

THE POCONO BUSINESS NEWS

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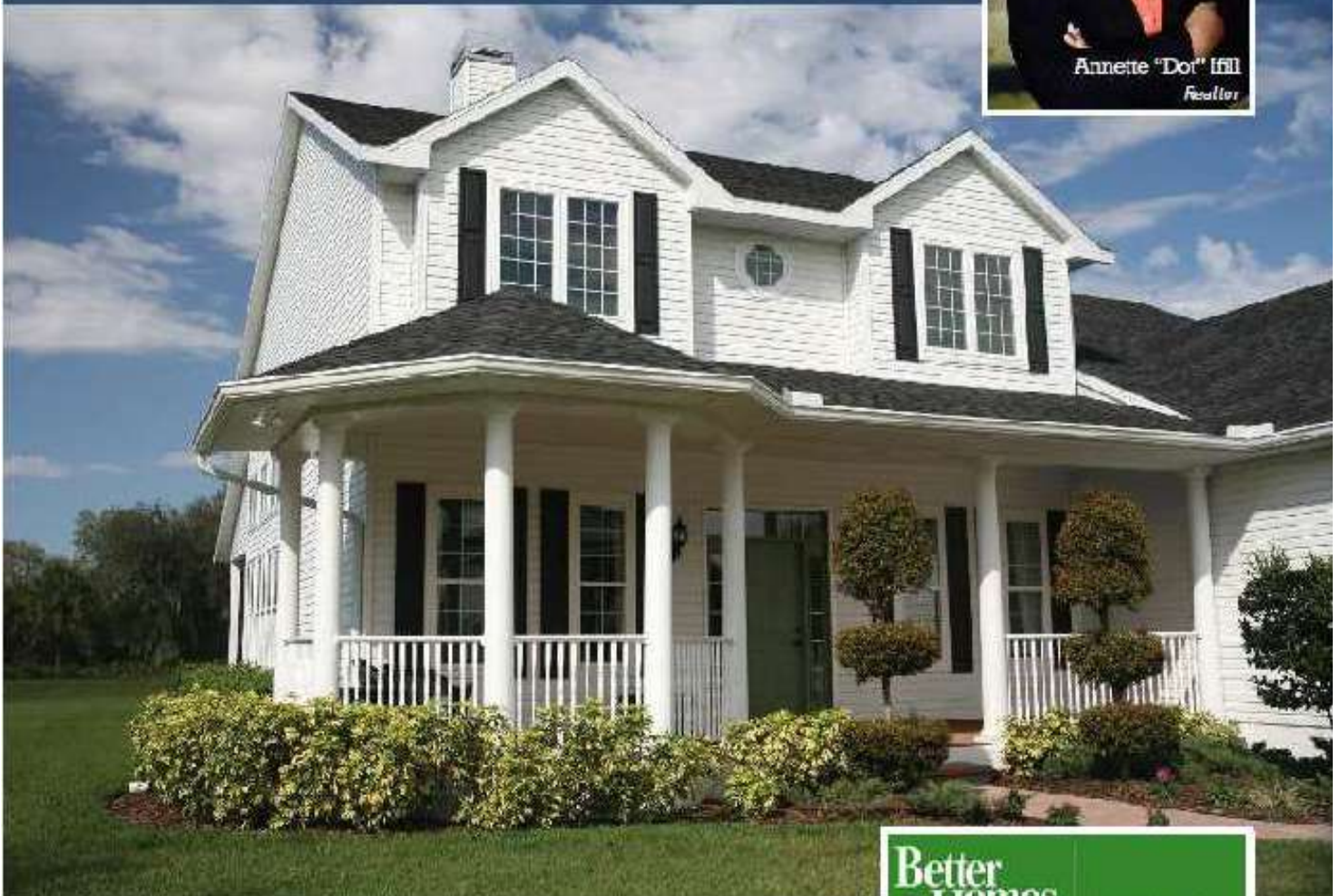
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Our Columnists

Jack Signorelli is a Certified Business Coach and former U.S. Marine. His career spanned 27 years in Corporate America culminating as President of Konica Business Technologies, (now Konica-Minolta), a \$1 Billion distributor of office products and services. Under Jack's leadership the company grew revenues more than \$100 million. Jack owns two small businesses and since 1996 has been providing practical advice to business leaders throughout the U.S.



Dr. Neva H Alexander is CEO of Nevalliance Company and Director @ Ascend Long Island at Hofstra University Ed.D, Educational Leadership at Hofstra University| Ed.D, Educational Leadership



Lisa-Anne Ray-Byers is a licensed and certified speech-language pathologist who has worked in education for over two decades. She holds graduate degrees in speech-language pathology and multicultural education. She also holds certification in educational administration. She is the author of the book, *They Say I Have ADHD, I Say Life Sucks! Thoughts From Nicholas*. She is currently employed in the Hempstead School District. You may contact her at speechlrb@yahoo.com or by visiting her website at www.AskLisaAnne.com.



Gbenga Omotayo is the Founder/Executive Director of USAfrica Trade and Business Network, Inc., where he has played a pivotal role in fostering trade and investments between Africa and the United States. An entrepreneur and international trade development specialist, he has more many years' experience in US-Africa trade and B2B events. With a strong background in integrated marketing communications and project management, he is passionate about promoting US-African export-import at the country, region, and local level.



CarlottaAne'th is an author, writer, and Elder at Greater Life Christian Church in the Poconos, PA. She is a US Armed Forces Veteran. She's a former teacher. A former radio personality, she attended Grand Canyon University. She's Founder/Trauma Healing Coach.



Georgia Woodbine is a national best-selling author/motivational speaker/life coach. As a writer, Ms. Woodbine has authored several novels, among them are titles — *How To Choose Your Career Path: Charting Your Success*, *How To Make Big Bucks Without Selling Your Soul*, *Jewels of Inspiration and Reflections*, *The Journey of Life*, *Make it Happen* — to name a few.

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Editor's Notes



Greetings and welcome to yet another issue of *The Pocono Business News*, the Pocono Mountains' premier independent publication established to provide our residents with accounts of business development and growth. As such, *The Pocono Business News-magazine* gathers, prints, and disseminates positive information about residents who have exhibited exemplary leadership in business, indus-

try, education, arts, and their professions, as well as provide a forum for the exchange of ideas, job opportunities, and other information necessary to showcase business and commerce.

But permit me to introduce myself.

I am a print medium enthusiast. No, don't believe the hype that print medium is dead, obsolete. On the contrary, print media is still the most effective way to get the word out despite the craze of social media. I have committed myself to keeping print media relevant for decades, beginning as a student reporter and co-founder of the Borough of Manhattan Community College student newspaper, *BMCC Voice* during my matriculation at the college in 1981. My first published work was an interview with the late civil rights activist Stokely Carmichael, a.k.a. Kwame Toure. As a student at the City College of New York, where I earned my bachelor's degree in 1986, I began and edited a student newspaper, *Interculture*. I have since edited and published an array of publications, among them *The Pan-African Herald*, *Hempstead Horn*, *Hempstead Uniondale Times*, and *The Long Island Dispatch*.

Despite my interest in print media, I am an educator by profession. My career as an educator spans over 25 years, beginning as a secondary school teacher following my graduation in 1986 from City College of New York. Then I earned a master's degree at Teachers College Columbia University and have been employed in higher education since 1990, beginning at Malcolm X—King College (defunct), Hostos Community College, Briarcliffe College, State University of New York/Old Westbury, State University of New York/Farmingdale, Borough of Manhattan Community College, The College of New Rochelle/Bronx Campus, Molloy College and currently County College of Morris.

I am a recipient of numerous awards and/or academic honors—Outstanding Young Men of America, Teacher of the Year/Holy Cross School, Best Print Award by the African-American Media Network, National Honor Roll, NAACP Business Award/Hempstead Branch, to name a few.

In any event, *The Pocono Business News* includes an assemblage of distinguished writers/journalists as well as interns. These professionals hail from various eminent institutions such as Columbia University School of Journalism, State University of New York at Old Westbury, New York Institute of Technology, University of Ghana, Hofstra University, St. John's University, Syracuse University, University of Minnesota School of Journalism and other fine schools. The team has a combined journalism/writing experience of over 60 years.

My friends, this is an incredibly exciting

time in the Pocono Mountains, with the advent of *The Pocono Business News*. I am very proud to lead this publication, and I am excited about the many possibilities for its future. Please join us as we forge ahead with the task of creating and providing news and information that matters.

In the age of Social Media, everyone is a journalist now. So allow me to invite you then to post news, pictures and other things of interest on our site—www.pbnews1.com. Follow the following steps to guest post a story, even a picture of yourself or a pet:

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Congratulations, you have published!

Elseah W. Chea
Managing Editor

THE POCONO BUSINESS NEWS

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The Pocono Business News is published on the first Thursday of the month. Submission of letters/articles are welcome. All materials must include a self-addressed, stamped envelope. Views/opinions expressed in this publication do not necessarily reflect those of the staff and editorial board. *We reserve the right to edit and/or refuse to publish materials which are deemed misleading and/or inappropriate.* The Pocono Business News reserves the right to edit or otherwise alter materials submitted for publication; refuse to publish materials deemed biased. Please submit your material to editor at editor@pbnews1.com. Visit us at: pbnews1.com.

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Ask Lisa-Anne

Question: My daughter has Attention Deficit Hyperactivity Disorder -ADHD and I'm having a hard time finding a summer camp that will accept her and that will understand her special needs. How can I find her a good special needs camp?

Answer: It can be very hard to find a summer camp for children who have any kind of learning disability. For any summer camp, you need to start looking now! First, you must decide if you want a fun camp, day care or an academic camp. Either way, camps should involve fun. Second, you want to find ones that will accommodate your daughter's needs. How much do they know about ADHD? How do they discipline? Are they easy to contact, especially in an emergency? Do you want day camps only or overnight camps? Are there enough adults per child? Then finally, you want one that fits your budget. To accomplish this, you must start looking early. Here are some resources that I hope you find helpful:

1. The National Dissemination

Center for Children with Special Needs (NICHCY) <http://www.nichcy.org/> Information Resources/Pages/camps.aspx provides this quick connect to camps and summer opportunities (Feb 2010).

2. CHADD Summer Camp Award Fund 2010. www.chadd.org/Content/CHADD/Membership/SummerCampAward/default.htm Awards of up to \$8,000 each designed to help parents or guardians.

3. ADHD-LD Summer Camp Guide <http://www.additudemag.com/adhd-guide/camp.html> Learn how specialized camps can benefit your child, and search the camp programs listed in the ADHD Summer Camp Directory.

4. ADHD Summer Enrichment Camp at the Leelanau School. Introductory program from July 18-23 intended for students entering grades 5 through 12 and their parents. <http://www.drhallowell.com/blog/adhd-summerenrichment-camp-at-the-leelanau-school-july-18-introductory-and-july-25-2010-advanced/>

5. Looking for Special Needs



Camps? Summer Camps Directory <http://www.summercampsinfo.com/categories/special-needs-summer-camps.asp>

6. National Directory of Day and Residential Camps, Camp Easter Seals. <http://www.easterseals.com/site>

7. The American Camp Association (ACA; 765-342- 8456), one of the largest camping organizations in the U.S., also operates a "find a camp" service at CAMP-a Resource for Families.

8. SOAR, Inc. is a non-profit wilderness adventure program for AD/HD and LD youth.

9. National Camp Association, Inc (NCA). By phone (800-966-CAMP). Also <http://www.summercamp.org/>

10. National Camp Association - Guid-

ance and referrals. <http://www.summercamp.org/guidance/>

11. KidsCamps.com includes a directory listing for Special Needs Camps and Military Camps.

12. CampSpecialists.com - summer camp referral program.

13. Bridges4Kids <http://www.bridges4kids.org/SummerCamp.html> has a comprehensive listing of Summer Camps across the nation.

14. Religious camps at <http://www.ccca.org/>. Also, check out your local YMCA, churches, community organizations, libraries, schools and colleges for camps close to home and small enough to accommodate your daughter. Good luck!

—Lisa-Anne Ray-Byers is a licensed and certified speech-language pathologist who has worked in education for over two decades. She holds graduate degrees in speech-language pathology and multicultural education. She also holds certification in educational administration. She is the author of the book, *They Say I Have ADHD, I Say Life Sucks! Thoughts From Nicholas* and coauthor of *365 Ways To Succeed With ADHD* both available at www.Amazon.com. She is a member of the National Education Writers Association. She is currently employed in the Hempstead School District. You may contact her at speechlrb@yahoo.com or by visiting her website at www.AskLisaAnn.com.

Making Business Sense

Franchising

Franchisor's sell their businesses with the concept that you are in business for yourself but not by yourself. Sounds great right? Well, I bought it. In 2005, I bought a decorating franchise. It was an exciting moment. I was my own boss at least that was what I believed. I found myself so frustrated. The franchisor required the franchisees to call in every week giving detail of their progress. They did not allow the franchisees to use inexpensive outside suppliers. I was forced to purchase goods even if it was not used at the time of purchase. It was required that \$25,000 be made within the first three months of operation. This made me extremely stressed out by the franchisor.

Many times, I felt as if I failed, I

was incompetent. Efforts were made to promote my business and please the franchisor, but at the end of the day, they were not pleased. At one point, I tried to hire an independent contractor, but the franchisor informed me that I could not hire anyone. The reason they gave for their decision was that I only purchased one unit and I would be violating my contract with them.

The franchisor decided to buy back my franchise. They informed me that this would be in my best interest since it was going to get more difficult for me. I sold my unit to the franchisor at a loss. The non-competitive clause was enforced. I was back to square one with no idea what will be my next move.

I wrote this article not to discourage you from buying a franchise but to give another perspective of



Dr. Neva Alexander

what can happen. I have a friend that owns a Golden Crust franchise, and he is very happy with his decision. If you are going to purchase a franchise, do your research diligently:

1. Speak with other franchisee (not the ones recommended by the franchisor)
 2. Request a copy of UFOC when you request information about the franchise.
 3. Hire an Attorney to review your documents.
 4. Call previous franchise owners; ask them why they no longer own the franchise.
- Franchises have rules make sure you can adhere to them.

If you have creative ideas that you want to implement, I suggest you go into your own business. If you want to use someone else's model, then a franchise is for you.

—Dr. Neva H Alexander, CEO of Nevalliance | Co Director @ Ascend Long Island at Hofstra University| Ed.D, Educational Leadership at Hofstra University| Ed.D, Educational Leadership.

On the BookShelf

The Tragedy of Adata is a powerful story about a young woman in the Anioma Kingdom of Nigeria.



Adata, the youngest of three sisters and, considered the most beautiful girl in all of Anioma, falls victim to the supernatural world of Nigeria, or Africa as a whole when, upon traveling to the village creek to

wash her clothes, encounters a flowery snake at the Tamanaka River. Hence begins a series of unfortunate events that unfold in Adata's life, beginning with Adata's sisters' envy and opposition to be wedded to Prince Udo.

Language: English
Paperback: 258 pages
ISBN-10: 0988952505
ISBN-13: 978-0988952508

Available on Kindle, Amazon, other platforms.

Manifestation: The Jewel in You - Discovering the Philosophical 'Black Jewel' New Book Prompts Readers to Take a Deeper Look Inside Themselves.

Philosophy is the study of general and fundamental problems concerning matters such as existence, knowledge, values, reason, mind and language. In her new book *Manifestation: The Jewel in You* (published by [Trafford](http://Trafford.com)), author Christine Bryce uses the fundamental concepts of philosophy to prompt readers to explore their uncharted inner selves.

Bryce takes readers on a journey of self-discovery, meaning and significance in her new philosophical book, *Manifestation*. Centered around the idea of a divine gift called an inner "black jewel," Bryce seeks to help her readers overcome their fear of the unknown and find their divine purpose.

Often times, one might think that darkness is associated with "bad" and light is associated with "good." Bryce changes this thinking and raises the thought that theoretical darkness is as much of a gift as light; in the light one can see everything around them and in the dark, everything inside of them. Discovering the black jewel comes when readers shed their fear of the dark and embrace their self-worth. "Our jewel is black, because we have neglected the fact that darkness is a gift to our survival just as much as the light. One may proclaim that, I can not see during dark times. What exists in the darkness that I should need? There are 24 hours during the day, and in most locations half of that time will be committed to darkness and the



other half is committed to light. During the time that has light, you can see all things around you. However, during the dark times you can see everything that exists inside of you. We feel that we are unprotected at night than while during the daylight we see the danger around us. We feel the need to make sure that everything is in its proper place because at night our imaginations are free to come to fruition."

Manifestation: The Jewel in You is available online at www.Trafford.com, www.bn.com, and www.amazon.com
ISBN: 978146926099.6 x 9.
Paperback. 64 pages \$13.00

—About the Author
Christine Bryce was born in Queens, New York. Her passion for knowledge led her to study Philosophy at Stony Brook University. She is currently a student at DeVry College of New York for biomedical engineering; she recently completed an internship with the DEVELOP team at NASA. The nature of philosophy fascinates and captivates her interests.

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Restaurant Review



FABU: a mark of good taste finds itself in the Poconos

By Elseah Chea

Do you crave Caribbean cuisine?

Would you like to indulge yourself in some island flavors—Haitian?

Well, step into Fabu Restaurant & Catering where you will not only savor a fusion of Haitian-American cuisines, but you will also enjoy the ambiance and the friendliness of its staff that celebrate service, making you to appreciate dining out.

Fabu Restaurant & Catering is nestled at 106 Columbia Drive in the Marshalls Creek section of East Stroudsburg, Middle Smithfield Township in Monroe County, PA.

Fabu, short for *fabulous*, is synonymous with good food. The eatery, undoubtedly an epitome of good taste, found its way in the Poconos this spring. Fabu has

created a buzz among restaurant goers as a result of its cuisine. Fabu has seamlessly and consistently tops an excellent 5 Star rating among restaurants in the Pocono area currently.

Fabu's cuisine is authentic. Much of it combines marinated

the griot, a national dish of Haiti. This delicacy consists of fully seasoned pork, braised and fried and served with along with *diri ak pwa wouj* (red beans and rice). And, of course, there is *tassot*, or goat meat.

YOU WILL BE MESMER-



vegetables, fried sweet and green plantains, sautéed fish, and other meats cooked with a myriad of spices such as garlic, black pepper, and lemon. You will taste

IZED!

Fabu is a family-owned eatery managed by Michael and Farah Poulard of the Poconos, both New York transplants to the Poconos.

Michael and Farah, who are excellent and passionate about their culinary prowess and seemed destined for the famed Gordon Ramsey's Hell's Kitchen, brought their passion to the corridors one of Middle Smithfield Town's major thoroughfares, Marshalls Creek. The couple serves a great purpose here.

Michael Poulard especially brings his restaurant management skills to Fabu Restaurant & Catering. He managed Long Island-New York's famous Planet Malibu Club in mid 1990s and Krystal Club in early 2020s. And already Michael's knowledge of running a restaurant are evident as Fabu's reviews have taken the internet by storm. One reviewer writes:

"...having had the privilege to travel to various countries around the world such as Jamaica, Costa Rica, Mexico, Chile, Brazil, Germany, Iceland, Argentina, Canada, France, Cayman Island, Vieques, and Belgium, just to mention a few, it is indeed an amazing experience to taste fresh food with such as outstanding and authentic seasoning with such a rich flavor and freshness. Fabu is true, authentic, genuine, and freshly made food to order."

Fabu Restaurant is open daily except Monday. To reach the restaurant, call 570.369.5445.



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A friend of mine compiled this list. I am glad to share it. This list may not only be useful for you, but for your friends and family, too.

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Ben & Jerry's: 10% off (60+)
Bennigan's: discount varies by location (60+)
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Chick-Fil-A: 10% off or free small drink or coffee (55+)
Chili's: 10% off (55+)
CiCi's Pizza: 10% off (60+)
Denny's: 10% off, 20% off for AARP members (55 +)
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Einstein's Bagels: 10% off baker's dozen of bagels (60+)
Fuddrucker's: 10% off any senior platter (55+)
Gatti's Pizza: 10% off (60+)
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Krispy Kreme: 10% off (50+)
Long John Silver's: various discounts at locations (55+)
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Taco Bell: 5% off; free beverages for seniors (65+)
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Tea Room Cafe: 10% off (50+)
Village Inn: 10% off (60+)
Waffle House: 10% off every Monday (60+)
Wendy's: 10% off (55+)
Whataburger: 10% off (62+)
White Castle: 10% off (62+)

RETAIL & APPAREL—

Banana Republic: 30% off (50+)
Bealls: 20% off first Tuesday of each month (50+)
Belk's: 15% off first Tuesday of every month (55+)
Big Lots: 30% off
Bon-Ton Department Stores: 15% off on senior discount days (55+)
C.J. Banks: 10% off every Wednesday (50+)
Clarks: 10% off (62+)
Dress Barn: 20% off (55+)
Goodwill: 10% off one day a week (date varies by location)
Hallmark: 10% off one day a week (date varies by location)
Kmart: 40% off (Wednesdays only) (50+)
Kohl's: 15% off (60+)
Modell's Sporting Goods: 30% off
Rite Aid: 10% off on Tuesdays & 10% off prescriptions
Ross Stores: 10% off every Tuesday (55+)
The Salvation Army Thrift Stores: up to 50% off (55+)
Stein Mart: 20% off red dot/clearance items first Monday of every month (55+)

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DeCicco Family Markets: 5% off every Wednesday (60+)
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Great Valu Food Store: 5% off every Tuesday (60+)
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Kroger: 10% off (date varies by location)
Morton Williams Supermarket: 5% off every Tuesday (60+)
The Plant Shed: 10% off every Tuesday (50 +)
Publix: 15% off every Wednesday (55+)
Rogers Marketplace: 5% off every Thursday (60+)
Uncle Guiseppe's Marketplace: 15% off (62+)

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Southwest Airlines: various discounts for ages 65 and up (call before booking for discount)
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Trailways Transportation System: various discounts for ages 50+

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Dollar Rent-A-Car: 10% off (50+)
Enterprise Rent-A-Car: 5% off for AARP members Hertz: up to 25% off for AARP members
National Rent-A-Car: up to 30% off for AARP members

Overnight Accommodations:

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Best Western: 40% off (55+)
Cambria Suites: 20%-30% off (60+)
Waldorf Astoria - NYC \$5,000 off nightly rate for Presidential Suite (55+)
Clarion Motels: 20%-30% off (60+)
Comfort Inn: 20%-30% off (60+)
Comfort Suites: 20%-30% off (60+)
Econo Lodge: 40% off (60+)
Hampton Inns & Suites: 40% off when booked 72 hours in advance
Hyatt Hotels: 25%-50% off (62+)

InterContinental Hotels Group: various discounts at all hotels (65+)
Mainstay Suites: 10% off with Mature Traveler's Discount (50+); 20%-30% off (60+)
Marriott Hotels: 25% off (62+)
Motel 6: Stay Free Sunday nights (60+)
Myrtle Beach Resort: 30% off (55 +)
Quality Inn: 40%-50% off (60+)
Rodeway Inn: 20%-30% off (60+)
Sleep Inn: 40% off (60+)


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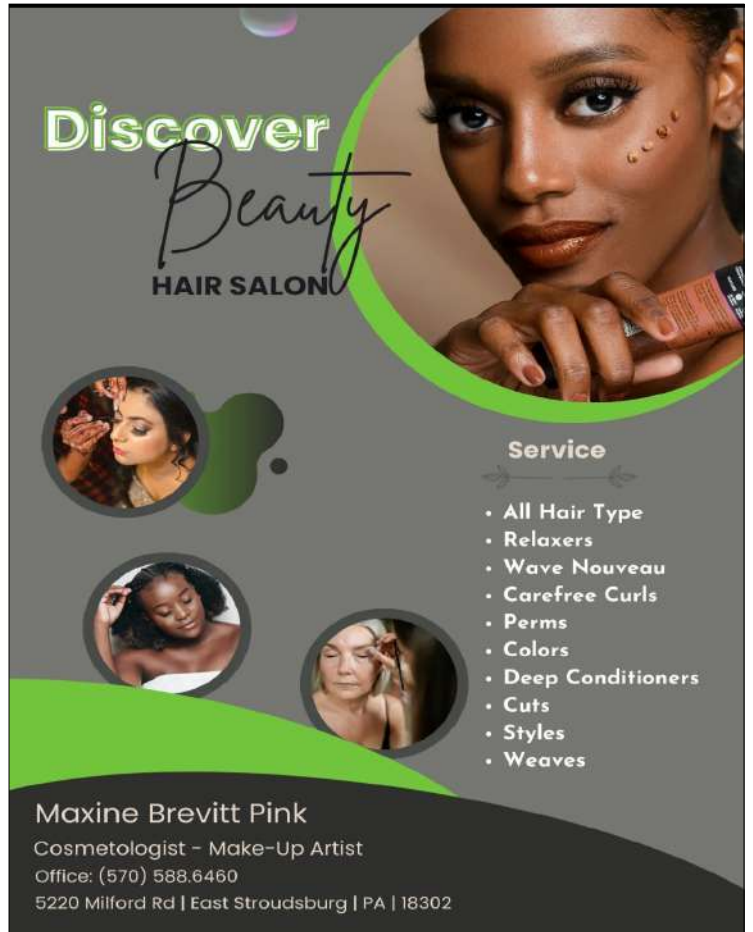
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Arts & Entertainment

Folklore

Why spiders are found on the ceiling

When hungry season came, Spider and his wife grew very thin. One day, as Spider was searching for food in the forest, he came upon a little stream. Here he met a man who said, 'If you whistle the song of the Pepper Bird three times, I will supply you with all the food you want. Furthermore, you can come here as often as you wish. But never eat the kernel of a palm nut here.'

Spider quickly whistled the Pepper Bird's song three times. All kinds of food appeared before him. He ate until he could eat no more and then went home empty-handed and quarreled with his wife because she had no food for him.

Spider went to the stream two or three times every day. He became fat. His wife wondered why he was getting so fat. She sought the advice of a Medicine Man who told her what she should do.

She boiled a piece of elephant skin. When she gave it to her husband, she said an elephant had been killed in a distant place. Greedy Spider ate the skin and hurried away to find the elephant because elephant meat is good to eat and there is a lot of it. While he was away, his wife went to the stream, on the Medicine Man's advice, and whistled the song of the Pepper Bird three times. She filled her house with food and then broke the magic law by eating the kernel of a palm nut near the stream.

Spider searched for days, but could not find the elephant. This was not surprising because there was no elephant. Hungry and angry, he hurried to the stream. When he came to the stream, he whistled the song of the Pepper Bird three times. Nothing happened. He whistled as loudly as he possibly could, but the stream just sang its own song.

Spider went home and begged his wife for food. As her children had died from hunger several days before, she was feeling very angry with her husband. She beat him with a stick and he ran away. She told him never to come back. Early next morning, Spider lay down outside the house and pretended

to be dead. His wife found him. Thinking he was dead, she buried him a little way from the kitchen. Spider lay in the ground until night fell. Then he climbed inside the kitchen and ate all the food he could.

He did this every night and his wife began to wonder who was stealing the food at night. She went back to the Medicine Man. On his advice, she made a boy from beeswax and left him

in the kitchen. Spider came again that night and as he was eating, he saw the boy.

'What are you doing in here?' he demanded.

'Are you a thief?'

The wax boy did not answer, so Spider slapped his face. Spider's hand stuck. He tried to get his hand free, but his other hand stuck, too. Then all his feet stuck. He was still there in the

morning when his wife came. She seized a stick and thrashed him.

Finally, he managed to struggle free of the wax and scurried up the wall of the hut to hide high in the ceiling.

Today, Spider is still there today, catching flies and insects, frightened to come down.

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CarlottaAne'th's Column

“Homelessness is not Helplessness!” What a profound statement?

By CarlottaAne'th

Helplessness is the inability to defend oneself or to act effectively. When a person is homeless, it's always the assumption we are helpless, or that we have we have no money, or on drugs—a myriad assumptions.

I say “we” because at one point in my life I was homeless, not once, but twice. Experiencing homelessness with four children, a job and no car to get around, I absolutely felt helpless for a moment. Looking back at that season in my life, I realized that I was not helpless. I had more than the ability to defend my children and myself. It was hard, but I accomplished much when I stopped and thought about what I could do so my children and I did not have to live on the street.

Well, miracles happen. On July 1st, 2024, I was commissioned to join a group of amazing people governed under a movement that feeds, clothes, and supplies items to help the homeless in their daily lives.

The organization that led this crusade, one of many to come, was led by the mother of the founder of “Project X!” Project X founder the late Michael E. Pride Jr. He founded Project X committing this organization to feeding and clothing the homeless as well as empowering men ‘young and old’ to raise awareness that would lead them down the right path and helping them improve the lives of those suffering from mental illness.

Although Michael is no longer

with us, his vision and mission will continue to move forward with his father and mother, Sr. Pastor M.E. and Executive Pastor Selena Pride of Greater Life Christian Church. Pastor’s M.E. and Selena have taken the reins to assure his vision, mission, and legacy as a servant of God and to God’s people will continue to move forward.

Living on the streets was not an option so, I prayed and asked God what I should do, waiting for an answer was hard, but worth it. One day I stood outside my employer’s building during my much-needed break walking back and forth continuing my prayers for an answer. My Supervisor came out to talk with me, after this talk before I knew it my children and I were moving into a shelter for displaced homeless families. I couldn’t say thank you enough to God for making this happen for my family. This gave me an experience I will never forget.

Due to this event in my life, I find myself a part of a ministry where their son who was an advocate for homelessness and empowering people to deal with mental illness and more. As a Trauma Coach and founder of my own movement, I dedicate my service to aiding and abetting this crusade to feeding, clothing and empowering the homeless from being helpless.

—CarlottaAne'th, author, writer, teacher, Radio Personality, Podcaster, and disciple of Jesus Christ via Greater Life Christian Church where she serves as an Elder; *Founder/Trauma Healing Coach Get Your Mind Movement*, Veteran, mother of seven, and grandmother of five. CarlottaAne'th's book, *HERSTORY*, is an Amazon best-seller. She may be reached at (570)801-3828



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Christ Episcopal Church (CEC) in Stroudsburg, PA is in need of your help. We are a 501 (c) 3 not-for-profit organization asking for Turkeys/ Chickens/Hams and other items for the Thanksgiving and Christmas season. Donations for our families.

WE NEED YOUR HELP!

Currently we feed 532 families twice monthly. We are in dire need of assistance from our community partners.

Our Thanksgiving Baskets will be distributed on Saturday November 23, 2024; Our Christmas Event is December 21, 2024

What we are in need of:

- ◆ Turkey
- ◆ Ham
- ◆ Chicken
- ◆ Ground Beef
- ◆ Pancake Mix/Syrup
- ◆ Toiletries
- ◆ Tuna Fish
- ◆ Peanut Butter
- ◆ Jelly
- ◆ Macaroni and Cheese
- ◆ Pasta
- ◆ Mash Potatoes
- ◆ Corn Bread Mix
- ◆ Cereal
- ◆ Cake/Cookie Mix
- ◆ Stuffing
- ◆ Rice
- ◆ Cranberry Sauce
- ◆ Can Pumpkin
- ◆ Can Soup/Soup Mixes
- ◆ Child Friendly snacks/Juices
- ◆ Fruit Snacks
- ◆ Cookies
- ◆ Lunchables
- ◆ Hot Coco/ Chocolate
- ◆ Socks
- ◆ Laundry Sheets/Detergents
- ◆ Toys/Children Books/Children Coats and clothing ages 0-Teens
- ◆ Re-Usable Bags (Monetary Assistance)

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Debby Campbell
Co-Director

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Planning to Step Back or Exit from Your Small Business

Planning an Exit from Your Small Business You may be thinking

about working “on” your business rather than “in” your business. You may even be thinking of selling. I’m not one to recommend giving up but for some business owners, hard times may force you to wonder whether it’s time to cash in and move on — or at least, sell a stake to someone who might eventually buy you out.

If you’re thinking about leaving your business behind, or stepping back to work on the strategic rather than tactical side, some careful planning up front can make it a smooth transition that ensures your company thrives after you’re gone. Here are five tips on how to make a graceful exit.

1. Work on a succession plan. What do you want to happen after you leave? Write up a plan that spells out your wishes. If you’re considering passing on or selling the business to a family member or employee, notify them of your intentions. Ensure that your plan answers

questions about who will be in charge, how much of a stake they will acquire and at what cost. It should also offer a timeline for the transfer of power.

2. Groom a successor. The world of family business is full of sad stories about owners who suddenly decide to retire and drop the business into the lap of a brother or daughter with little training or notice. Start teaching your heir apparent about the business’s operations and finances now, and assume it may take many months or even a year or two to pass on all the knowledge. Notice their weak points and either train or hire professionals to help. If they have poor customer-service skills, for instance, you want to fix that before you hand off the baton.

3. Create a great communicator. Your successor needs top-of-the-line communication skills to influence clients, vendors, employees and others. If you don’t build this skill it’s like the “substitute-teacher” phenomenon: the kids will act up, not listen and accomplish little until either the sub builds confidence, or the “permanent teacher” — you — return to clean up the mess.

4. Show your faith. If you don’t instill confi-

dence in the proposed successor and demonstrate to workers that you trust this person to take over and keep the business growing, you’re sowing the seeds of future problems. Make sure everyone knows who your choice is and that you’re excited about how this new leader will approach the business. Let them be who they are. Your leader should not try to mimic your personal style or your management style. The new leader needs his or her own vision and approach. Leaders with their own strong brand will be better able to succeed as they take over the top role. My tip: Think of letting go in stages, if possible. Even if you’re selling to an outsider, you may want to negotiate for a transitional consulting/training period where you’re still on board.

———Jack Signorelli is a Certified Business Coach and former U.S. Marine. His career spanned 27 years in Corporate America culminating as President of Konica Business Technologies, (now Konica-Minolta), a \$1 Billion distributor of office products and services. Under Jack’s leadership the company grew revenues more than \$100 million. Jack owns two small businesses and since 1996 he has been providing practical advice to business leaders, in all industry segments, throughout the U.S. Jack works with a select group of clients who are driven to improve their profits, team performance, and lifestyle. Are there areas in your business that need some adjustments? Call me direct @ 631-757-2936 or email at Jack@SoundviewAdvice.com

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In the Spotlight Tiffanie Bailey-Romey

By Elseah Chea

Tiffanie Bailey-Romey, Owner/Broker, Bairo Real Estate, Past-President of PMAR is a trailblazer, a barrier breaker.

All hail the Queen of Real Estate! In the saturated field of real estate, very few realtors rise to the level of success, much less gain the kind of peer recognition that Tiffanie has gained—Immediate Past-President of the Pocono Mountains Realtors Association 2023.

Tiffanie Bailey-Romey, whose wide-ranging portfolio and experience with navigating the challenging realm of luxury properties, earned the distinct recognition as President by the Pocono Mountains Association of Realtors and served the body with distinction as President from January 2023 - January 2024.

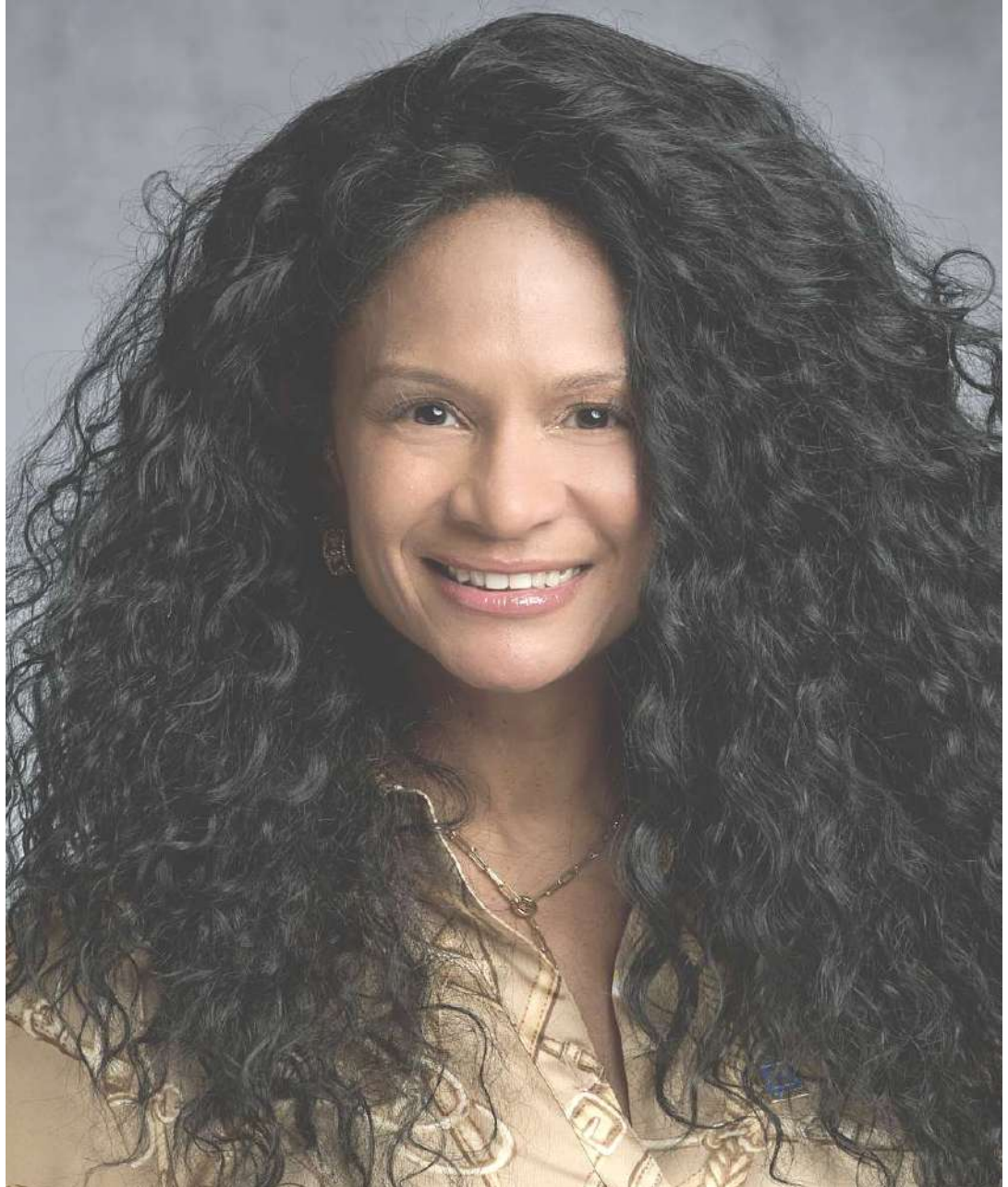
A barrier breaker, with her election, Tiffanie became the 1st African-American to lead the century-old real estate organization.

Tiffanie is the Owner/Broker of Bairo Real Estate with locations in major states, Pennsylvania, New York, and Georgia. An award-winning real estate broker, Tiffanie has over 25 years in the industry.

Originally from New York, Tiffanie didn't start out as a realtor. Before her career in real estate, she owned and operated a beauty salon in New York City, where her clients included celebrities.

Well, if the biblical verse—Luke 12:48—"From everyone who has been given much, much will be demanded; and from the one who has been entrusted with much, much more will be asked" is a truism, then Tiffanie has exceeded this social responsibility in many ways, as she has given much of her time, energy, and resources to improve the quality of life for those less fortunate.

Tiffanie is credited for a myriad of social initiatives. For instance, she established the BAIRO Real Estate Juneteenth Family and Friends Organization in 2022. The



**Tiffanie Bailey-Romey, Owner/Broker of Bairo Realty
Immediate Past President of Pocono Mountains Association of Realtors**

organization commemorates a day of freedom for African-Americans in the Poconos and collects donations for scholarships for local youngsters interested in a career in real estate.

Socially conscious, Tiffanie's magnanimity extends to Africa, where in the country of Ghana, she travels at least once a year to over-

see her humanitarian projects. One such project is construction of water tanks, which she builds by village to village and for which she is endeared to the people of Ghana. Tiffanie also provides financial assistance to several school-aged children in Ghana.

A philanthropist, mother, and wife, Tiffanie loves and works hard

and gives without expecting anything in return.

Be sure to visit Bairo Real Estate www.BairoRealEstate.com for all your home-buying needs.



What Men Really Want in a Partner

Even though most of us women think men are difficult, the truth is they're pretty simple. They want just as much love, respect and appreciation as women do, and they want a woman to be direct and honest about what she wants and how she feels.

When women understand how to harness their power, grace, sensitivity and learn how to emotionally connect with a man they will never

have to chase a man again, they'll be getting chased.

How to Attract the Right Man

To catch his attention and build a wonderful relationship requires you being aware that you already have everything you need to happy. Men love a woman who is confident and who can influence him positively. A woman that has balance makes a man feel safe. It's all about how you feel about yourself and how you make him feel in the relationship. When you bring good energy out of a man, it will make him want to continue spending time with you. **Be His Best Friend**—What men are really looking for is a best friend, girlfriend and wife all wrapped up into one. They want someone that knows how to have fun and not take life too seriously. It's important for most men to be able to let their guards down and relate to women because men usually don't like for anyone to see their sensitive side.

Be His #1 Supporter—Men need a lot of emotional support which they usually depend on woman to provide. They want someone to loves them unconditionally and lift them

up when they're the self-confidence is low.

Make Him Feel like the Man

Men also like to feel like they are your knight and shining armor, provider and protector. They want to feel good about themselves and not have to worry about someone making them feel unwanted or inadequate. Allow a man to be himself without being too judgmental or predictable in your response to his every move. The love you show a man can either make him feel as strong as a grizzly bear or as fragile as an egg.

Through a long process of interviewing many men, I discovered that men want the same things women want in a relationship. Men want to have a woman who knows how to keep their relationship exciting mentally, physically and emotionally.

He wants attention and to feel appreciated and loved

He wants you to let him be the man in the relationship

He wants you to ask him about his feelings and for you to really care about how he feels

He wants to feel good about him-

self in the relationship

Men may not tell you this, but they really want a woman who can communicate with them without being too demanding or critical.

Men want women to be a part of their life without trying to consume all of it.

— Georgia Woodbine is a national best-selling author/motivational speaker/life coach. As a writer, Ms. Woodbine has authored several novels, among them the titles—How To Choose Your Career Path: Charting Your Success, How To Make Big Bucks Without Selling Your Soul, Jewels of Inspiration and Reflections, The Journey of Life, Make it Happen—to name a few.

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570.223.8445
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Bushkill Emergency Corps
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Bushkill, PA 18324
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Station 18 – North Division
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Stroudsburg, PA 18360
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570.588.6033
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[Shawneefire.org](https://www.shawneefire.org)

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East Stroudsburg, PA 18302
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Newlifepoconos.org

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2012 Arlington Ave.
Stroudsburg, PA 18368
info@PoconoCenterfortheArts.org

Monroe County Historical Assn,
admin@monroehistorical.org

Community Foundation of Monroe
County, P. O. Box 1002
Stroudsburg, PA 18360
570.213.9083
director@cfmcpa.org /
cfmcpa.org
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rocksolidcare@gmail.com

info@rootslivingministry.org
/ info@naminepa.org, call/text
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MISSION STATEMENT

The Stroudsburg Little Bethel Historical Association is a non-profit organization dedicated to the restoration of the African Methodist Episcopal (AME) Church building on North Third Street in Stroudsburg, PA.

The organizations mission is to establish and maintain the structure as a viable physical and historical facility, serving the community as an historical site and museum.

True to it's background, the old church will chronicle the area's early history of people of color and others who have made significant contributions. It will serve as a showcase for culture that spans the years.



HELP SAVE THIS HISTORIC CHURCH

Stroudsburg's Little Bethel African Methodist Episcopal Church is a landmark structure in Monroe County's historical cultural landscape.

The dilapidated building deserves preservation. We have made strides, but have much more to do.

The modest brick building on Third Street doesn't look like much. But, as the county's first church built by and for African-American worshippers, it represents an important part of local history. It was built in 1868 and kept its door open for more than a century until closing in the 1970s and falling into disrepair.

Nonprofit Little Bethel Historical Association has accomplished a lot in recent years, straightening out a dispute over the deed, settling old utility bills, razing a later addition, repairing a long leaking roof, to name a few. The association hopes to restore the church to resemble the original structure as closely as possible and to operate it as a historic site, museum and library. Visitors could learn about the 19th and early 20th century African American community in an overwhelmingly white county, and how the church served as a magnet for these families over the decades. This church will also serve as a repository for more current African American history.

Volunteers have spent countless hours and funds working toward this restoration. Much has been done and still more needs to be accomplished. We are seeing the light at the end of the tunnel. There is a solid plan ahead. Little Bethel looks better today than it has in years. Much more work remains. The major issue is restoring the brick work.

Little Bethel church is just one of the many sites around the county that reflects bygone days in Monroe County. Community support is vital to the restoration effort, and that support needn't be money alone. A goodhearted person with energy could help us.

We will gratefully receive any donations. Any participation local residents and businesses can provide, will help ensure that historic Little Bethel African Methodist Episcopal Church will be around for future generations to come.

Blessed are we, to have helping hands among us.



Little Bethel Historical Association



Stroudsburg Little Bethel Historical Association
113 North Third Street
Stroudsburg, PA 18360



<https://stroudsburglittlebethel.org>

littlebethel@gmail.com

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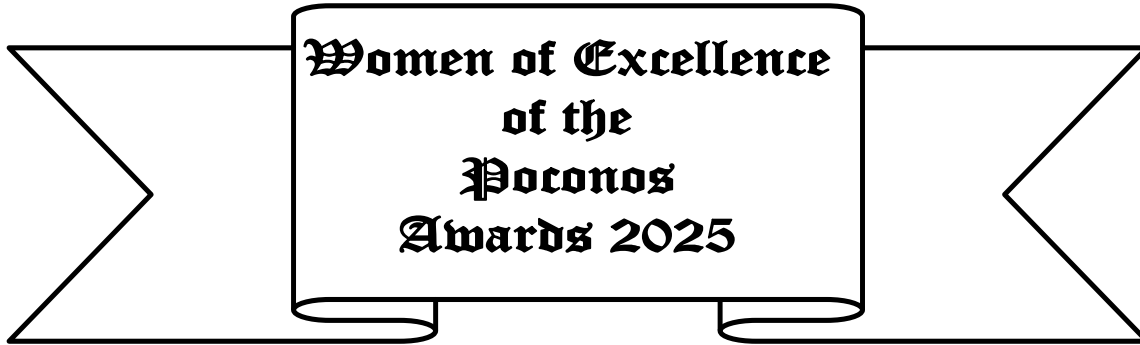
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Thank you.

SEARCH IS ON FOR 2025 WOMEN OF EXCELENCE of the POCONOS AWARDS



NOMINATION FORM

THE SEARCH IS ON. Seeking nominations for The Pocono Business News *Women of Excellence of the Pocono* awards slated for Saturday, May 2025. The Awards honor women of the Poconos whose personal and professional activities improve the quality of life in our region and at large. Feel free to nominate even yourself. Complete the nomination form online at www.pbnews1.com/nominate.

Nomination Deadline: December 15, 2024

Nominee's Name: _____

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REASONS FOR NOMINATING—In 100-250 words, briefly state why the individual or individuals deserve to be honored. Please submit to: editor@pbnews1.com.

Eligibility—The individual must be a resident of the Poconos, business owner, organization leader, senior or management level executive or entrusted with decision making authority in a corporation or not-for-profit organization.

Selection Process—Awards Committee Board reviews and approves candidates' nominations. Selected candidates will be contacted with results. Once selected and notified of nominations, candidate/candidates submit brief bios and snapshots for inclusion in souvenir journal.

2022 HONOREES



2023 HONOREES



The Business Coach



Gbenga Omotayo

How to Start Your Own Business

First Engage In Side Hustle! My advice is that before you resign your job to begin your entrepreneurial journey, try to operate your business as a side hustle until it can well generate your monthly income or at least something close to it. Instead of taking a second or third job, you should dedicate time to researching and developing the concept or idea for your business properly.

If you need to go to school or get trained, use this time to do it. When you carry out your side hustle to a point where you feel you now have a good grasp of the business idea, or you are generating substantial in-

come or at least have all the necessary tools needed for successful business, and when you know you can no longer handle the pressure of the two jobs, you can then let go of your salary job to focus fully on your business endeavors. For example, I operated my businesses as a side hustle between 2010 to March 2014, before I actually decided to pursue it full time.

Was it easy for me operating a business alongside a full time job as well as family and other commitments? Of course, it wasn't easy at all, but the passion to succeed, fulfill my destiny and also break out of the monotonous mundane life of being an employee was just too much drive for me to notice the temporary inconvenience. I sensed it strongly in my spirit when it was time to move on to doing my business full time. After discussing the decision with my wife, we both agreed to do it and my life has never been the same again.

Discover What God Has Called You to Do For most people, what God has called them to do is wrapped up in what they already like to do. Go back through your childhood and reflect on the things you were interested in before you became entangled with life. Find the things that came or come easy

and natural to you. The intersection of what you like to do and what comes natural for you to do is what you are called to do.

The problem is that most people know what this is, but they put it aside because someone has told them they couldn't make money doing it. Knowing fully well that our society do not celebrate mediocrity and average, I believe you will excel doing what you like and what comes natural because you will do it better than anyone else on the planet.

Get Employed In the Areas of Your Callings Rather than making a choice of employment based solely on financial or monetary gains, you should rather consider skill development, experience, exposure, contacts and expertise in the area of your interest.

The best way to do this is by working, interning or volunteering for someone or a company that is already doing it at a high level. If this happens to be a low paying job compared to your worth, let it not bother you because you will not be

tempted to stay there your entire life. I was able to walk away from my regular 9-5 job without too much headache simply because the pay was not too impressive.

I personally know many people who have been trapped at their job for years and find it difficult to leave to answer the call of entrepreneurship simply because of the attractive salary. Create another Job for Yourself While Working While you are working for someone else on a low paying job developing your skills, you should begin the process of creating additional income based on those skills. For example, I have volunteered or work at some projects mainly just to acquire the needed skills. At such times, I have developed my skills on the side as an Event Producer and Event Marketing Consultant. 90 percent of what I am doing today was laid out while working 5-9 job.

—Gbenga Omotayo @MeetGbenga
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Gbenga Omotayo is passionate about helping people develop their God-Inspired business in the areas of Events Marketing, Marketing communications & Business Networking!

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East Stroudsburg Presbyterian Church
55 Smith Street - East Stroudsburg, PA

The current state of our church roof poses significant challenges, including leaks, structural deterioration, and energy inefficiency. These issues not only jeopardize the safety and comfort of our congregation but also threaten the integrity of this cherished historical landmark. By undertaking a comprehensive roof renovation, we aim to address these pressing concerns while safeguarding the architectural heritage of our church. The completion of this renovation project will have far-reaching benefits for our congregation and the wider community. Not only will it ensure the safety, comfort, and accessibility of our church facilities, it will allow us to continue to seek to live into our mission to be the voice and hands of God for our community. It will help us to continue to serve the health and wellness of our many anonymous support groups, as they help to guide the hundreds of people each week that are faced and recovering from addictions. It will also help us continue to provide a space for learning for a local non-profit called "The Older Adult Learning Center" that offers year-round classes to hundreds of older adults who want to keep learning into their golden years.

Join us preserving our historic church for future generations.

For More Information Contact Keith at 570-460-8619 or keith.karkut@gmail.com

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June 2022

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