

TAKING ACTION

WWW.METROACTION.ORG

FEBRUARY 2008



222 Mulberry Street
P.O. Box 431
Scranton, PA 18501-0431
Phone: 570.342.7711
Fax: 570.347.6262

MetroAction is a non-profit community development organization dedicated to providing financing and business development assistance to businesses throughout Northeastern Pennsylvania.

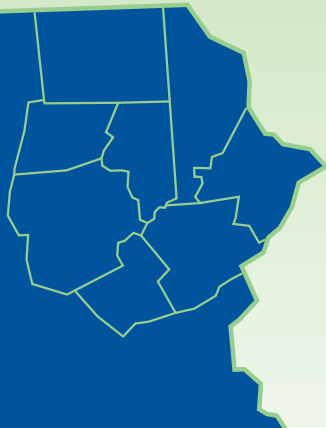
Formed in 1977 to revitalize the local community, MetroAction is now a leading Community Development Financial Institution (CDFI) that has provided more than \$2.5 million to help build small businesses throughout eight counties in northeastern Pennsylvania.

Since 1997, MetroAction has been providing loans and business development assistance to small businesses. MetroAction finances small businesses that, for many reasons, may not qualify for traditional bank financing.

Many of the entrepreneurs that utilize our programs lack start-up capital and cannot save money fast enough to acquire the funding they need to finance their business. MetroAction is an alternative, yet successful and comprehensive, resource for financing and business development assistance.

Serving:

- Carbon
- Lackawanna
- Luzerne
- Monroe
- Pike
- Susquehanna
- Wayne
- Wyoming



COMMUNITY BANK AND TRUST Co., METROACTION, & SBDC WORKING TOGETHER TO HELP AREA BUSINESSES



Keith Yurgoski, SBI Instructor and graduates of the fall 2006 SBI class.

Do you know what it takes to operate or manage a successful business? Most thriving businesses are successful for one and only one reason: the owners and managers understand every single aspect of their business and then make sound decisions based on these details.

Community Bank and Trust Co., Bold Gold Media Group, MetroAction and the University of Scranton Small Business Development Center (SBDC) have teamed up for another Small Business Institute class. The Small Business Institute, which has graduated 47 entrepreneurs so far, was designed to provide hands-on, common sense skills to help people start, grow and manage successful businesses.

This 8-week program, featuring the Core Four business planning curriculum, gives participants the tools they need to make well-informed, sensible decisions about the future of their business. The Core Four program, which has received the Presidential Award for Excellence, focuses on the four cores of business development: success planning, market planning, cash flow planning and operations planning.

The Small Business Institute will be held on Wednesday mornings from 9:00 AM to 12:00 PM, beginning March 26, and continuing until May 14 at the University of Scranton.

This program is ideal for people who are planning to start or purchase a business, business owners who want to grow their existing businesses or employees who do not have management training and would like a better understanding of how businesses work.

Space is limited for this comprehensive training program. The deadline for reservations is March 12. For more information or to register, visit www.MetroAction.org or contact MetroAction staff at (570) 342-7711.



2ND ANNUAL DIVERSITY ENTREPRENEUR FORUM

MetroAction will host the Diversity Entrepreneur Forum on March 12, 2008 at the DeNaples Center on the University of Scranton Campus from 4 PM - 8 PM.



The Forum will feature local speakers *Jorge Coronel* of the *Coronel Management Group* speaking on Accessing Community Resources and *Brad Bason* of *North Central Digital Systems, Inc.* will discuss the Essentials of Networking.

The Keynote Speaker is Leticia Leizens of *Our House Magazine*. *Our House Magazine* is a consumer magazine distributed in the Lehigh Valley, Delaware Valley and the Pocono Mountains among other areas with a focus on home and leisure.

Following the keynote address, a panel discussion will take place with participants such as Alex Camayd of Hemmler Camayd Architects, Maria Montenegro of the University of Scranton SBDC, and Terri Stocki of Consumer Credit Counseling Services.

All are welcome to attend and learn how to succeed in business regardless of race, gender or background.

Sponsored by:



SMALL BUSINESS SPOTLIGHT

January Small Business Spotlight Awarded to The Palmiter Financial Group



Kevin Palmiter, The Palmiter Financial Group and Desiree Ranella, Scranton Chamber/MetroAction.

MetroAction, The Greater Scranton Chamber of Commerce and The Northeast Pennsylvania Business Journal are pleased to announce Palmiter Financial Group as the January 2008 Small Business Spotlight recipient.

The Palmiter Financial group has been in business for over 18 years and is owned by Kevin Palmiter. Kevin was a 2005 Northeast Business Journal Top 20 under 40 recipient.

Mr. Palmiter states "I like dealing with the vast diversity of small business owners, professionals and families in our area. Our clients truly become our friends and in today's business world, that is what makes us extremely unique working here in northeast Pennsylvania."

Contact the Palmiter Financial Group at (570) 408-9286 for more information. 

February Small Business Spotlight Awarded to Hospice of the Sacred Heart



L to R Front Row: Ralph DeMario, MD-Hospice of the Sacred Heart; Debbie Dunleavy of First Liberty Bank and Trust; Desiree Ranella, MetroAction/Scranton Chamber of Commerce; Diane Baldi, CEO of Hospice of The Sacred Heart.


L to R Second Row: Michelle Penetar, MaryLou Kidd, Mary Hoban, Layna Schrader, Mary Alice Cosgrove and Linda Weiland all of Hospice of the Sacred Heart.

MetroAction, The Greater Scranton Chamber of Commerce, and the Northeast Pennsylvania Business Journal are pleased to announce Hospice of the Sacred Heart as the February 2008 Small Business Spotlight recipient.

Hospice of the Sacred Heart is the vision of Frank A. Bucci, Jr. MD who had a desire to offer unconditional hospice care to the community that has been so kind to him.

Hospice of the Sacred Heart is a vital partner within the business community of northeastern Pennsylvania through its multiple contracts with skilled nursing facilities, assisted living facilities, therapists, pharmacies and durable medical equipment companies.

In 2008, Hospice of the Sacred Heart plans multiple projects to continue to give back to the local community. This includes opening a center to educate health care professionals and the general public on health care related topics.

Contact Hospice of the Sacred Heart at (570) 706-5400 for more information. 

The Small Business Spotlight is sponsored by First Liberty Bank and Trust.

ESTABLISHING METROACTION


In 1977, MetroAction was created by 43 community leaders as a broad-based organization designed to eliminate urban and neighborhood blight and to promote community development and beautification. At the time, the City of Scranton was struggling to fight the deterioration of buildings, loss of a quality workforce and dwindling downtown traffic.

MetroAction was modeled after SLIBCO, the industrial development arm of the Greater Scranton Chamber of Commerce. MetroAction was incorporated by local community leaders such as Chamber President, Dr. John Walsh, and Attorney Ernest D. Preate, Sr., the first MetroAction President. The Honorable William W. Scranton was one of the first MetroAction board members.



The 500 Block of Linden Street during renovation.

MetroAction's first project was the beautification of the 500 block of Linden Street in downtown Scranton. This project involved three major phases: washing of brick fronts, painting and modeling of the buildings' exteriors, and creation of canopy covers along the buildings' fronts. This project was so successful, it resulted in stimulating further downtown developments that continue today.

Over the next few months, *TakingAction* will feature profiles on other key MetroAction development projects such as the rehabilitation of the Lackawanna Train Station (Radisson Lackawanna Station Hotel), and Steamtown National Historic Site. 

BOARD OF DIRECTOR PROFILE




Tim Holmes, of Times Shamrock Communications, began his newspaper career in 1985 selling subscriptions while he was a student at the University of Scranton.

Since 2000, Tim has been overseeing the operations of the Community Newspaper Group – a division of Times Shamrock Communications. He manages publications including: *The Northeast Pennsylvania Business Journal*, *Electric City / Diamond City*, *The Advantage*, *The Abington Suburban*, *The Triboro Banner*, *Good Times for Seniors*, *the Visitors' Guide* & *New Homeowner* magazine.

In 2007, Tim was appointed Director of Community Events for Times Shamrock Communications. His responsibilities in this area provided him with the opportunity to get involved with The Office Convention that recently took place in Scranton.

Tim currently serves as a Board member of the Northeast Pennsylvania Convention & Visitors Bureau, Scranton Times Downtown Federal Credit Union, Lourdesmont Youth & Family Services, MetroAction and is a representative on The Greater Scranton Chamber of Commerce's business show committee.

Tim is a graduate of The University of Scranton where he earned a degree in Marketing and Business Management. He resides in Dunmore along with his wife Kristine and their children, Patrick and Emily.

Tim Holmes can be reached at (570) 207-3441 or tholmes@timeshamrock.com. 

OFFICERS

Philip P. Condron, *President*
Michael J. Kenny, Esq., *Vice President*
Natalie O'Hara, *Vice President*
Sandy Osieski, *Vice President*
Austin J. Burke, *Secretary*
Lee B. Walter, *Treasurer*

DIRECTORS

Austin J. Burke
Michelle Carr
Raymond Ceccotti
Leslie Collins
Philip P. Condron
Mechelle Corry
Dr. Sam Dagher
Michele Dempsey
Pat Dietz
Ken Doolittle
Elaine Errico
Harold "Kip" Hagen (Ex-Officio)
Sara Hailstone (Ex-Officio)
Tim Holmes
Michael Kearney
Michael J. Kenny, Esq.
Ed Kowalczyk
Patrick Leahy
Nancy Jackson Matthews
Deborah Messett (Ex-Officio)
Maria Montenegro
Timothy O'Brien
Natalie O'Hara
Sandy Whiting Osieski
William J. Schoen
Laurie Schwager
George Semian
Charles Shirk
Albert Thomas
Robert Valentine
Mark Volk
Lee B. Walter
Atty. Jerry Weinberger
James Wintermantel (Ex-Officio)

STAFF

Kristine Augustine
Vice President of Business and Community Development
kaugustine@metroaction.org
(570) 342-7711 ex. 133

Christina Hitchcock
Business Development Specialist
chitchcock@metroaction.org
(570) 342-7711 ex. 129

Desiree Ranella
Business Development Specialist
dranella@metroaction.org
(570) 342-7711 ex. 127

Lisa Kenny
Business Development Assistant
lkenny@metroaction.org
(570) 341-0270



TENANT PROFILE

SCORE "Counselors to America's Small Business"

The Scranton Enterprise Center welcomed SCORE "Counselors to America's Small Business" as a new tenant in the fall of 2007.


SCORE, a resource partner of the U.S. Small Business Administration, is a non-profit association dedicated to entrepreneur education and the formation, growth, and success of small businesses nationwide. Founded in 1964, SCORE has 389 chapters throughout the United States.



Lackawanna County based SCORE officials gather at the SEC.

The newly established Lackawanna County SCORE chapter, under the leadership of Gene Schimelfenig, is a volunteer organization that primarily utilizes the services of both working and retired executives that donate their time and expertise as business counselors. SCORE also collaborates with business development organizations such as MetroAction, Small Business Development Centers and local Chambers' of Commerce.

SCORE provides free, one-on-one counseling services for entrepreneurs who are looking to start or expand their small business. In addition, SCORE hosts small business forums and workshops.

For more information on SCORE or to volunteer your time or services, contact Gene Schimelfenig at 570-604-6548. 

UPCOMING PROGRAMS

February Lunch 'n Learn: Energize Your Sales

Date: Wednesday, February 20, 2008
Cost: Seminar \$35, Bag Lunch \$10

Learn how to combine the sales process and key professional selling skills to help increase your sales success.

Dale Carnegie Training: Customer Service Excellence

Date: Wednesday, February 27, 2008
Cost: \$120 Chamber Members,
\$150 Non-Members

Become a customer retention expert! This on day training gives you the tools to build customer loyalty. You will learn to understand what customers really want, overcome customer dissatisfaction and maximize sales opportunities.

OSHA Voluntary Compliance Workshop

Date: Tuesday, March 4, 2008
& Tuesday, March 11, 2008
Cost: \$150 Chamber Members,
\$225 Non-Members

Taught by an OSHA-authorized instructor, this 10-hour workshop provides an intensive review of occupational safety and health compliance topics.

Diversity Entrepreneur Forum: Steps to Successful Business Ventures

Date: March 12, 2008
Cost: \$25

This forum provides minority entrepreneurs with valuable resources needed to operate a successful business in northeastern Pennsylvania. Learn how to network. Listen to success stories. Ask a panel of experts the questions that will help you succeed.ning, and operations planning.



small business institute

it's what you need to succeed

Featuring NxLevel Entrepreneurial Curriculum Information

Small Business Institute

Date: Wednesdays, March 26-May 14, 2008

The Small Business Institute is an 8-week training program focusing on the four main components of operating a successful small business – success planning, market planning, cash flow planning and operations planning.