStacks**

See page 5 for more details.



**May 28 • June 25  
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### Lynn Logue Celebrates Five Years with The Chamber

- Lynn Logue, VP, Bethlehem Initiatives, The Chamber

I love this job. It's been five years and although it has flown by, it also seems like I've been here a lot longer. In a way - I have - because so much of this job is built on relationships and apparently I've been training for this position my whole life.

I was born and raised in Bethlehem with my parents owning and operating a bar and restaurant that was very popular in the 60's and 70's and my father was the Sports Editor for the Bethlehem Globe Times. I was integrated into the fabric of Bethlehem since I was a child.



When I was a young adult I spent many hours strolling with my young son through the shops and

restaurants that dotted the downtown. It was a different Bethlehem then. Bethlehem Steel was still in business, The Globe Times was printing daily afternoon editions and the Apollo Grill was not even on anyone's radar.

With incredible leadership both public and private, Bethlehem has not only survived the loss of its major industry but it has thrived. One of the things that sets Bethlehem apart from other cities is its partnership with this Chamber. With The Chamber's help, we have a three person team that does everything from e-marketing to planning over 100 downtown events a year, to working on strategic plans to help our businesses prosper and ultimately, to make our little town of Bethlehem shine. As the director of the Bethlehem Chamber, I feel very fortunate to be able to affect my home town in such a positive way.





**Photo 1:** Ceil and Art Swallow, Arthur Swallow Associates; Aurel and Jane Arndt, Lehigh County Authority; and Elizabeth Martell, Assurance First Land Abstract Company pose for a photo at the East Penn Western Lehigh Ski & networking event at Bear Creek Mountain Resort in February.

**Photo 2:** Members of the East Penn and Western Lehigh Chambers enjoyed an evening of networking and skiing at Bear Creek Mountain Resort.



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## East Penn Chamber



*Joe Farkas, Aspire Consulting - Vistage*  
*East Penn Chamber President*  
610-442-1068 • joe.farkas@vistage.com

On February 16 we partnered with the Western Lehigh Chamber to offer a really fun family and networking mixer at Bear Creek Mountain Resort. We thank the **Cetronia Ambulance Corps** and **Iobst Travel American Express** for the sponsorship of that event.

Continuing our initiative to offer our members a variety of business networking opportunities, on **April 18** from 11:30 a.m. to 1 p.m. we will partner with Western Lehigh, the Small Business Council and the Women's Business Council to offer **"Building Your Pipeline III."** This event will take place at the Da Vinci Science Center. This will be fun, educational and, oh yeah, bring a stack of business cards! Look for more details on page 39. **Please note the date and location.**

### In your Neighborhood: (Plan Ahead):

- Macungie: On **Saturday, April 23** the town Beautification Committee will sponsor Easter Bunny Photos from 11 a.m. to 1 p.m. at the Flower Park.
- Alburtis: On **Sunday, May 1** visit the Lockridge May Festival at Lockridge Furnace from 12 Noon until 5 p.m.

Welcome to the newest EPCC members: **Eskscapes Travel; Lehigh Valley Aging in Place Coalition; Metropolitan Consultation Associates, Inc.; G-C Electric Co., Inc; Heart Care Group; and Revolutionary Home Health.** 🌟

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## Easton Area Chamber



*Graham Simmons, Tallman, Hudders & Sorrentino*  
*Easton Area Chamber Chair*  
610-391-1800 • gsimmons@thslaw.com

Success in business is built upon a foundation of connections and relationships. The Easton Chamber Programming Committee works to bring to you networking events that are energizing, productive, and enjoyable, and that allow for business relationships to thrive. The main reason businesses and organizations join The Chamber is to network with fellow Chamber members.

On March 15, the Easton and Phillipsburg Chamber joined forces to host a speed networking luncheon at the Grand Eastonian. This event was the ideal opportunity for members to meet other members in a structured and organized environment that resulted in at least twenty new business leads in one lunch hour!

Thank you to the Forks Township Supervisors for providing a "State of the Township" address at the BCAF luncheon that was held on March 8 at DeLorenzo's Italian Restaurant. Forks Township Supervisors provided attendees with an informative overview of the township's budget, commercial developments currently underway, capital projects and administrative initiatives.

Lastly, please mark your calendars for an open house and mixer with the LeBEAM Chamber at Martin Guitar & Co. in Nazareth on **April 27**. This event is the perfect opportunity to network and learn more about a

local factory that is the oldest surviving maker of guitars in the world.

Please join me in welcoming new Easton Area members: **Arbonne - Doris Schroettner; Door Hardware Installation, LLC; Jack Williams Tire Company, Inc.; Maitz Home Services - Easton; Seidel's Shoes; Tencza Family & Cosmetic Dentistry; and Tub Technique, Inc.** 🌟



## Save The Date

**The Easton Chamber's**  
**Annual Dinner**

**Thursday, June 9**

See page 5 for more details.



**Photo 1:** Mothers Bar and Grille (3 Lehn's Court, Downtown Easton) celebrated a grand opening on February 12. (L-R) Alison Miers, The Chamber; Brothers and Owners Phil, Mike, Tony and Joey Simonetta; and Representative Bob Freeman.

**Photo 2:** Congratulations to Easton Hospital on the grand opening of the Easton Hospital Center for Orthopedics, Joint and Spine! (L-R) Dr. Ialeggio; Dr. Ferrante; Fern Dougherty, Joint Camp Coordinator/ Director of Orthopedics; Dr. Avallone; Dr. Reid; Dr. Williams; and CEO Brian Finestine.

**Photo 3:** Easton Mayor Sal Panto addresses Chamber members on February 23 at the Pomfret Club.





## Greater Northern Lehigh

Jason Breidinger, Prudential Benjamin Real Estate  
Greater Northern Lehigh Chamber President  
610-799-9100 • j@prudentialbenjaminrealestate.com

The GNLCC would like to thank the Superintendents of Northern Lehigh, Northwestern, Parkland, and Northampton School Districts for their presentations at our March Luncheon. The participation of our School Districts is tantamount to the vitality of our businesses and communities together. We also want to thank the Northampton Area Chamber of Commerce for partnering with us on this event!

This month's article is also an announcement. Each year the GNLCC selects a member of the community who volunteers contributing their time and effort improving the community for all concerned. This year's recipient has, for quite some time, served above self and has long deserved to be in the company of past recipients. During the month of April an award dinner replaces our

monthly luncheon and individuals who know the recipient are asked to attend and many offer comment enriching the dinner. The GNLCC's is proud to celebrate **Gary Fedorcha** as its selection for the 2011 Spirit Award. The list of accolades for Gary is far too long to mention in this format so please join us at the Terrace Restaurant on **April 18** at 6 p.m. and join us in this special evening.

Mark your calendar for **June 7**, when we will hold our annual municipal update. Please note we will not be meeting in May.

You can read more about the Spirit Award and more at [www.greaternorthernlehigh.com](http://www.greaternorthernlehigh.com) 🌟



## 17th Annual Spirit Award Monday, April 18

The Terrace Restaurant  
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Join us to honor  
**Gary Fedorcha**  
for his service  
to the community.



Please see  
the ad on  
page 40  
for more  
information.

## GNLCC Business of the Month: Lehigh Valley Easy Pages & PA Daily Deals

PA Daily Deals features deals on the best things to do, eat and buy in the Lehigh Valley, many offered by Chamber members. The PA Daily Deals website combines the old fashioned gift certificates and coupons with the power of social media. Each day the site offers a special deal at discounts of 50% or more to subscribers who can purchase the Daily Deal and forward the deal to their friends by e-mail, Facebook, or Twitter. Cynthia Zelenty is a local representative for PA Daily Deals and she also serves on the Greater Northern Lehigh Chamber of Commerce Board of Directors.

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# Hellertown - Lower Saucon Chamber

Rod Long, Patt, White - Prudential Patt, White Real Estate  
Hellertown-Lower Saucon Chamber President  
610-282-4444 Ext. 122 • [longbsa@enter.net](mailto:longbsa@enter.net)



Don't wait another minute to register for the **Hellertown-Lower Saucon Chamber's Annual Banquet** on **April 9**. This event promises to be a sellout as we honor **Charlie Luthar** in his retirement for his years of public service as Borough Manager of Hellertown as well as his volunteer community service. We will also be recognizing our \$1,000 scholarship winner. Join us for an evening of good food, great fun, and lots of fellowship.

Missed our March event? You missed an informative program featuring Hellertown Police Chief Robert Shupp, Lower Saucon Township Police Chief Guy Lesser and Lower Saucon Township Investigator Christopher Leidy. One of the suggestions at our fall town meeting event was to try a breakfast venue, so we want to thank everyone who attended this continental breakfast event. Investigator Leidy gave an excellent pres-



**Photo 1:** Hellertown-Lower Saucon Chamber President Rod Long, Hellertown Police Chief Robert Shupp, Lower Saucon Township Police Chief Guy Lesser, and Lower Saucon Township Investigator Christopher Leidy (from left to right).

**Photo 2:** Investigator Christopher Leidy addresses the attendees about the more than common occurrence of identity theft and how to protect ourselves from this threat.

**Photo 3:** Police Chiefs Shupp (left) and Lesser (right) tell those in attendance real stories that reiterate the importance of never hesitating to call the police if something – anything – seems out of place.

entation on identity theft. Chief Shupp gave us an update on crime statistics and its relationship to the casino, and Chief Lesser reminded us of the importance of residents to remain vigilant. Attendees were impressed with the high level of concern demonstrated by the officers, their credible expertise and the experience and stability of our police forces.

A significant "Business Spotlight" is

coming up in the next few months. You won't want to miss this long-awaited opening! Watch upcoming *Chamber Connections* for more details. 🌟



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LeBEAM President • 610-216-5343  
[www.caroltalks.com](http://www.caroltalks.com); [tellkids@aol.com](mailto:tellkids@aol.com)

## Think Spring, I Insist

In May, LeBeam will celebrate its third year with The Chamber serving Lehigh, Bath, East Allen and Moore Township. We are celebrating, giving our annual awards and hosting a mini health fair at Gaetanos at the Southmoore Golf Club. Featured speakers will be Dr. Glenn Clearie, Chiropractor and Nutritionist owner of the Lehigh Valley Healthcare Center, Dr. Ryan Gilroy, Chiropractor and owner of Gilroy Chiropractic and Mr. Robert Hartzell, Pharmacist and owner of Hartzell's Pharmacy. Dr. Clearie will speak about nutrition, Dr. Gilroy will help us learn about physical health and Mr. Hartzell will share the value of working with a comprehensive pharmacy.

As we think about spring, it's so important, as a business owner or employee, to think about your own personal spring cleaning. It's so hard to run a business and to be at the top of your game if you don't feel good or if you are tired. These three experts will bring to the LeBeam community their insights and ideas surrounding a "Healthy You".

I love listening to America's Doctor and Oprah's protégé, Dr. Oz. He marries

good sound medical advice with good sound nutritional advice. That is our idea for the health fair. So many of us today are looking for ways to stay healthy and utilize prevention strategies rather than wait until we are sick and can't function - whether it be exercise, a healthy diet or even a form of relaxation. It just makes sense to take better care of yourself. Speaking of relaxation, LeBeam will be offering three minute complimentary massages during the health fair. Our featured masseuse will be Denise Mikovitch. Denise's business is housed in Dr. Gilroy's offices. So, step right up for a relaxing, educational, fun evening with LeBeam on **May 24** at 5:30 p.m.

Here are some great tips for getting in shape now...

To read Carol's entire article, please visit [www.LehighValleyChamber.org/LeBeam](http://www.LehighValleyChamber.org/LeBeam) and click on President's Message.

**2011 LeBEAM Community Grant and Community Spirit Applications Now Available.**

Contact Marlyn Kissner  
at [marlynk@lehighvalleychamber.org](mailto:marlynk@lehighvalleychamber.org)

Embassy Bank and Bethlehem and Morning Star Rotary Clubs present...

## The 15th Annual Benefit Golf Tournament

in support of Bethlehem Area Public Library's Room to Grow Project

**Monday, June 6**

(Raindate: July 11)

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**Silver Creek Country Club**

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*And for those not playing golf,  
don't miss our Room to Grow Fashion Show & Luncheon  
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- For Fashion Show Tickets call Liza Holzinger at 610-867-3761 x259

For information and tickets visit [www.bapl.org/rtg\\_fashionshow.html](http://www.bapl.org/rtg_fashionshow.html)





## Northampton Area Chamber

*Tony Pristash, Owner, All Things Framed  
Northampton Area Chamber President  
610-262-8669 • allthingsframed@rcn.com*

2005 - Newhard Pharmacy  
2006 - Bob's Flower Shop  
2007 - The Quality Optician  
2008 - Ruth Miller Agency  
2009 - Sacred Heart Assisted Living  
2010 - Appalachian Creations  
2011 - ???

Will your Northampton area business be added to the list of our "NACC Business of the Year" winners? Once again, we're leaving that decision up to you!

It's time for the Northampton Area Chamber of Commerce to select our annual "Business of the Year" award winner... with your help.

We are looking for you to tell us why **your** business should be our "2011 Business of the Year".

We based our decision to conduct the nominations this particular way for one simple reason. No one knows your company, your efforts, your successes and contributions to the business world and the community as well as you do. It is not

in everyone's nature to get up on a soap box and brag about their company, so here is your chance to work outside of your comfort zone if that's the case.

The forms can be found on our website at [www.northamptonpa.com](http://www.northamptonpa.com). Please complete the form and tell us why **you** feel **your** business should be considered for our "7th Annual Northampton Area Chamber of Commerce Business of the Year" award. We have extended the deadline to submit your nomination to **May 6, 2011**.

We would like to hear about your overall company mission and how it serves our business community, our local citizens, the quality of life in the Northampton area and the continued success of our Chamber in building a better business community. You don't need to write like Shakespeare to wow us... just tell us a truthful, inspiring story about your business and we'll take it from there.

We will announce the winner of this prestigious award at NACC'S "Iron Pigs

### 2011 Northampton Business of the Year Applications Now Available.

Contact Marlyn Kissner  
at [marlynk@lehighvalleychamber.org](mailto:marlynk@lehighvalleychamber.org)

**Night" on June 22** at Coca-Cola Field.

So, please don't be shy and get your story to us as soon as possible for consideration. Of course, our Board feels every-

one is "Business of the Year," but do tell us why **you** stand that much taller. 🌟

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## Phillipsburg Area Chamber

*Peter Lowe, PJA Associates  
Phillipsburg Area Chamber Chair  
610-253-2381 • [pjlowe.gid@gmail.com](mailto:pjlowe.gid@gmail.com)*

**"Whenever you see a successful business, someone once made a courageous decision."** - Peter Drucker

That statement is as true today as it was when Mr. Drucker shared it for the first time. It indeed takes courage to be in business or to start a business today. It is the Phillipsburg Area Chamber's goal to be the #1 advocate for and assistant to courageous and successful businesses.

We are off to a good start. First we say thank you to Padraig Flanagan of Norris, McLaughlin & Marcus for an important seminar on NJ Labor Law. Pat brings remarkable expertise to the front door of our small business members. Our combined Phillipsburg / Easton Speed Networking Program was a second March highlight for our members.

As we move to April and bursting of color in our gardens and community, your Chamber is hard at work with the

Phillipsburg Leadership Team's Garden Club. The Club will be planting colorful flowers in the planters along South Main Street and in time for the 150th Anniversary Celebration. We hope to have the first of the hanging flower baskets and American Flags flying from the new and historically accurate light standards. Thanks to **Joe Little** and **Randy Piazza** for their hard work. A more attractive downtown will make our community more appealing to new businesses.

Don't miss the chance to view our "Phillipsburg Good News" blog and to add your comments at: [www.phillipsburggoodnews.blogspot.com](http://www.phillipsburggoodnews.blogspot.com). Visit P'burg during our **150th Anniversary Celebration** during the week of **May 30 through June 4**. 🌟



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## SLCC Business of the Month: Southern Lehigh Tribune

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Contact Judd Wilson today at 484-632-6108 or [solehitribune@gmail.com](mailto:solehitribune@gmail.com) for more information on advertising in the Southern Lehigh Tribune.



## Southern Lehigh Chamber

*Deborah McDonald, Assistant VP, QNB Bank  
Southern Lehigh Chamber President  
215-538-5600 • [dmcDonald@qnb.com](mailto:dmcDonald@qnb.com)*

We at the SLCC have really been enjoying the "happenings" that through the help of The Chamber have been able to make great events!

The Expo at the Northampton Community College was extremely well attended and THANKS to so many of you (more than 160!) who came out to enjoy a mixer at the "MELT" restaurant at the Promenade shops on February 23. I had several people tell me that they gained good contacts from which they hoped to do business in the future. I personally gained a referral from which I hope to do businesses. Throughout the night I found myself introducing people that have never met "the face" behind the business and this event allowed them to do that. This is what we do, we help to create ways for you to meet other businesses and contacts that you many not otherwise have an opportunity to meet!

This month we have another great opportunity to gain insight and contacts to

better your business. It is our breakfast on **April 13** called **"How to turn Health and Wellness in the Workplace into Dollars"**. We will take a look at the main drivers in healthcare increases year after year (obesity rates, lifestyle choices, lack of nutrition, etc.) and we will talk about why companies can no longer turn a blind eye to the impact that a healthy workplace means to its bottom line. We will also discuss practical steps to cultivate a culture of health and wellness in your work environment. Hope to see you there!

Be sure to mark your calendars for **May 11** when we will be holding our annual **Shining Star Award**. 🌟

### Southern Lehigh Program Sponsors:

- Capital Planning
- Fitzpatrick Lentz and Bubba
- QNB Bank
- RLB - Regan, Levin, Bloss, Brown & Savchak, P.C. - Allentown
- Sanders Brand Solutions



## Western Lehigh Chamber

*Joe Goll, SAGE Consulting & Wealth Management  
Western Lehigh Chamber President  
610-440-2772 • [joe.goll@lpl.com](mailto:joe.goll@lpl.com)*

### Building Businesses, Bridging Communities

April showers will bring May flowers - I heard that one many times. They also bring growing grass and multiple lawn mowing! Yard work and gardening are upon us as well. Spring cleaning is also a ritual of the passing winter season. Where am I going with this line of reasoning... time for us as business owners to look ahead and forward to evaluating our businesses.

Tax time is as great time to take stock in last year's results (because taxes are now due on that performance), to make changes to our business plans, to tweak staffing requirements and capital needs to allow for planned growth. The economy looks to be picking up steam, especially in the Lehigh Valley based on the economic forum results reported in January. Let's take advantage of the warmer weather and improving business climate to work smarter to grow revenue and profitability. Challenge yourself and your employees to find ways to reduce costs, improve customer service and satisfaction, and achieve your new goals for the coming year.

I hope you took the time over lunch and joined your WLCC and EPCC Board of Directors and fellow WLCC members at

Northampton Community College on March 16 at the Business to Business Expo. It was an excellent time of learning what your fellow business owners do and services offered. The mixer had great food, drink, and camaraderie.

Please plan to join all of us for our April meeting at the DaVinci Center which is co-sponsored by both the Small Business and Women's Business Councils. Please note not only the change of venue but also date **April 19**. The topic of **"Building Your Pipeline"** is a super opportunity to both network and learn ideas to grow our businesses... so we can work to buy local - Lehigh Valley!

Welcome to our newest WLCC members: **Berkowitz Consulting Services;** **Dicky's BBQ Pit t/a T&T Enterprises;** **Dottery's Heating & Air Conditioning;** and **Mancor PA, Inc**

See you at the DaVinci Center on April 19! Facility tours and "hands on" displays are available after the program completion! 🌟

*Western Lehigh Program Sponsor:  
Cetronia Ambulance Corps*



**Photo 1:** SLCC's breakfast titled "Red, White & Bruised" included a panel which provided their perspectives on how to preserve your wealth in a tumultuous economy. (L-R) Panelist Anthony Rachuba, Fitzpatrick Lentz & Bubba, PC; panelist Marie McConnell, Fitzpatrick Lentz & Bubba, PC; SLCC President Deb McDonald, QNB; and panelist Jeff Berdahl, Berdahl & Company.

**Photo 2:** Jeff Berdahl addresses attendees of the breakfast meeting held in February at DeSales University.

**Photo 3:** Andrea Hemphill, Express Business Center; Ron Lewis, Sustaining Support LLC; Deb Allen, Cetronia Ambulance Corp; and Murtaza Jaffer, Express Business Center network at the East Penn Western Lehigh joint skiing mixer in February.



**Photo 4:** WLCC President Joe Goll, owner of SAGE Consulting & Wealth Management, and his wife Peggy get ready to hit the slopes at Bear Creek Mountain & Resort.



# Meet & Greet Networking Events

## Corporate and Private Event Open House

Exclusively for Greater Lehigh Valley Chamber of Commerce Members

Events at the Da Vinci Science Center are exciting, interactive experiences that your guests will remember. The Center has several caterers, including Kosher catering, and a full AV system that is suitable for many types of functions:

- Teen and Adult Birthday Parties
- Holiday Parties
- Business Meetings and Interviews
- Reunions and School Dances
- Competitions and Award Ceremonies
- Weddings and Receptions
- Industry Fairs
- Cocktail Parties



Sponsored by the Greater Lehigh Valley Chamber of Commerce, this Da Vinci Science Center mixer and open house is an opportunity for chamber members to mingle while experiencing the science center as a potential venue for corporate and private events.

**Thursday, April 14**

5-7 p.m. Please RSVP to 610.739.1516 or JenniferR@lehighvalleychamber.org

Areas of the Da Vinci Science Center will be staged for private event use. Three DSC caterers will serve finger food. Soda, beer, and wine also will be provided, and Da Vinci Science Center educators will perform short interactive demonstrations.

Royal Gourmet Foods Simply Smooth

Montage



3145 Hamilton Blvd. Bypass, Allentown  
484.664.1002, Ext. 121 • www.davinci-center.org



**The Shops at  
3900 Hamilton Center**  
*invite you to an Open House*  
**Thursday, May 5**  
**5 - 8 p.m.**

Please join us at our Open House!  
Enjoy refreshments while browsing  
our shops and get great discounts  
for one night only!

Enter a drawing to win  
gift certificates valued at \$250,  
\$150 and \$100!

*come. shop. enjoy!*

3900hamilton.com



Find us on  
**Facebook**

To register, see the enclosed flier or contact Colleen Daniels at  
colleend@lehighvalleychamber.org.



## Public Policy Event

### Labor Market & Workforce Issues Forum Wednesday, April 20

**“What is really going on in PA’s Labor Market?”**



LV Workforce Investment Board  
1601 Union Boulevard, Allentown

11:30 a.m. - 1 p.m.

FREE (Must Register)



Don't miss this joint Chamber/WIB Labor Market and Workforce Issues Forum!  
Join **Sue Mukherjee**, Director, Center for Workforce Information & Analysis,  
PA Department of Labor & Industry  
and

**Nancy Dischinat**, Executive Director,  
Lehigh Valley Workforce Investment Board, Inc (LVWIB)

**FOCUS:** Job and labor market data and trends; lively discussion of workforce  
issues affecting our region's economic health and competitiveness.

To register, see the enclosed flier or contact Melody Gardner at  
melodyg@lehighvalleychamber.org.



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flawlessly executed.*



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# Seminars/Workshops

## President's Roundtable Series

**Thursday, April 7:**

### “Chamber President's Roundtable Luncheon with Bill Lehr CEO Capital BlueCross”



Hyatt Place, 45 West North Street, Bethlehem  
11:30 a.m. Doors Open / 12 – 1 p.m. Lunch & Program  
\$100 Members / \$200 Future Members

**Wednesday, May 18:**

### “Chamber President's Roundtable Luncheon with Joe Brake, Coca Cola Bottling of the LV”



Coca Cola Stadium, 1050 IronPigs Way, Allentown  
11:30 a.m. Doors Open / 12 – 1 p.m. Lunch & Program  
\$100 Members / \$200 Future Members

*About ten times a year, the Chamber and Chamber President Tony Iannelli hosts a series of intimate gatherings known as The President's Roundtable Series. These are up-close and personal conversations and lunch with a featured executive, concerning the state of their business, relationship to the community, views on current issues, and future plans. The President's Roundtable events are designed to serve our member business leaders who have an interest in, or have questions for, the featured guest. Seating is limited to about 20 - 25 business leaders and always sells out.*

To register, see the enclosed flier or contact Lorie Reinert at [lorier@lehighvalleychamber.org](mailto:lorier@lehighvalleychamber.org).



## “How to use Social Media to Generate Leads & Sales”



**Wednesday, April 27**

DeSales University Center  
1455 Valley Center Parkway, Suite 200, Bethlehem  
3 - 5 p.m.  
\$49 Member • \$79 Non-Member

There is tremendous economic opportunity within social networking and companies need to figure out how to best leverage these tools to make more money. This seminar explains how to use social networking to retain already existing customers and attract new ones.

To register, see the enclosed flier or contact Colleen Daniels at [colleend@lehighvalleychamber.org](mailto:colleend@lehighvalleychamber.org).

## FREE Chamber Member Benefit Webinar



**Friday, April 15**

11 a.m. - 12 noon • FREE

### "Learn how to make the most of your Chamber membership!"

Did you know that your Chamber membership qualifies you for more than \$4,400 in free marketing and promotional benefits? Or that we can save you thousands of dollars a year through our various member benefit programs? Or that we hold numerous free networking events each month that can expose you to hundreds of key business contacts across the Valley?

If you are a Chamber member, or if you are considering joining, then please attend this FREE 45 minute webinar that will explain the many benefits of Chamber membership, including all of our marketing, networking and discounted purchasing programs.

Reserve your Webinar seat now at [www2.gotomeeting.com/register/538496506](http://www2.gotomeeting.com/register/538496506)

## FREE Webinar: “Using SEO to Establish Local Presence on the Internet”

**Thursday, April 28**

11 a.m. - 12 Noon

Get your website found & your unique brand recognized in your region using Local SEO techniques! This webinar will show you how to enhance your business' profile with maps, photos, video and reviews. You will learn what keywords are and how they are important to getting your website found on the internet. Join us for this presentation by Paula Young, RN, Young Medical Spa, as she uses her real life experience to teach you how to increase your websites' SEO and increase its bottom line.

To register, visit: [www2.gotomeeting.com/register/336064114](http://www2.gotomeeting.com/register/336064114)



## Online Leadership Training Program

The Chamber has partnered with Computer Aid, Inc. to bring members an Accelerated Leadership Training Program as a self-paced, web-delivered course developed with the goal of improving leadership within an organization in order to make that organization more successful.

**The Catalyst Leadership Training Program is sold as a complete program, comprised of 7 Modules:**

- What is Leadership, What is Management and Why do They Matter?
- Understanding Who I am As a Person, a Leader and a Manager
- Focusing on the Human Dimension
- Performance Management
- Teams and Teamwork
- Managerial Decision-Making
- Becoming the Agent of Change Your Organization Needs

Learners are given access to CAI University (CAI-U) where they can access the purchased course modules. Reading materials are included in the cost of the course and will be shipped directly to the enrolled student. Specially Priced Package for Chamber Members Only: \$584. Visit [www.compaid.com/lvchamber](http://www.compaid.com/lvchamber) for more info or contact Pat Breslin at [Catalyst\\_Sales@compaid.com](mailto:Catalyst_Sales@compaid.com).

**Start building leadership capabilities in your organization today!**



# Mission Council Events

Start networking and meeting new contacts.  
Build those long-term relationships you are looking for at the....

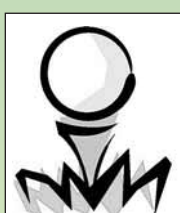
## Spring Golf League

Small  
Business Council  
GREATER LEHIGH VALLEY CHAMBER OF COMMERCE

**When:** Every Wednesday from April 20 through July 20  
(no play July 4th)

**Where:** Wedgewood Golf Course, 4875 Limeport Pike, Coopersburg

**Tee-Times:** 3:15 - 5 p.m.  
**Cost:** \$325



**Cost includes:** Season opening tournament, green fees mid season tourney, Networking on the deck and season ending tournament & banquet

**Sponsorships are available:**

Contact Frank Facchiano at 610-841-5810 or frankf@lehighvalleychamber.org

To register, see the enclosed flier or contact Colleen Daniels at colleend@lehighvalleychamber.org.



## Small Business Council Rookie League 2011



**Only 20 Spots Available**  
(10 at 5 p.m. and 10 at 6 p.m.)

**Wedgewood Golf Course**  
4875 Limeport Pike, Coopersburg  
610-797-4551



### Rookie Golf League:

**When:** Lessons: June 01, 08, 15 and 22, 2011.

☐ 5:00 P.M. (1st Group) ☐ 6:00 P.M. (2nd Group) \*Check choice of time-First Come/First Serve

**Lessons will be with Pro Tom Wilson:** USGTF • Master Teacher • 48 years playing • 18 years teaching

**Play:** June 29, July 6, 13 and 20, 2011 (T-time will begin at 5:30 p.m.)

**Cost:** \$245.00 (Price includes four one-hour lessons, green fees, golf carts and one Drink Ticket per session)  
(Meet in the Clubhouse for networking after your lesson.)

**Full Payment due by May 1, 2011 to register.**

To register, see the enclosed flier or contact Colleen Daniels at colleend@lehighvalleychamber.org.



**Friday, June 3**

Premier Sponsor:



Capital BlueCross  
When you care more, you do more.™

Brought to you by WLI and the Women's Business Council



Women's  
Business Council  
GREATER LEHIGH VALLEY CHAMBER OF COMMERCE

University Center of DeSales University • 7:30 a.m. - 4:00 p.m.

\$79 Member • \$129 Non-Member

\$125 Individual Sponsorship "Friends of the Women's Summit"

This is a fabulous opportunity to spend the day with the Valley's most influential women in business, philanthropy, government, education, healthcare and the arts.

• **Opening Address: Lynne Abraham**

the first woman to serve as Philadelphia's district attorney

• **Keynote Presentation: Dr. Debbie Salas-Lopes, MPH**

Chief, Division of General Internal Medicine

Department of Medicine at Lehigh Valley Hospital and Health Network

• **Lively breakout sessions**

Sponsors as of 3/5/11:

Gold Sponsors:



Sovereign

Santander



Silver Sponsors:



King, Spry, Herman,  
Freund & Faul, LLC

Bronze Sponsors:



To register, see the enclosed flier or contact Colleen Daniels at colleend@lehighvalleychamber.org.



The Small Business Council presents

## EXCELLENCE IN BUSINESS AWARDS RECEPTION

**Thursday, June 16**

**Lipkin Theatre**

at Northampton Community College Main Campus

5:30 p.m. Reception

6:15 Awards Presentation

\$25 Members • \$35 Walk-ins • \$50 Non-Members

Presenting Sponsors:



THE MORNING CALL  
themorningcall.com | Use it for life.



Sponsors as of 3/5/11:

These two annual awards are presented by the SBC to companies which exemplify excellence in business, supported by their mission statement, chamber and community involvement, customer satisfaction, and their demonstrated commitment to: quality, leadership, marketing, training and development. One award will be presented to a company with 1-25 employees and one award will be presented to a company with 26-100 employees.

Gold Sponsor:



Legacy Sponsors:

HAGGERTY SERVICES, LLC

To register, see the enclosed flier or contact Colleen Daniels at colleend@lehighvalleychamber.org.





# Council Events/Meetings

## EACC Event Thursday, April 7



First Star Bank  
(located outside of Palmer Park Mall)  
2415 Park Avenue, Palmer Township  
5:30 - 7:30 p.m. • FREE

Ribbon Cutting Ceremony and Open House at First Star Bank  
Join the Easton Area Chamber to welcome First Star Bank to the neighborhood.  
The evening will feature catered food from 1818 Tavern and the magic of Tom Yurasits.  
The ribbon cutting will take place at 5:45 p.m. and then festivities to follow.  
Bring a canned food item for donation to a local food bank and receive  
a special thank you gift from First Star Bank.

To register, see the enclosed flier or contact Alison Miers at  
[alisonm@lehighvalleychamber.org](mailto:alisonm@lehighvalleychamber.org).



## HLSC 89th Annual Banquet Friday, April 8



Se-Wy-Co Banquet Hall  
3621 Old Philadelphia Pike, Bethlehem  
5:30 - 8 p.m. • \$50 (RSVP by 4/4/11)

Join the Hellertown-Lower Saucon Chamber of Commerce in recognizing former Hellertown Borough Manager and Community Member: **Charlie Luthar**. We will also present the **Phyllis M. Schnaible Merit Award Scholarship**. Our MC will be Bud Prosser. (Please indicate your choice of the following 3 entrees: Prime Rib, Haddock Bella Vista or Chicken Marsala.) Sponsorship Opportunities are Available: Contact Mary Himmelberger at [maryh@lehighvalleychamber.org](mailto:maryh@lehighvalleychamber.org) or 610-841-5807 for more information.

To register, see the enclosed flier or contact Colleen Daniels at  
[colleend@lehighvalleychamber.org](mailto:colleend@lehighvalleychamber.org).



## PACC Comedy Night Friday, April 8



The Almond Tree Manor  
319 E. Central Ave. and Rte. 519, Alpha, NJ  
6 p.m. Reception • 6:30 p.m. Doors Open  
7 p.m. Program  
\$25 Members • \$50 Non-Members

Join us for 90 minutes of top shelf comedy, good fellowship and some upscale hot and cold hors d'ouvers. Your ticket includes one alcoholic beverage or two soft drinks. Comedy Night is not only an entertaining night of humor, friendship and amusement; it's also the principle fund raiser for Phillipsburg Chamber programs including our scholarship initiative. Please attend the event, bring some friends and help sell tickets. Sponsorship Opportunities Available: Call or email Mike Dowd at 610-739-1521 or [MikeD@lehighvalleychamber.org](mailto:MikeD@lehighvalleychamber.org).

To register, see the enclosed flier or contact Alison Miers at  
[alisonm@lehighvalleychamber.org](mailto:alisonm@lehighvalleychamber.org).



## EACC Lunch Tuesday, April 12

### "Easton Hospital's CEO Brian Finestein"



Carrabba's Italian Grill  
2471 Park Avenue, Palmer Township  
11:30 a.m. Registration • 12 Noon Lunch  
\$17 Member • \$30 Non-Member

Guest speaker: Easton Hospital CEO Brian Finestein  
Major changes are underway for Easton Hospital. Attend to learn more about these changes and to hear Brian discuss the future of healthcare at Easton Hospital.

To register, see the enclosed flier or contact Alison Miers at  
[alisonm@lehighvalleychamber.org](mailto:alisonm@lehighvalleychamber.org).



## SLCC Breakfast Wednesday, April 13

### "How to Turn Health and Wellness in the Workplace into Dollars?"



DeSales University Center  
2755 Station Ave., Center Valley  
7 a.m. Reg./7:30 - 9 a.m. Breakfast & Program  
\$15 Mem./\$20 Late Reg./Walk-In/\$30 Non-Mem.

Bob Knauss, from Employee Employer Solutions, along with Scott DiNardo, from Wellness Coaches USA will give small business owners practical steps to cultivate a culture of health and wellness in your work environment. The pay off can be big - with the reduction of health care expenses to incurring less employee absence due to sickness. Companies can no longer turn a blind eye to the impact that a healthy workplace means to their bottom line.

**Table Sponsorships Available:** Contact Ellie Passman at [elliep@lehighvalleychamber.org](mailto:elliep@lehighvalleychamber.org) for information.

To register, see the enclosed flier or contact Colleen Daniels at  
[colleend@lehighvalleychamber.org](mailto:colleend@lehighvalleychamber.org).



## EACC & PACC Golf Academy April 13 - May 4



Infini-Tee  
224 Stockton Street, Phillipsburg, NJ  
6 - 7:30 p.m.  
\$40 Session • \$140 4-Week Package



Join the Phillipsburg and Easton Area Chambers for a spring tune up golf academy at the premier indoor facility, Infini-Tee Golf Center. This four week academy lead by PGA Pro Keith Grassling will focus on the key elements of your golf game just in time for the 2011 golf season.

To register, see the enclosed flier or contact Alison Miers at  
[alisonm@lehighvalleychamber.org](mailto:alisonm@lehighvalleychamber.org).





# Council Events/Meetings

## 17th Annual Spirit Award



**Monday, April 18, 2011**

The Terrace Restaurant  
840 Best Avenue (Route 145), Walnutport

6 p.m. Cocktails • 7 p.m. Dinner & Program  
\$25

**Join us to honor  
Gary Fedorchak  
for his service to the community.**

*Choice of: Stuffed Chicken Breast, Baked Haddock or Veal Parmesan*

**Sponsorship Opportunities are Available:**

Contact Ellie Passman at [elliep@lehighvalleychamber.org](mailto:elliep@lehighvalleychamber.org)  
or 610-841-5804 for more information.

Thank you to our sponsors:

- Ironton Telephone • Keystone Technology, LLC
- Maron Financial Solutions • Neffs National Bank
- PenTeleData • Prudential Benjamin Real Estate
- Rentschler Chevrolet-Chrysler-Jeep-Dodge

To register, see the enclosed flier or contact Colleen Daniels at [colleend@lehighvalleychamber.org](mailto:colleend@lehighvalleychamber.org).



## NACC Event Tuesday, April 26



### “Why Social Networking Matters to You”

Northampton Area School District  
Administration Building  
2014 Laubach Avenue, Northampton  
5 - 7 p.m. • \$15

Social Networking isn't just a fad - it's a revolutionary change in the way that we communicate with each other. Specifically, using Social Networking tools can have a dramatic effect on the way that business is conducted; it is no longer just a tool for kids and teenagers, but a potential money-maker for business people everywhere. Join us as The Chamber's Mike Schlossberg gives an overview on the importance of these tools and a live demonstration on FaceBook and LinkedIn. Light Refreshments will be Served.

To register, see the enclosed flier or contact Colleen Daniels at [colleend@lehighvalleychamber.org](mailto:colleend@lehighvalleychamber.org).



## SBC, WBC, EPCC & WLCC Event Tuesday, April 19

### “Build Your Pipeline III”

Small  
Business Council  
GREATER LEHIGH VALLEY CHAMBER OF COMMERCE

Women's  
Business Council  
GREATER LEHIGH VALLEY CHAMBER OF COMMERCE

East Penn  
CHAMBER OF COMMERCE

Western Lehigh  
Chamber of Commerce

Da Vinci Science Center  
3145 Hamilton Blvd., Allentown  
11:30 a.m. - 1 p.m.

\$25 Mem./\$30 Late Reg./Walk-In/\$50 Non-Mem.  
(Price includes lunch, program and tour of facility)

Event sponsor:



Every attendee will:

- Introduce his/her business using an elevator pitch\* of 25 words or less
- Pitch his/her business for two minutes to people seated at the same table
- Set-up a one-on-one meeting with another attendee
- Provide marketing materials for a resource table

Bring plenty of business cards and marketing material.

Be prepared to build your pipeline!

(\*Start now to perfect your elevator pitch. Be sure to include the customer needs you address, your solution and what makes you different. Be succinct - aim for 25 words or less! Time will be kept in order that everyone has his/her opportunity.)

THANK YOU SPONSORS:

WBC Branding sponsors: Assurance First Land Abstract Company; Christine's Secret Garden; Consumer Trust Mortgage Corporation; LifePath, Inc.; Oral Dynamics; and White and Williams, LLC

EPCC/WLCC Branding sponsors: Cetronia Ambulance Corps, Inc. and Iobst Travel American Express

To register, see the enclosed flier or contact Colleen Daniels at [colleend@lehighvalleychamber.org](mailto:colleend@lehighvalleychamber.org).





## A Greener Lehigh Valley... One Mile at a Time!



### Introducing LANTA Metro's New Hybrid Electric Buses

Sure public transportation provides benefits to our environment. But now LANTA Metro is going the extra mile (so to speak) with five new Hybrid Electric Buses now serving riders throughout the Lehigh Valley. A new technology...a new look...a new day in the rich history of transportation in our community.



**LANTA/Metro ...The Smart Choice!**

**[www.lantabus.com](http://www.lantabus.com)**

**610.776.7433**

You Tube f twitter

## Council Events/Meetings

### EACC & LeBEAM Mixer Wednesday, April 27



**Martin Guitar Co.**  
510 Sycamore Street, Nazareth  
5 - 7 p.m. • FREE

The Martin Guitar Company Open House event is an opportunity for members to network with one another in an iconic Lehigh Valley location with Martin Guitar staff on hand to answer any questions. The 1833 Shop will be open for attendees to purchase a souvenir or to play some of the top-selling Martin guitars. Wine sampling will be provided by Vintner's Circle Winemaking Shop.

To register, see the enclosed flier or contact Colleen Daniels at [colleend@lehighvalleychamber.org](mailto:colleend@lehighvalleychamber.org).



### EPCC Event Thursday, April 28

#### "East Penn School Board Debate"



**Eyer Middle School Auditorium**  
5616 Buckeye Road, Macungie  
7 - 9 p.m.  
FREE

Join the East Penn Chamber of Commerce and EPIC as they provide a venue for you to educate yourself on the candidates for East Penn School board. These are the people who will be making decisions on your communities education as well as how tax dollars are used. The debate is free and is open to the public, and all 12 candidates have been invited to participate.

To register, see the enclosed flier or contact Colleen Daniels at [colleend@lehighvalleychamber.org](mailto:colleend@lehighvalleychamber.org).



### SLCC Breakfast Wednesday, May 11

#### "Shining Star and Scholarship Awards"



**DeSales University Center**  
2755 Station Ave., Center Valley  
7 a.m. Reg./7:30 - 9 a.m. Breakfast & Program  
\$15 Mem./\$20 Late Reg./Walk-In/\$30 Non-Mem.

Once a year, the Southern Lehigh Chamber of Commerce looks to honor and celebrate a business in the Southern Lehigh area that demonstrates a strong sense of entrepreneurship and community spirit. In addition, we will present our second Charter Partners eVenture 2011 scholarship to the student award winner!

Please join us for a wonderful breakfast as we honor our recipients.

To register, see the enclosed flier or contact Colleen Daniels at [colleend@lehighvalleychamber.org](mailto:colleend@lehighvalleychamber.org).





The Greater Lehigh Valley Chamber of Commerce and Citslinc International, Inc.

# CHINA

**October 2011**

**The Chamber**  
GREATER LEHIGH VALLEY CHAMBER OF COMMERCE

Join the Greater Lehigh Valley Chamber of Commerce, business leaders and friends for a 9-day, all-inclusive trip to experience the wonders of China.

## TRIP INCLUDES:

- Roundtrip international airfare • 4- and 5-star hotel accommodations • 3 meals each day
- Deluxe bus tours • Fluent English-speaking tour guides • Entrance fees into tourist attractions

**ALL FOR JUST \$1,999**

per person (double occupancy) Space is limited. For Greater Lehigh Valley Chamber of Commerce members.

Non-Members will be charged an additional \$100 fee.

**Reserve your space today by contacting Lorie Reinert at [lorier@lehighvalleychamber.org](mailto:lorier@lehighvalleychamber.org) or 610-841-5802.**

## TRAVEL DATES: OCTOBER 17 - OCTOBER 25, 2011

### Day 1 - 10/17 - JFK/Beijing

Check in at JFK International Airport for an afternoon flight with China Eastern Airlines MU 588 by 4:35 p.m. to Beijing. Your adventure begins as you fly trans-Pacific aboard a wide cabin jetliner. Cross the International Dateline.

### Day 2 - 10/18 - Shanghai/Beijing (King Wing Plaza/5-Star)

Landing at Shanghai at 7:30 p.m. for custom, then take a transit flight MU 5186 at 9:15 p.m. and arrive in Beijing at 11:35 p.m., the capital of China. You will be met by your local tour guide at the airport. Transfer to the hotel.

### Day 3 - 10/19 - Beijing

Visit the Tian An Men Square, the largest square in the world, and the Temple of Heaven, built in 1420 A.D., where the emperors prayed to the heaven for a good harvest. Sightseeing also includes the Palace Museum, also known as the Forbidden City, home of 24 emperors with a total space of 9,999 rooms, and the Summer Palace, known for many significance such as the Long Corridor with painted gallery, Kunming Lake and Longevity Hill, Seventeen-Arch Bridge and Marble Boat.

### Day 4 - 10/20 - Beijing

Tour bus excursion to the Great Wall, the 4,000 - mile long and 2,000 years old construction is said to be the only man-made structure visible by naked eye from the moon. Visit to the Ming Tombs, one of 13 Ming Emperors' Tombs is fully excavated and open for exploration. Roasted Beijing Duck Dinner.

### Day 5 - 10/21 - Beijing/Shanghai/Suzhou (Glamor Hotel/5-Star)

Morning China Eastern flight to Shanghai, then take the tour bus trip to Suzhou. Afternoon sightseeing to the centuries old Linger Garden, Tiger Hill and Hanshan Temple. Visit to the National Embroidery Institute to see silk embroidery, an important local craft with 1,000 years history. Evening Dinner Show of the traditional Chinese Music.

### Day 6 - 10/22 - Suzhou/Hangzhou (Regal Hotel/5-Star)

Morning tour bus journey to Hangzhou. Visit to Economic Development Zone. Visit to the centuries old Lingyin Temple, with the main feature of the 64-foot-high camphor-wood carved Buddha.

### Day 7 - 10/23 - Hangzhou/Shanghai (Guangdong Hotel/5-Star)

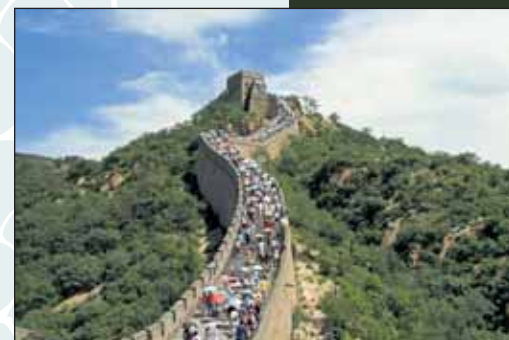
Morning boat cruise on West Lake with relaxing stopover at jewel-like pagodas and tea houses. Afternoon tour bus trip to Shanghai.

### Day 8 - 10/24 - Shanghai

Sightseeing includes the Yu Garden, a maze of marvelous pavilions, ponds, rocky works and over arching trees. Visit to the Bund, a famous waterfront park. Business visit to the Pudong economic development zone.

### Day 9 - 10/23 - Shanghai/Beijing/JFK/BUF

Return flight MU 587 will depart by 12 noon for JFK where you will arrive at 2:15 p.m. on the same day.



## REQUIREMENTS:

**Deposit, Passport & Visa:** A nonrefundable deposit of \$200 per person is required at the time of registration. Full payment is due before Aug. 1, 2011. No changes, new bookings or refunds are allowed after Aug. 1, 2011. Passport and a Chinese travel visa are required.



The Greater Lehigh Valley Chamber of Commerce and Boscov's Travel bring you The Chamber's Mission to...

# Dubai

The  
Chamber   
GREATER LEHIGH VALLEY CHAMBER OF COMMERCE

**November 2011**

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## Your Tour Includes:

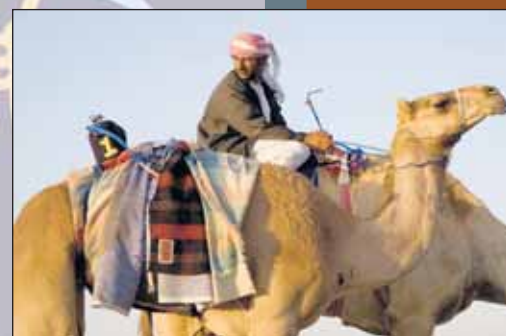
- Roundtrip air transportation between JFK and Dubai • Roundtrip Airport to Hotel Transfers while in Dubai
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- Desert Safari Tour with 4-Wheel Drive Vehicles • Visit to Al Dhaid, Masafi, Dibba and Fujairah
- Excursion to Ajman & Sharjah • Visits & Meetings with Corporate Reps and Local Business Personnel

## ALL FOR JUST \$2,999

per person (double occupancy) Space is limited. For Greater Lehigh Valley Chamber of Commerce members.

Non-Members will be charged an additional \$100 fee.

**Questions? Contact Lorie Reinert at [lorier@lehighvalleychamber.org](mailto:lorier@lehighvalleychamber.org) or 610-841-5802.**



## Travel Dates: November 9 - November 16, 2011

### Day 1 - Depart USA

Our Emirates Airlines flight departs from Kennedy Airport, non-stop to Dubai.

### Day 2 - Arrive Dubai

After arriving at Dubai International Airport, we meet our English-speaking Tour Escort. Before long, we are on our way to our deluxe hotel in downtown Dubai. This afternoon's tour is an orientation of the second largest Emirate of the UAE, Dubai. We begin the tour with a photo stop at the Dubai Creek, the lifeblood of Dubai. Then we drive through the Bastakiya, Al Fahidi Fort, Ruler's Court, Old Mosque, Textile Street, Central Bank, Ministry of Finance, Heritage Village, Spice and Gold Souqs where you'll have the opportunity to speak with business representatives. Proceed towards Jumeirah Road, passing by the Dry Docks of Dubai, and the Historical Union House, with photo stops at the beautiful and famous Jumeirah Mosque; the Burj Al Arab, the world's tallest 7-star hotel; and tallest building in the world – Burj Khalifa.

### Day 3 - Dubai

The morning and early afternoon are free for independent activities and industry visits. In mid-afternoon, we depart our hotel by 4x4 vehicles and experience the magic of the Desert, as we travel over the magnificent dunes and mountains of the UAE. Arrive at the desert camp, where a traditional Arabian welcome awaits us at a typical Bedouin campsite. Enjoy a splendid buffet dinner with a wide variety of barbecue meats, salads, main-course and desserts.

### Day 4 - Dubai - Fujairah

We leave for Fujairah. Our drive takes us through the lush oasis of Al Dhaid. We continue to Masafi, and the picturesque Hajar mountains before reaching the village of Dibba, where we will have time to explore this small port. We continue traveling along the coast en route to Al Badiyah. Later this afternoon we arrive at our beach resort in Fujairah.

### Day 5 - Fujairah

The entire day is at leisure to relax at the hotel, and enjoy the sun and beautiful beaches.

### Day 6 - Fujairah - Dubai

We leave Fujairah and return to Dubai. After visiting City Centre and Bur Juman Shopping Center, we proceed to explore bargains at the Gold Souq and stroll through the Spice Souq. Dinner is on our own this evening, allowing us the opportunity to sample one of the many fine restaurants found here.

### Day 7 - Ajman - Sharjah Excursion

We will visit Ajman's museum and then drive to Sharjah before we continue to the Al Majarra Souq. Next, we visit Bait Al Naboodah and continue to the Al Hisn Fort. Visit the nearby Souq Al Arsah (the Courtyard Souq), which is one of the oldest souqs in the UAE. Tour the fish market and continue to the Central Market, known as the Blue souq. Opposite the Souk stands the majestic King Faisal Mosque and the Pearl Monument. We return to Dubai, with the remainder of the afternoon at leisure.

### Day 7 - Dubai - USA

## Requirements:

Deposit, Passport & Visa: A nonrefundable deposit of \$400 per person is required at the time of registration. Full payment is due August, 2011.



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# Member News

Stephen Patterson, Regional Senior VP, **TD Bank**, is serving as Honorary Captain of **Miller-Keystone Blood Center's** 17th annual signature fundraiser, the "Cruise to Transylvania Aboard the LifeLine," which will take place on May 13, 6 - 10 p.m., at the ArtsQuest™ Center at SteelStacks™ in Bethlehem. For more info, call 610-691-5850, ext. 1292 or visit [www.GIVEaPINT.org](http://www.GIVEaPINT.org).

**Architecture FURST** announced that the new Broughal Middle School in the Bethlehem Area SD is the first public school in the Lehigh Valley to receive a LEED® Gold Rating. The new science & technology themed design uses the entire building as a physical and technology based teaching tool. The 4-story / 187,000 SF school used state of the art construction techniques including high efficiency glazing, insulation, heating and cooling delivery systems, natural and artificial lighting systems controls.

**lehighvalleylive.com** has launched Android and iPhone apps with real-time local news, sports, entertainment, business, features and opinion articles and photos from **The Express-Times** - plus one-tap access to local classifieds listings. The Android and iPhone apps feature content from the fastest-growing Lehigh Valley news and information website in affiliation with The Express Times.

**Hawley Realty Inc.** closed 2 transactions for Applied Industrial Technologies in Allentown. In an effort to assist this company with their consolidation move, Amy Hawley SIOR sold 884 Marcon Blvd., Allentown to Julabo East. They will be relocating into this 11,000 sq. ft. building once it has been renovated to suit their requirements. Hawley Realty represented Applied Industrial Technologies relocation into 3000 Emrick Blvd. for their 4,500 sq. ft. rental unit.

**Oral Dynamics** is celebrating a grand opening/ribbon cutting/VIP Party on May 25 starting at 5 p.m. Please contact Esther Rowland at 610-435-5707 for details.

**Colliers International** recently secured five tenants at two major shopping centers in Lehigh & Northampton counties. Bread Box, Inc. and Metro PCS both leased at Tilghman Square Shopping Center. Dunkin' Donuts, Subway and Metro PCS all leased at Crossroads Plaza, a newly constructed 8,000 SF retail strip center located at Philadelphia Road & St. John Street in Easton.

Air Quality Partnership is partnering with **Sustainable Waste Solutions** to host a Lawn Mower Trade-In Event on May 7. Significant discounts on electric mowers for first 250 registrants are available. Springfield Township residents will have an opportunity to get rid of their old, gasoline-powered lawn mowers and purchase environmentally friendly, discounted electric or battery-powered mowers, at an event on May 7 in Springfield Township. Interested residents can pre-register at [www.airqualitypartnership.org](http://www.airqualitypartnership.org).

**DaBrian Marketing Group, LLC** is has been approved as a Minority Business Enterprise. DMG is certified for the following codes: internet based market research, web search engine providers, internet advertising, internet placement, and more. DMG, already holding top certifications in their respective field of Internet Marketing, can now add being a Minority Owned business to its list of proud certifications.

**Mastermind Urban Music Inc.** will hold an AIDS awareness and treatments "SOUL to SOUL Benefit" on May 12 at Crocodile Rock in Allentown. The event will educate about HIV/AIDS and raise funds for the local clinic AIDS Activities Office, which helps those who need assistance. Chamber members are asked to partake in the event by supporting the cause through sponsorship packages or donations to Mastermind UMG Inc. For more information contact Stephon Watson at (484) 225-9342 or [questsbiz@gmail.com](mailto:questsbiz@gmail.com).

Bill Buckholz, **Goodman Vending & Food Service**, was honored at the YMCA Breakfast of Champions for Youth on April 20. Bill has been a supporter of the YMCA for over 31 years, committing his time and resources to benefit the Youth of our community.

**Community Services for Children** will present the Inez and Edward Donley Award to James Miller, CEO, **PPL**, recognizing the company's long-term investment in children, families and communities at its Awards Luncheon on April 20 at the Allentown Symphony Hall. For details about the event, call 610-437-6000, Ext. 2113.

**Northampton Community College** invites you to attend a program on April 27 celebrating Administrative Professionals Day. This year's program is a half-day workshop providing networking opportunities for all administrative professionals, including administrative assistants, executive assistants, secretaries and support staff. Luncheon and gifts are included! Please visit [www.northampton.edu/apday](http://www.northampton.edu/apday).

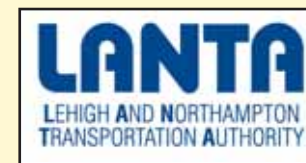
[LehighValleyCamps.com](http://LehighValleyCamps.com) launched on March 24. This new website provides parents free and easy access to camps and activities in the Lehigh Valley.

Equi-librium announced the winners of the Fifth Annual Lehigh Valley SUITS awards: Jack Morrone, **Nothelfer Morrone** (Banks/Financial Services); Tina Kisela, **The Promenade Shops at Saucon Valley** (Commercial Real Estate); Susan Larkin, **Allied Personnel Services** (Human Resources); Tim Kurtz, **HMK Insurance** (Insurance); Donald Spry, **KingSpry** (Law); Sally Handlon, **Handlon Business Resources** (Management Consulting); and David Pike, **Minuteman Press**.

**Wells Fargo** will unveil its new sign on April 19 at 10 a.m. at 7th and Hamilton Streets in Allentown. At 2 p.m. it will unveil its sign at 52 West Broad Street in Bethlehem.

## Message From LANTA

- Chuck Genna  
Genna Communications



As Lehigh and Northampton Transportation Authority begins implementation of the recommendations in its exhaustive "Moving LANTA Forward" study of the local bus system, its routing, and how it communicates with riders and the general public, the bright future envisioned has clouds on the horizon. Funding challenges at the state and federal levels call into question LANTA's ability to meet demand and make the system more responsive to community needs.

LANTA plays a key role in the social and economic life of the Lehigh Valley. More than six million trips are taken annually year on LANTA's fixed route buses with customers traveling to work (more than 50%), shopping, school and medical services. Metro Plus, the Authority's paratransit division, provides the elderly, people with disabilities and the financially disadvantaged with vital links to medical and other essential services.

And there seems to be no limit to demand: LANTA's ridership has risen by 70% since 1997. Even non-bus riders benefit from public transportation through less congestion, cleaner air, and increased commerce. To further enhance its environmental impact, LANTA recently added 5 hybrid electric buses to its fleet and, with sufficient funding, will acquire more.

Among the Authority's adopted goals are enhanced service on key corridors, more user friendly routes and better connections, flexible feeder routes in the suburbs, and a larger role in land use planning in the Lehigh Valley.

There is obviously much to be done to improve public transit in the Lehigh Valley. The key to LANTA's continued growth and expansion is adequate funding. Chamber support may prove to be essential in LANTA moving forward.



Advertising - Marketing Opportunity

ADVERTISE IN CONNECTIONS  
THE CHAMBER'S MONTHLY PUBLICATION



Place an ad or insert fliers  
in the Chamber's monthly direct mail publication.  
Connections is also available at LehighValleyChamber.org.

Place an Ad in Connections:

- ✓ Contact Brandy Skorupsky for a reservation form at brandys@lehighvalleychamber.org
- ✓ Complete the form and email it to brandys@lehighvalleychamber.org or fax it to 610-758-9533.
- ✓ **Send your ad no later than the fifth of the month prior for placement.**  
(ie. To participate in June, submit your ad by May 5.)
- ✓ Email your ad to brandys@lehighvalleychamber.org.
- ✓ Ads should be created according to the proper size and submitted as a JPG, PDF or TIFF file.
- ✓ Resolution should be 300 dpi and fonts should be outlined.
- ✓ Ads may be full color (4 color - CMYK)

Ad Sizes & Rates:

- ❑ **Eighth Page Ad** (4.9"w x 2.6"h) \$65/month • \$58.50/month for 3+ consecutive mos.
  - ❑ **Quarter Page Ad** (4.9"w x 5.4"h) \$125/month, \$112.50/month for 3+ consecutive mos.
  - ❑ **Banner Ad** (10"w x 1.5"h) \$140/month, \$126/month for 3+ consecutive mos.
  - ❑ **Half Page Ad** (Horizontal: 10"w x 5.4"h /or/ Vertical: 4.9"w x 11"h)  
\$275/month, \$247.50/month for 3+ consecutive mos.
  - ❑ **Full Page Ad** (10"w x 11"h) \$475/month, \$427.50/month for 3+ consecutive mos.
- \*10% Discount for 3 or more consecutive months \*12th month free if you advertise for 12 consecutive months*



Insert Your Fliers in Connections:

- ✓ Contact Brandy Skorupsky for a reservation form at brandys@lehighvalleychamber.org
  - ✓ Complete the form and email it to brandys@lehighvalleychamber.org or fax it to 610-758-9533.
  - ✓ **Your flier must be approved by The Chamber.** Please fax/email a proof of your flier to 610-758-9533/brandys@lehighvalleychamber.org prior to print.
  - ✓ Fliers should be 8.5" x 11" and can be glossy or non-glossy.
  - ✓ Fliers should include The Chamber's "Proud Member" logo.
  - ✓ You can print on both sides of the flier and use colored paper/ink  
(This does not alter the cost.)
  - ✓ **5,500 fliers should be printed and delivered to The Chamber's Bethlehem office no later than the fifth of the month prior for insertion.**  
(ie. To participate in June, submit your fliers by May 5.)
- ❑ **Inserting fliers in Connections** (8.5"w x 11"h) \$500/month

*The Chamber reserves the right to inspect all advertisements and to reject anything it deems unacceptable or inappropriate. Space is limited. You must be a member of the Chamber to participate. For more details, please contact Brandy Skorupsky at brandys@lehighvalleychamber.org or 610-841-5801.*

Mark Your Calendars  
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MAJOR EVENTS

**APR 21 - Today's Trends in Commercial Real Estate Luncheon and Awards**  
Holiday Inn Conference Center  
7736 Adrienne Dr., Rte. 78 & 22, Breinigsville  
10 a.m. - 1 p.m.; \$49 Mem./\$99 Non-Mem.

**APR 27 - Employee Appreciation Luncheon**  
SteelStacks Arts and Cultural Campus  
101 Founders Way, Bethlehem  
10:30 a.m. Reg./11:45 a.m. - 1 p.m. Program  
\$35 Mem./\$60 Non-Mem.

**MAY 11 - Allentown Chamber Annual Dinner**  
Sangria Restaruant, 840 Hamilton St., Allentown  
5:30 p.m. Reception/6:30 p.m. Dinner & Program  
\$80 Mem./\$120 Non-Mem.

**MAY 12 - Bethlehem Chamber Annual Dinner**  
SteelStacks Arts and Cultural Campus  
101 Founders Way, Bethlehem  
5 p.m. Reception/6:30 p.m. Dinner & Program  
\$80 Mem./\$120 Non-Mem.

**MAY 16 - BOG & Krajsa Cup Tournament**  
Brookside Country Club, 901 Willow Ln., Macungie  
11:30 a.m. Reg. & Lunch/12:30 p.m. Shotgun Start  
5:30 p.m. (approx.) Dinner & Awards  
\$200 Mem./\$700 Foursome/\$50 Dinner Only

**MAY 20 - Transportation Lunch**  
"How will the Lehigh Valley's infrastructure..."  
Best Western LV Hotel & Conference Center  
300 Gateway Dr., (Rtes. 22 & 512), Bethlehem  
11 a.m. - 1:30 p.m.; \$40 Mem./\$80 Non-Mem.

**JUNE 9 - Easton Chamber Annual Dinner**  
The Club at Morgan Hill  
100 Clubhouse Drive, Easton  
5:30 p.m. Reception/6:15 p.m. Dinner & Program  
\$80 Mem./\$120 Non-Mem.

Meet & Greet Networking Events

**APR 14 - Da Vinci Center**  
3145 Hamilton Blvd., Allentown; 5 - 7 p.m.; FREE

**MAY 5 - 3900 Hamilton Shops**  
3900 Hamilton Blvd., Allenton; 5 - 7 p.m.; FREE

Public Policy Event

**APR 20 - Labor Market & Workforce Issues Forum**  
"What is really going on in PA's Labor Market?"  
LVWIB, 1601 Union Blvd., Allentown  
11:30 a.m. - 1 p.m.; FREE (must register)



The Chamber's New Website:  
Username and Password

You may have received an email blast from us containing your website username and password for our Members Only section. If you did not, please click on the "Members Only" button (upper right section on our homepage), click on the link for "Personal Log In" info, enter your email address and click on "Get Credentials." An email will be sent to you shortly with your information. If your password comes back blank in the email, please email info@lehigh-valleychamber.org for your password. Be sure to include your name, email address, company and company address (if there is more than one location/branch).  
**\*If you email The Chamber for your password information, please allow for at least a 1-week turn around time, as we expect many requests to come in at one time. Thank you.**

Council/Chamber Abbreviations:

**ACC:** Allentown Chamber • **BCC:** Bethlehem Chamber • **BCAF:** Business & Commerce Association of Forks • **DBA:** Downtown Bethlehem Association • **EACC:** Easton Area Chamber • **EPCC:** East Penn Chamber • **GNLCC:** Greater Northern Lehigh Chamber • **HLSC:** Hellertown Lower Saucon Chamber • **NACC:** Northampton Area Chamber • **LeBEAM:** Lehigh Township, Bath Borough, East Allen Township and Moore Township Council • **PACC:** Phillipsburg Area Chamber • **PP:** Public Policy Committee • **SBC:** Small Business Council • **SLCC:** Southern Lehigh Chamber • **WBC:** Women's Business Council • **WLCC:** Western Lehigh Chamber • **YPC:** Young Professionals Council



# Mark Your Calendars

**You can register for an event four ways:** 1. Go to [LehighValleyChamber.org](http://LehighValleyChamber.org) to register online (you'll need to set up a website account, first)  
2. Submit the inserted registration flier 3. Email [info@lehighvalleychamber.org](mailto:info@lehighvalleychamber.org) 4. Call 610-841-5862

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## MISSION COUNCIL EVENTS

### APR 19 - EPCC, WLCC, SBC & WBC Event "Building Your Pipeline III"

Da Vinci Center, 3145 Hamilton Blvd., Allentown  
11:30 a.m. - 1 p.m.;  
\$25 Mem./\$30 Late Reg./Walk-in/\$50 Non-Mem.

### APR 20 - JULY 20 (Wed.) - SBC Golf - Spring League

Wedgewood Golf Course  
4875 Limeport Pike, Coopersburg  
Tee-Times: 3:15 - 5 p.m. ; \$325

### JUNE 1 - JULY 20 (Wed.) - SBC Rookie League 2011

Wedgewood Golf Course  
4875 Limeport Pike, Coopersburg  
Lessons: 6/1- 22 (Wed.) - 5 p.m. (Grp. 1), 6 p.m. (Grp. 2)  
Play: 6/29-7/20 (Wed.) - 5:30 p.m. T-time; \$245

### JUNE 3 - LV Women's Summit

DeSales University, 2755 Station Ave., Center Valley  
7:30 a.m. - 4 p.m.  
\$79 Mem./\$129 Non-Mem.

### JUNE 16 - SBC's Excellence in Business Awards

Northampton Community College, Lipkin Theatre  
3835 Green Pond Rd., Bethlehem  
5:30 p.m. Reception/6:15 p.m. Awards  
\$25 Mem./\$35 Late Reg./Walk-in/\$50 Non-Mem.

## COUNCIL EVENTS/MEETINGS

### APR 7 - EACC Event

First Star Bank, 2415 Park Ave., Palmer Township  
5:30 - 7:30 p.m.; FREE

### APR 8 - HLSC's 89th Annual Award Banquet

Se-Wy-Co Banquet Hall  
3621 Old Philadelphia Pike, Bethlehem  
5:30 - 9 p.m.; \$50

### APR 8 - PACC Comedy Night

Almond Tree Manor, 319 E. Central Ave., Alpha, NJ  
6 p.m. Reception/6:30 p.m. Doors Open/7 p.m. Program  
\$25 Mem./\$50 Non-Mem.

## COUNCIL EVENTS/MEETINGS

### APR 12 - EACC Luncheon "Easton Hospital's CEO Brian Finestein"

Carrabbas Italian Grill  
2471 Park Ave., Palmer Township  
11:30 a.m. Reg./ 12 Noon Lunch  
\$17 Mem./\$30 Non-Mem.

### APR 13 - SLCC Breakfast

"How to Turn Health and Wellness in the..."  
DeSales University  
2755 Station Ave., Center Valley  
7:30 - 9 a.m.  
\$15 Mem./\$20 Late Reg./Walk-in/\$30 Non-Mem.

### APR 13 - MAY 4 - EACC & PACC Golf Academy

Infini-Tee, 224 Stockton St., Phillipsburg, NJ  
6 - 7:30 p.m.; \$40 Session • \$140 4-Week Package

### APR 18 - GNLC's 17th Annual Spirit Award

The Terrace Restaurant  
840 Best Ave. (Rt.145), Walnutport  
6 - 8:30 p.m.; \$25

### APR 19 - EPCC, WLCC, SBC & WBC Event "Building Your Pipeline III"

Da Vinci Center  
3145 Hamilton Blvd., Allentown  
11:30 a.m. - 1 p.m.  
\$25 Mem./\$30 Late Reg./Walk-in/\$50 Non-Mem.

### APR 26 - NACC Event

"Why Social Networking Matters to You"  
Northampton Area School District Admin. Bldg.  
2014 Laubach Ave., Northampton  
5 - 7 p.m.  
\$15

### APR 27 - EACC & LeBEAM Mixer

Martin Guitar & Co.  
510 Sycamore St., Nazareth  
5 - 7 p.m.; FREE

## COUNCIL EVENTS/MEETINGS

### APR 28 - EPCC Event "East Penn School Board Debate"

Eyer Middle School  
5616 Buckeye Rd., Macungie  
7 - 9 p.m.; FREE

### MAY 11 - SLCC Shining Star & Scholarship Awards

DeSales University Center  
2755 Station Ave., Center Valley  
7 a.m. Reg./7:30 - 9 a.m. Breakfast & Program  
\$15 Mem./\$20 Late Reg./Walk-In/\$30 Non-Mem.

## SEMINARS/WORKSHOPS

### APR 7 - Chamber President's Roundtable with Bill Lehr CEO Capital BlueCross

Hyatt Place, 45 West North St., Bethlehem  
11:30 a.m. - 1 p.m.  
\$100 Mem./\$200 Non-Mem.

### APR 15 - Member Benefit Webinar

11 a.m. - 12 Noon; FREE  
[www2.gotomeeting.com/register/538496506](http://www2.gotomeeting.com/register/538496506)

### APR 27 - "How to use Social Media to generate..."

DeSales University Center  
1455 Valley Center Parkway, Ste. 200, Bethlehem  
3 - 5 p.m.  
\$49 Mem./\$79 Non-Mem.

### APR 28 - Webinar "Using SEO to Establish Local..."

11 a.m. - 12 Noon; FREE  
[www2.gotomeeting.com/register/336064114](http://www2.gotomeeting.com/register/336064114)

### MAY 18 - Chamber President's Roundtable with Joe Brake, Coca Cola Bottling of the LV

Coca Cola Stadium, 1050 IronPigs Way, Allentown  
11:30 a.m. - 1 p.m.  
\$100 Mem./\$200 Non-Mem.

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