

# TAKING ACTION

WWW.METROACTION.ORG

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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.

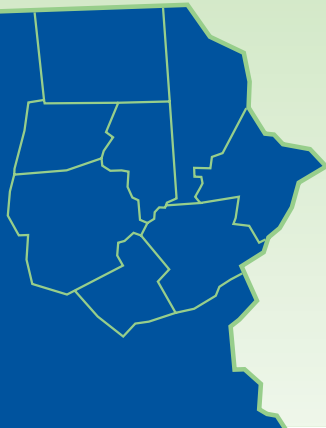
Formed in 1977 to revitalize the local community, MetroAction is now a leading Community Development Financial Institution (CDFI) that has provided more than \$1.5 million to help build small businesses throughout eight counties in Northeastern Pennsylvania.

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 INSTITUTE HELPS BUSINESSES GROW




From left to right: William Boyle, Senior Vice President and Chief Credit Officer Community Bank and Trust Co.; Philip P. Condron, Condron and Company, President of MetroAction, Inc.; Shahien Allen, Mayhem Entertainment; Joan Henry, Galilee Studios; Karina Singer, Karina's Delicacies; Daniel Brinkerhoff, Galilee Studios; Paul Nielson, Pave Paul; Michele Sands, Fair Hill Farm Riding Academy; Maureen Ciliberto, Small Business Institute Instructor.

Eight entrepreneurs graduated in April from the Small Business Institute. The Small Business Institute, sponsored by Community Bank and Trust Co, Bold Gold Media, and MetroAction, Inc., the business and community development arm of the Greater Scranton Chamber of Commerce, was created to help small businesses start out on the right foot.

The Institute was held Tuesday nights at the Scranton Enterprise Center. This 6-week program was designed to help entrepreneurs put all the pieces together to make sound business decisions, learn to complete a comprehensive business plan and gain better performance in their business.

MetroAction, Inc., the business and community development arm of the Greater Scranton Chamber of Commerce provides funding to businesses that might not otherwise get funding. Their mission is to promote community growth by funding businesses supporting job creation and community stability. Over the past seven years, MetroAction has provided more than \$2.4 million to over 150 businesses throughout Northeastern PA.

For more information on Small Business Institute, call MetroAction, Inc. at (570) 342-7711 or email Katie James at [kjames@metroaction.org](mailto:kjames@metroaction.org). 


# METROACTION, INC. AWARDS MICROGRANTS TO IMPROVE CHILDCARE IN NEPA

MetroAction, Inc. awarded five micro-grants totaling \$2,500 to improve the quality of childcare in northeastern Pennsylvania. The recipients of these grants are Freckles and Frills, Keystone College-Oppenheim Family Children's Center, Tiny Treasures, Tobyhanna Kids and Watson's Day Care. MetroAction's MicroGrant program, funded by Opportunity Finance Network, Philadelphia, aims to increase the supply of quality, affordable childcare available to northeastern Pennsylvania.

All of the funds are used to improve the quality of day care within their organizations. The centers will use their funds in the following manner:

- Freckles and Frills, located in Scranton, will bridge the language gap for second language preschoolers.
- Keystone College's Oppenheim Family Children's Center, located in La Plume, will promote language and literacy opportunities for 3-5 year old children by creating a read-along listening center.
- Tiny Treasures, located in Mayfield, will improve their personal care routines with their infant and toddler age children by purchasing a portable sink and changing table.
- Tobyhanna Kids Day Care, located in Tobyhanna, will expand their selection of manipulative in their toddler and preschool programs.
- Watson's Day Care, located in Pleasant Mount, will purchase play area equipment to improve learning through play.

MetroAction, Inc., the community development arm of the Greater Scranton Chamber of Commerce, provides financing, training and development services to support start-up and expanding small businesses in Carbon, Lackawanna, Luzerne, Monroe, Pike, Susquehanna, Wayne and Wyoming counties. MetroAction has provided more than \$2.4 million in financing to small businesses throughout the region, including childcare providers.

"Since our inception, MetroAction has made its primary goal to be the continued success of small, locally owned businesses in northeastern Pennsylvania," states MetroAction's President, Philip Condron. He elaborates, "Through a variety of programs and services, including our Childcare MicroGrant program, we are able to assist small business owners in keeping their doors open and continuing the entrepreneurial spirit that our region is known for." 



From left to right: Patricia Watson, Watson's Day Care; Eleanore Shields, Freckles and Frills; Daniëlle Wallace, Tiny Treasures; Carol Davis, Keystone College Oppenheim Family Day Care Center.

## BORROWER PROFILE *Michael's Luxury Eyewear*



Michael Basalyga saw a real need for a high-end eyewear shop in our area. His goal was to open an eyewear shop in Scranton that offered the best in eyewear design with a professional staff of experts. In early 2007, he opened the doors of Michael's Luxury Eyewear in downtown Scranton.

Michael's Luxury Eyewear is an optometric practice and eyewear boutique all in one location. They provide complete eye exams, fit contacts, and offer many eyewear collections and sunglasses from exclusive designers. Their mission is to offer clients the best eyewear from around the world along with service that exceeds any expectations.

To date, the biggest success Mr. Basalyga has seen is the overall satisfaction of his customers. He is thrilled to have his clients thanking him for opening the doors to his business in Scranton. Michael finds it rewarding when people tell them it is a relief not to have to drive to New York City to find styles they want. He is happy to keep the business local right here in Scranton.

"We are proud to be part of the downtown business community," stated Mr. Basalyga. Along with opening his doors, he expects to create four professional job opportunities in his first year of business. Another great opportunity for Mr. Basalyga is the ability to call himself the exclusive authorized dealer of nine lines of eyewear and sunglasses that are not available anywhere else in the region.

"MetroAction has provided the resources we needed to help us get through the challenging start-up phase of our business," stated Mr. Basalyga. His next step is focusing on spreading the word about his business as quickly as possible.

You can find his eyewear boutique at 530 Spruce Street in downtown Scranton or call (570) 207-4300. 

# SMALL BUSINESS SPOTLIGHT AWARDED TO MY MOTHER'S DELICACIES

MetroAction, The Greater Scranton Chamber of Commerce and First Liberty Bank and Trust Co. are proud to announce that My Mother's Delicacies has been awarded the Small Business Spotlight for May/June 2007.



From left to right: Pat Calabro, First Liberty Bank and Trust; Susan Herlands, My Mother's Delicacies; Desiree Ranella, MetroAction, Inc.

For the past 19 years, My Mother's Delicacies, located in Scranton, has employed hundreds of people from the greater Scranton area.

My Mother's Delicacies bakery is an offshoot of the wholesale manufacturing plant which features pastries, cakes and gourmet coffees.

My Mother's Delicacies has shown outstanding community support by donating baked goods to numerous organizations on a regular basis. My Mother's Delicacies currently employs 60+ bakers and numerous brokers who represent the company coast to coast.

My Mother's Delicacies is also focused on keeping their customers healthy. My Mother's Delicacies keeps up with the Department of Agriculture standards and is continually working to provide the consumer with a "healthier choice." All of My Mother's Delicacies baked goods are zero trans-fat. The most popular product is their Rugala, a hand rolled European pastry originating from Galicia, Poland.

Susan Herlands, President of My Mother's Delicacies, got her famous Rugala recipe from her grandmother, Bertha Hodin. "This area has been very supportive of my business throughout the years. Being an ethnic area, the Scranton customer base tends to appreciate the European style ethnicity of my Rugala and my Old World pastries." Ms. Herlands envisions small retail stores dotting malls and shopping centers in upscale areas across the country. This past year, the café has been renamed "Susie's featuring My Mother's Delicacies Bakery."

For additional information, you can visit My Mother's Delicacies at 501 South Washington Avenue in Scranton or call (570) 343-5266. 

## BOARD OF DIRECTOR PROFILE




Michael Kenny is the owner of MJK Law. Attorney Kenny has been running his own law practice since May of 2000. He specializes in personal injury, employment, civil rights and workers compensation. Prior to having his own legal practice, Attorney Kenny worked with various local law firms and studied internationally in Switzerland and Hong Kong. Attorney Kenny has over a decade of legal experience.

In 2003, Attorney Kenny located his practice in the Scranton Enterprise Center. Since then, he has purchased a property located at 1515 Wyoming Avenue.

Originally a residential home, Attorney Kenny converted the building into a multi tenant facility. There are currently two offices available for lease.

Attorney Kenny has been involved with our community for many years. He has volunteered his time to assist with Mock Trials in our local high schools and he also volunteers with SCOLA to teach Spanish-speaking individuals English as a second language. He is a member of the Knights of Columbus, St. Paul's Parish, Fr. Patrick Peyton Council and is up for vote to be a member of the YMCA board.

Attorney Kenny resides in Scranton with his wife Lisa and daughter Veronica Jeanne. They are expecting their second child in September. 

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## TENANT PROFILE

### Iron-Tree Data Networks Provides NEPA with Technology




Iron-Tree Data Networks, located in the Scranton Enterprise Center is owned and managed by Chuck Kornutiak. Chuck and his team have over 25 years of experience in the world of advanced technology. Iron-Tree Data Networks specializes in Voice over IP

Telephony, wide area network services, installation and upgrades for network operating systems, messaging solutions, security solutions and remote access solutions.

Iron-Tree focuses its business activities primarily on small to medium sized businesses. Many clients are companies either looking to build their technology base, expand business operations, or make a vendor change in order to get fast local support. Iron-Tree Data's Scranton office location allows them to provide superior onsite support quickly and efficiently. Their client base is the Tri-state area, and about eighty-five percent of their customers are from NEPA. With so many vendors offering technological services, Iron-Tree rises above the competition by focusing heavily on their customers' needs. To Chuck Kornutiak and his team, nothing is more important than customer satisfaction.

Iron-Tree's responsiveness to customers' needs has allowed the company to thrive with minimal marketing efforts. Their word-of-mouth popularity has facilitated Iron-Tree's efforts to be a leading technological provider in NEPA. "The SEC provides a great location for start up technology companies," Mr. Kornutiak said. "Our business has benefited from the great location and camaraderie with the other tenants."

For more information, visit [www.iron-tree.com](http://www.iron-tree.com). 

## 2007 YOUNG ENTREPRENEUR WINNER

MetroAction, Inc., The Greater Scranton Chamber of Commerce, and The Great Valley Technology Alliance announced that **Danielle Fleming of Danielle and Company Inc.** was named the winner of the 2007 Bank of America /Great Valley Young Entrepreneur Award.



From left to right: Phil Condrone, Condrone and Company, President of MetroAction, Inc.; Danielle Fleming, Danielle and Company; Joellen Dunat, Bank of America.

The award is sponsored by Bank of America and was presented by MetroAction, Inc. to Danielle Fleming at the Small Business Luncheon held on May 23, 2007. Danielle and Company was chosen as the recipient of this award for her great efforts in entrepreneurialism, community involvement, and dedication to the development of her business.

Danielle Kelli Fleming is the founder and president of Danielle and Company, Inc. In May of 2002, she began her business out of her kitchen using a double boiler to create soap. At that time, Danielle sold her soaps at local farmer's markets and crafts shows all while completing her graduate work in psychology!

In 2004, Danielle and Company opened its first retail store in Clarks Summit, PA, where the soaps and other fine bath and body care products are sold. At the time, Danielle realized that her enthusiasm for her business and her soaps was more powerful than her long-life dream of becoming a psychologist so she left the field of psychology to pursue her passion wholeheartedly.

In 2005, Danielle and Company soaps made their way to boutiques and department store shelves across the nation! The Danielle and Company line can be found online at [www.DanielleandCompany.com](http://www.DanielleandCompany.com) as well as in more than 45 upscale spas and boutiques across the country, including Park Avenue Nutrition Spa & the Village Apothecary in New York, and the Stowe Resort and Spa, Vermont as well as being in the posh celebrity gift bags at the 2006 Billboard Music Awards in Las Vegas!

Danielle and Company is celebrating its five year anniversary and although Danielle left the field of psychology to pursue her soap career in 2004, she is planning to return to Marywood University to complete her doctoral work and to study the connection between mind, body and scent, particularly how personality characteristics and behaviors effect scent preferences and vice versa.

As the 2007 Great Valley Young Entrepreneur Award winner, Danielle received recognition at the Small Business Luncheon, a booth at the Business Show 2007, a monetary gift and a crystal commemorative award.

Runners-up in the Young Entrepreneur competition included, Jack Reager of BlackOut Design, Ron Aniska and Buddy Prusinski of Horr's Hot Dogs, Rebecca Kinsey of Miss Haberdasher, Dan Taylor of Trademark Media, Daniel LaMagna of NEPA Miners, and Samantha Perini of Jus 4 Fun DJ. All runners-up received an award at the Small Business Luncheon.

Congratulations to everyone for your entrepreneurial efforts in making NEPA a better environment to live and work.

For more information on the Young Entrepreneur Award, please contact Desiree Ranella at (570) 342-7711 or at [dranella@metroaction.org](mailto:dranella@metroaction.org).

