

TAKING ACTION

WWW.METROACTION.ORG

JULY 2007



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

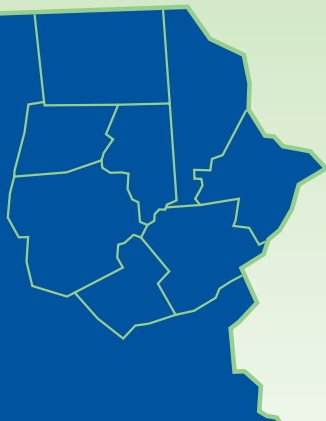
Formed in 1977 to revitalize the local community, MetroAction is now a leading Community Development Financial Institution (CDFI) that has provided more than \$1.5 million to help build small businesses throughout eight counties in Northeastern Pennsylvania.

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




SMALL BUSINESS AWARDS LUNCHEON

On May 23, 2007, MetroAction, Inc. and The Greater Scranton Chamber of Commerce held the Annual Small Business Awards Luncheon at the Hilton Scranton Hotel and Conference Center. The purpose of this event was to honor local businesses for their community impact and development. The awards distributed at the event were the Great Valley Young Entrepreneur Award, Small Business of the Year Award, MetroAction Childcare Microgrants and the MetroAction Small Business Institute Graduates were honored as well.

This event also was partnered with the Chamber's Annual Business Show. This event provided booth space to over 65 local companies to showcase their products, services and specialties.

MetroAction, Inc. was proud to announce that Danielle Fleming of Danielle and Company received the Young Entrepreneur Award. The recipients of the Childcare MicroGrants were Freckles and Frills, Keystone College Oppenheim Family Childcare Center, Tiny Treasures, Tobyhanna Kids and Watson's Day Care. MetroAction was also proud to announce the graduates of the Small Business Institute were Shahien Allen, Mayhem Entertainment; Joan Henry, Galilee Studios; Karina Singer, Karina's Delicacies; Daniel Brinkerhoff, Galilee Studios; Paul Nielson, Pave Paul and Michele Sands, Fair Hill Farm Riding Academy.

Each year, MetroAction, Inc. is happy to recognize local businesses. If you feel your company would be eligible for any of our award programs, please visit www.metroaction.org for more details. 



Danielle Fleming of Danielle and Company, recipient of MetroAction's Young Entrepreneur Award, shows her soaps to a patron at the Chamber's Annual Business Show.

GET YOUR BUSINESS IN THE SPOTLIGHT!

MetroAction, Inc. is currently accepting applications for the Small Business Spotlight.

The Small Business Spotlight, sponsored by First Liberty Bank and Trust, is an award given five times each year to local businesses that show a dedication to making our community a better place to live and work. "The contributions to our community should be recognized and we are honored to have the opportunity to do so," states Desiree Ranella of MetroAction, Inc.

To be eligible, businesses must be members of the Greater Scranton Chamber of Commerce. The business should have less than 100 employees and be in business for at least 6 months. The business must also demonstrate how they contribute or have contributed to the betterment of our community, and if they have received any special awards or certificates for their achievements.

Some of our past Small Business Spotlight winners:

- [Travelhost of NEPA](#)
- [Audiology and Hearing Aid Center](#)
- [Pocono Equestrian Center](#)
- [My Mother's Delicacies](#)
- [Woods & Company](#)

Winners will receive recognition in MetroAction, Inc.'s e-newsletter TakingAction as well as the Chamber's newsletter Newsbriefs. Along with recognition in our newsletters, the winner will receive recognition on www.metroaction.org and a commemorative plaque in honor of this great achievement.

If you feel your business fits these qualifications and want your business featured in the spotlight, please visit www.metroaction.org for more information. While on the website, make sure to read about the latest spotlight winner. To receive an application, please contact Desiree Ranella at (570) 342-7711 ext. 127 or at dranella@metroaction.org.

BORROWER PROFILE

Pocono Gift Baskets



Pocono Gift Baskets

A Reflection of Your Good Taste

Pocono Gift Baskets is a locally owned and operated gift basket business established by owner, Lisa Gadbois in 2006. Ms. Gadbois grew up in Chester County, Pa. and graduated with a Masters Degree in Special Education from Bloomsburg University in 1990. The greatest portion of her teaching career was dedicated to educating students at the Overbrook School for the Blind in Philadelphia, Pa. It was there that she initially became interested in designing and creating gift baskets. As she became more proficient and gained a true enjoyment for making gift baskets, she began filling year round requests from friends and family.

In September 2004, her family relocated to Mount Pocono, PA. Once discovering the tremendous business development and residential growth in the Pocono Mountains, Ms. Gadbois was confident in her belief that a quality gift basket service would be invaluable to new and established business as well as local consumers.

Today, Pocono Gift Baskets is located in Mount Pocono, PA serving corporate clients and consumers of the Pocono Mountains as well as reaching customers nationwide via their website, www.poconogiftbaskets.com. Pocono Gift Baskets offers custom gift baskets and specialty gift items of the highest quality, content and presentation perfect for any special occasion or holiday. Gifts can also be created at various prices to meet everyone's budget.

Whether you're looking for 1 or 500 gifts, Pocono Gift Baskets hope that you will call upon them to help you nurture an important business relationship, express gratitude for business referrals or recognize the special life events of your hard working employees.



"MetroAction offered me constructive feedback on my financial plan as well as a convenient and flexible avenue for financing the start-up phase of Pocono Gift Baskets" stated Ms. Gadbois. For more information, or to order a basket, visit www.poconogiftbaskets.com. 

METROACTION, INC. CONDUCTING SITE VISITS

During the next few months, representatives from MetroAction, Inc. will be spending some time with their borrowers and referral partners. "It is a great opportunity for us to see how our borrowers are doing with their businesses. It also gives us the opportunity to work with our borrowers by providing assistance where needed," states Desiree Ranella of MetroAction, Inc.

The relationship with MetroAction, Inc. doesn't stop once the loan is received. We provide technical assistance in the form of training programs and seminars. We want our borrowers to know we are here to help!

While visiting with borrowers, MetroAction, Inc. will be meeting with various referral partners to inform them of the latest programs we offer. These referral partners will include bankers, lawyers, local legislators, and local business owners in MetroAction, Inc.'s eight county service area. The purpose of meeting with these individuals is to inform them of MetroAction, Inc.'s products and services. Whether it is someone that needs non-traditional financing or an individual that needs technical assistance, we want them to know MetroAction, Inc. is available.

Last summer, we reached out to our Loan Review Committee and asked each of them to assist MetroAction, Inc. in scheduling a series of informational presentations to their branch managers, loan officers, mayors, etc. These meetings were extremely successful and provided us with many referrals.

In an effort to maintain these relationships, we would like to schedule follow-up meetings in the upcoming months within our eight county coverage area. We hope if you have any contacts you feel can assist us, we would greatly appreciate your suggestions!

Contact Desiree Ranella at dranella@metroaction.org if you want to help. 

BOARD OF DIRECTOR PROFILE




Sandy Osieski is the owner and senior creative director of SE Whiting Advertising, located in Old Forge, Pennsylvania. She currently holds the position of Vice President, MetroAction, Inc., and is on the Board of Directors of the Greater Scranton Chamber of Commerce.

SE Whiting Advertising is a full service advertising agency, specializing in business to business advertising, print collateral, expert photo re-touching, special event planning and traditional and relationship marketing. Started in 1987, and celebrating 20 years in business in July 2007, SE Whiting has served a variety of clients throughout the Mid-Atlantic United States including Sanofi Pasteur, Blue Cross of NEPA,

Moses Taylor Hospital, Mercy Hospital, Maxis Health System, Prudential Preferred Properties, as well as Ralph Lauren, Calvin Klein, Perry Ellis and Ecko formalwear.

In addition to running her agency, Sandy currently serves on the adjunct faculty of Kings College, and has served as adjunct at Marywood University and the University of Scranton. She has been a guest lecturer at several local colleges, the International Formalwear Association, and the Greater Scranton Chamber of Commerce.

Sandy is a member of the Northeast Pennsylvania Ad Club, and served as board President in 2004. Sandy graduated from Marywood College with a BA Degree, Advertising Art. She began her career at Conrad Advertising, Clarks Summit, as a designer. She was Art Director, Communicraft, Scranton, for three years prior to beginning her own agency.

She currently resides in Old Forge with her two children, Anna, 6 and Tommy, 10. 

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TENANT PROFILE



WinkPad™ is a Pioneer in Interactive Media

There is undoubtedly one aspect of attending an appointment that people never look forward to – the waiting time. With the introduction of WinkPad, that is all changing!

Wink Interactive Media, Inc., under the direction of founder Dr. Michael R. Neal, O.D. is a provider of interactive marketing solutions. The company created the revolutionary marketing tool, WinkPad. WinkPad is a handheld touchscreen that people receive when waiting for an appointment. WinkPad users complete a series of questions and WinkPad then provides educational information on current products and services tailored directly to the person's answers about their history, demographics, and concerns.

Although its primary focus has been the eye care industry, WinkPad is providing its services to other service industries as well. WinkPad is useful wherever there may be a waiting area. Vertical markets, like healthcare and banking are ideal for this product.

Optical WinkPad's are distributed through a sales and marketing partnership with Jobson Publishing.

Jobson has solicited product category sponsors for content; including Transitions Optical, Inc and Essilor USA. They have also identified over 1,100 eye care professionals who are receiving WinkPad's for a minimal registration fee.

"WinkPad provides true one to one marketing," stated Dr. Neal. "Patients receive information based on what they asked for. The main focus of this product is to provide a quality education experience for patients."



www.WinkPad.com

...continued bottom next column.

UPCOMING PROGRAMS



small business institute

it's what you need to succeed

Featuring NxLevel Entrepreneurial Curriculum Information

Lunch 'n Learn Seminar

How to Find, Catch, and Keep Employees

Attracting the most qualified employees and matching them to the jobs for which they are best suited is significant for the success of any organization. This seminar will teach all types and sizes of businesses just how to do that.

Topics Covered:

Finding/Catching Employees:

- How to write a job description
- Where to post open positions
- Interview techniques
- Resume red flags
- Job Sharing

Keeping Employees:

- Benefits
- Determining appropriate salary/pay scale
- Incentives
- Work Environment

Presenter: Joseph Scagliotti, Retired Vice President Human Resources, Harper Collins; Northeast Dynamics, LLC.

Date: Thursday, September 20, 2007

Time: 12:00 P.M. to 2:00 P.M.

Location: Scranton Chamber, Scranton

Registration Fee: \$35.00/person \$10.00 for a bag lunch

Registration Deadline: September 14, 2007



WinkPad™ continued...

Educational content for the optical WinkPad has been secured through a partnership with AllAboutVision.com. The site, a leading source of vision information on the internet, reaches eight million consumers over the web about eye care and will now serve as the primary education portion of WinkPad. The information on the site is written by journalists with extensive eye care experience and is doctor reviewed. "This partnership has accelerated our optical WinkPad tremendously," said Dr. Neal.

More information regarding WinkPad is available at Info@WinkInteractive.com or 1.866.WinkPad. 