

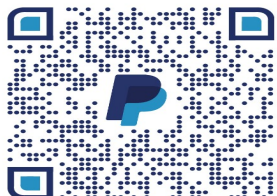
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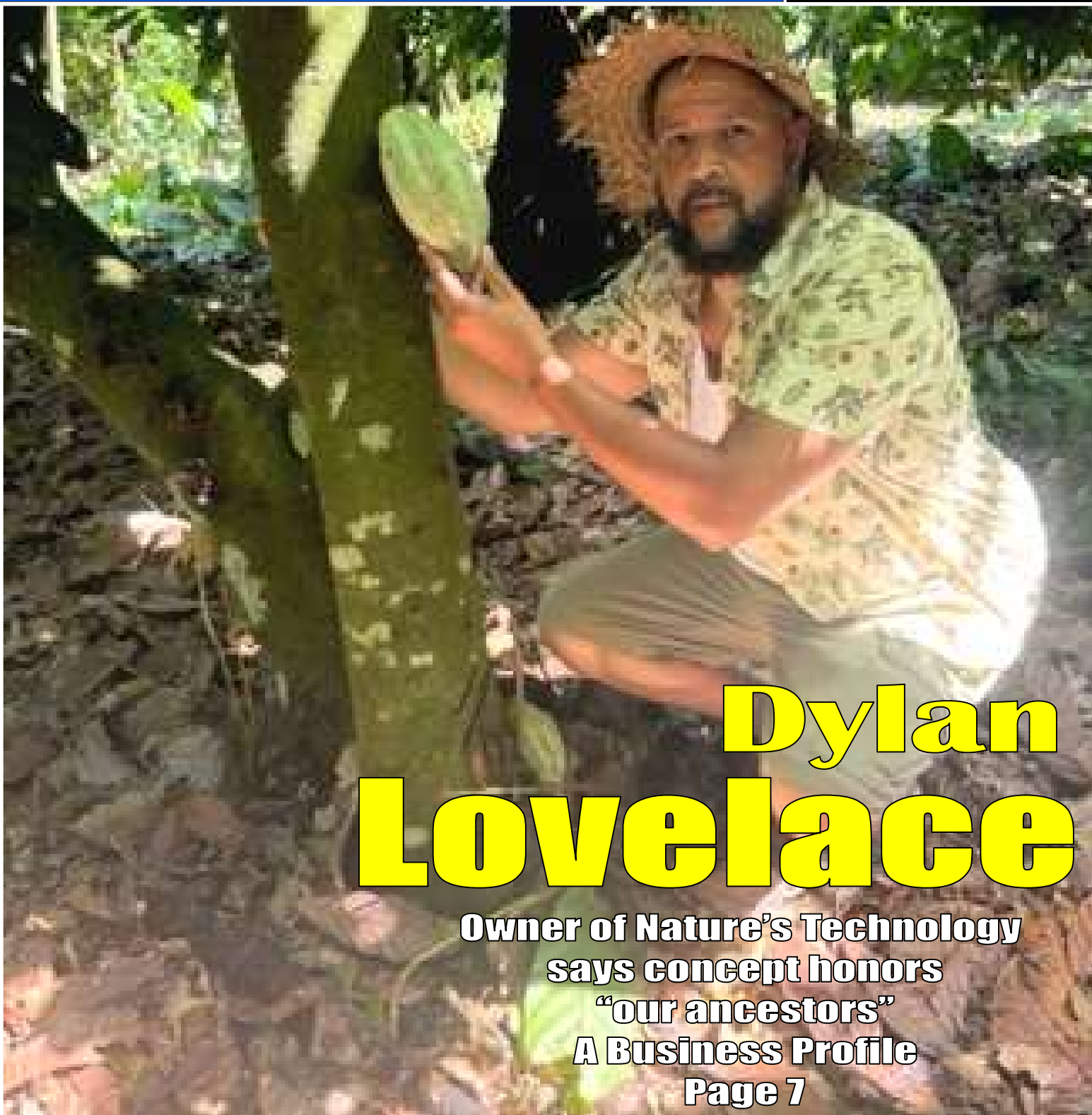
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Our Columnists Inside This Issue



Dylan Lovelace

Owner of Nature's Technology
 says concept honors
 "our ancestors"
 A Business Profile
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EDITORIAL

Quote of the month: The small crab says: "When you understand the use of leaves, someone else understand the use of roots:
Interpretation: Knowledge is not confined to one man

Notes

Happy Summer!

As I go to press with this issue of *The Pocono Business News*, I pause to salute you, our readers, and friends. Welcome to another issue!

At *The Pocono Business News*, our mission remains the same: to gather, print, and disseminate positive information about residents who exhibit exemplary leadership in business, industry, education, the arts, and various professions. Additionally, we provide a forum for the exchange of ideas, job opportunities, and other information necessary to showcase local businesses and commerce. So far, we have stayed on course, and we give thanks to God for keeping us on our community-focused path.

My friends, as the weather gets warmer, this is an incredibly exciting time in the Pocono Mountains, and, at *The Pocono Business News*, we are proud of this publication and 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.

People say that sensationalism sells newspapers, that it is the stuff that drives the market, readership, and hence, profit. At *The Pocono Business News*, we beg to differ. We believe that *quality* sells, and it

is the goal of our staff to provide our readers with quality, unbiased, news and information. So, if you are looking for a clean, informative, entertaining newspaper, here is your paper, one that seeks to educate our diverse community.

This issue introduces businessman Dylan Lovelace, owner of Stroudsburg area's *Nature's Technology*, a herbal tea bar and a leading wholesale supplier of raw shea butter. Mr. Lovelace ditched an illustrious career as a member of the stage crew of J-Zay, Beyonce, Ti-Pane, Rhianna, and Lady Gaga, and Tyler Perry, to follow his passion.

Let me reiterate the purpose of this publication: We are here to promote local events, local people, and local businesses because we know that there are role models right in our midst. Often, the mainstream media overlooks these exemplary local residents. And one such exemplary individual is Dylan Lovelace,

If our local community is to be portrayed positively, it must come from us. At *The Pocono Business News*, we are committed to promoting our community, but we cannot go alone. We need your sustained interest in our endeavors.

Again, welcome to *The Pocono Business News*, and we look forward to your feedback.

Best,
Elseah W. Chea
M. A., Teachers College Columbia University; B. A., The City College of New York

Guest Post

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Oluwatimileyin Kausara Ajila

Contributors Writers and/or Advisors
Dr. Neva Alexander
CarlottaAne'th's
Georgia Woodbine
Phil Andrews

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The Realtor's Corner

From Boom to Balance: How the Short-Term Rental Shift is Reshaping the Poconos Real Estate Market

By Tiffanie Bailey Romey

The Poconos real estate market has experienced quite a rollercoaster ride. During the pandemic, we witnessed an unprecedented surge in demand for short-term rentals, with eager investors snapping up properties, fueled by the promise of significant returns. But now, as the dust settles, we are entering a phase of balance. After over 20 years in real estate and leading BAIRO Real Estate, I can confidently say this shift presents both unique challenges and exciting opportunities for our community.

What Buyers Need to Know

More Choices on the Market

The influx of investors during the short-term rental boom has led to an increase in available properties. Buyers now have a wealth of options to choose from, whether they're seeking a vacation retreat, an investment property, or a long-term residence.

Room to Negotiate

As the short-term rental market softens, sellers may feel compelled to adjust their pricing strategies. This environment creates opportunities for buyers to negotiate better deals on properties they love.

Smarter Investing is Key

The days of assuming easy profits from platforms like Airbnb are behind us. Today, informed buyers need to understand zoning laws, assess local competition, and evaluate realistic income projections. At BAIRO Real Estate, we're dedicated to helping our clients navigate these complexities for successful investments.

What Sellers Should Keep in Mind

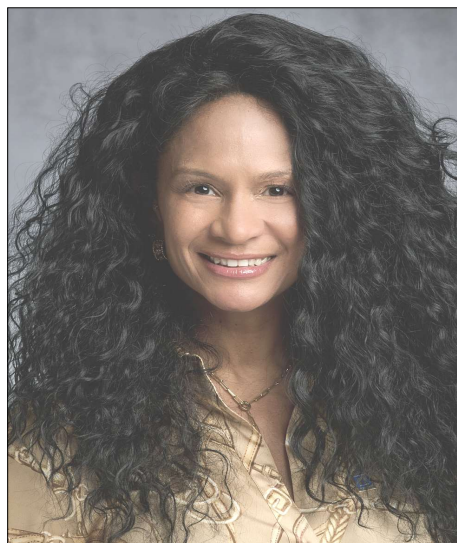
A Shift in Buyer Demand

The rush of buyers vying for short-term rental properties is slowing down. To stand out in this evolving market, sellers should consider marketing their homes to families or retirees, rather than solely targeting investors.

Not All Renovations Are Equal

Investments in luxury furnishings or high-tech features that appeal to short-term renters may not yield the same returns with traditional buyers. Practicality, charm, and livability often take precedence for those looking for a home.

Standing Out in a Crowded Market



With an increase in available properties, it's crucial to position your home effectively. Partnering with an experienced real estate team, like ours at BAIRO Real Estate, can make all the difference in showcasing your property's unique strengths.

What's Next for the Poconos Real Estate Market?

Rentals Finding Balance

As short-term rental regulations tighten and competition increases, we're witnessing a stabilization in the rental market. This shift not only benefits long-term renters but also helps restore a sense of community across neighborhoods.

Economic Ripple Effects

While fewer short-term rentals may result in reduced tourist revenue, this also opens doors for locals seeking afford-

able housing. This balance could foster sustainable growth for the Poconos in the long run.

A Fresh Take for Investors

For those investors with a long-term vision—considering multifamily properties or traditional rentals—the Poconos still holds significant potential. Collaborating with a knowledgeable team like BAIRO Real Estate equips you with the insights needed to thrive in this evolving landscape.

Advice from a Real Estate Veteran

Throughout my two plus decades in the industry, one truth remains: markets change, but opportunities are always present for those who are ready to seize them. Whether you're buying, selling, or investing, understanding the Poconos' shifting landscape is essential. At BAIRO Real Estate, we are committed to being your guide, advocate, and partner as you navigate these changes.

The Poconos has always been a cherished destination, and its future is bright for those willing to adapt and seize new opportunities. Let's embark on this next chapter together.

For expert guidance on real estate in the Poconos, reach out to BAIRO Real Es-

—Tiffanie Bailey Romey is Broker & Founder of BAIRO Real Estate in the Poconos, with locations in NY and Georgia. She may be contacted

What Men Really Want in a Partner

By Georgia Woodbine

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 himself 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 bestselling 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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When Collaboration Goes Wrong: Lessons in Clarity and Boundaries

By Dr. Neva Alexander

Imagine this: You've identified a promising opportunity—a large-scale project that aligns with your expertise and vision. Recognizing the potential complexity of the endeavor, you decide to collaborate with another professional whose skills complement yours. Together, you submit a proposal, confident in your combined capabilities.

But as you dig deeper, it becomes evident that executing this project would require a robust team of experts, significant resources, and meticulous planning. Despite your efforts, the contract goes to another contender. The disappointment stings, but the real issue arises when your collaborator insists that they are now entitled to partner with you on future opportunities—even those unrelated to the original project.

This scenario, while hypothetical, underscores the importance of setting clear boundaries and expectations in any collaboration. Without clarity, even the most well-intentioned partnerships can go awry, leading to misunderstandings, financial strain, and damaged relationships.

Defining the Scope of Collaboration

One of the most common mistakes in collaborations is failing to clearly define the scope of the partnership. Before embarking on any joint venture, ask these critical questions:

1. What are we partnering on? Clearly outline the specific project or goal you are working toward. Avoid

vague commitments that could lead to mismatched expectations.

2. What is the extent of the partnership? Determine if the collaboration is limited to a single project or if it opens the door to future opportunities. Be explicit about what happens if the initial venture does not succeed.
3. Why are we partnering? Ensure there is a shared understanding of the value



Dr. Neva Alexander

each party brings to the table. Is it expertise, resources, or network access?

Financial Considerations and Resource Allocation

Another major pitfall in collaborations is the financial strain caused by overestimating or mismanaging resources. In the story above, the project required a large team of experts to execute, which wasn't

anticipated at the outset. This oversight could have led to:

- Overspending: Investing in preparatory work or infrastructure without securing the contract.
- Unbalanced contributions: One partner may feel they've invested more time or money, creating tension.
- Missed opportunities: Allocating resources to an unsuccessful bid can leave you ill-prepared for future ventures.

The Importance of Written Agreements

To avoid misunderstandings, put everything in writing. A formal agreement should outline:

- Roles and responsibilities: Who is responsible for what?
- Financial arrangements: How will costs and profits be split?
- Contingency plans: What happens if the project isn't successful?

This document isn't just a formality—it's a safeguard that protects both parties and ensures alignment.

When to Walk Away

Not all collaborations are meant to last. If a partnership becomes a drain on your resources, time, or peace of mind, it's okay to walk away. Prioritize opportunities that align with your goals and values, and don't let past partnerships dictate your future.

Final Thoughts

Collaboration can be a powerful tool for success, but it requires clear communication, defined boundaries, and mutual understanding. Before embarking on any partnership, take the time to ask tough questions, address potential challenges,

and establish safeguards.

By doing so, you'll not only protect your business but also create a foundation for collaborations that thrive—even when things don't go as planned.

What has been your experience with collaborations?

Share your thoughts in the comments or reach out—I'd love to hear your stories.

—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.

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Financial goal-setting for African-Americans

By Phil Andrews

Financial management for African-Americans must be centered around goals. What gets measured in life gets done. A goal is not a goal until it is set and a plan gets underway for its achievement. Time is one of our greatest allies along with faith in God. Now is the best time to start your financial goals. The first goal should be to become financially literate. Knowledge is power. The old saying reinforces this concept, "a fool and his money are soon parted."

The first ritual of wealth is to set a goal of pay yourself first, no matter how small the amount. Financial success is as much about discipline, character, and integrity as it is about large sums of money.

In the financial world, small advantages have a way of adding up. How much value would you put on a sound financial education?

In the book Rich Dad Poor Dad, it is taught that we much acquire education, experience, and then we will acquire excessive cash. Each of us has different goals, and our financial plan should cater to those goals.

We should develop a healthy passion for financial goal we set which should be reinforced by our daily actions. Tithing, saving, and investing can be a ritual in our lives. A sense of stewardship over our resources is the highest way of dealing



our God-given blessings.

Financial goal-setting requires that we give a good accounting of our cash flow. The age-old adage that "As a man thinketh so shall he be" all that he achieves or fails to achieve is the direct result of his own thinking.

The cry of all humanity should be higher yet. How many individuals in our community know the power of compound interest, but does that number equate to that number that follow its principles?

Financial goal setting requires that we develop a philosophy of success and achievement.

A millionaire once said that "Everyday that I find a penny, it is one day that I do not have to work for it".

Do you value the pennies, nickels, dimes, quarters, and dollars that flow through your hands? The rich gets richer because respect of the money attracts more money. If you need verification of this fact, just analyze the mentality of a

spender verses an investor.

The investor say don't spend your last dollar until you know where your next one is coming from, the spender spends everything and then looks around for money.

The richest man in "Babylon goal" was to keep a part of all the money he made. Saving a part of all the money you make is said to be a secret because so few people follow its principles but profess to know its premise.

Knowing and doing are opposite sides of the coin, but real financial power is gained through action. Remember it's not what you make, it's what you keep. It's not what you know, it's what you do. It is not what you are, it is what you become, what you become will determine what

you make. Winners are not born, they are made. The top 3% of all financially successful people are goal-setters. a financial plan and goal are the roadmap for an upwardly mobile African-American community.

Remember, time is one of your greatest allies. A journey of a thousand mile begins with one step. May you reach all of your financial, mental, physical, and spiritual goals with God's speed.

Let's do it!

Phil Andrews is President of Power Networking Business Seminar Series Group

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CarlottaAne'th

"Chare' how are you this beautiful day?" says her therapist while she is driving down the road and on her way, Chare' responds I find that I am at peace my day began with a shower, as I completed my daily personal routine my attention, my eyes was captured by the sun gazing through my window. I thought to myself it must be a beautiful day, it has to be as I stared out the window a little longer than I planned. In surprise I eyed a cloud that captured the sun, it sat perfectly in front of that beautiful gazing sun. I became entranced by the way the sun's rays was pushing

CarlottaAne'th's Column: Cloud Gazing

through its ever so white and pure appearance. I looked and looked so enamoured by its size, small in stature, but it ran across the sky, it hovered in that one place directly in front of the sun, but moving so very slowly. I gazed and became even more enraptured by its blatant blocking of the sun. I soon realized the day was getting past me. I was gazing unrelentlessly. I continued with my routine to get ready for the day.

So, I dressed and prepped, grabbed all my equipment, loaded into my car and off I was to my first destination. I drove and drove and while driving I glanced up to the sky and by my surprise there it was my cloud following me by and by. At first I thought this can't be a cloud following me but I looked up and for sure there it was I looked and measured with my eyes and really to my surprise it indeed was the cloud that entranced me. As I drove and drove I glanced at it so many times I almost was about to lose my whole mind but I kept on looking, peeping over my steering wheel, leaning toward my windshield hoping it was still there. Finally as I arrived to my destination I began to unload all I

needed for this assignment to my amazement this assignment would be outside, while my client led me to my true destination I took a single glance and to my complete surprise there it was that same cloud my cloud caught my eye. There it was same shape and form this time at a stand still gazing down at me as before. As I set up and adjusted my lighting I found it was looking brighter than when the sun shown through it. As my client prepared was further prepped and was situated in his place by his attendants I saw something different about my cloud the brightness of it no longer stood so proud it's color changed from white to grey. The beautiful day was not in disarray. Finally after the client was set in his place and his attendants also arrayed around him many more people began to arrive standing and looking at my client with tears in their eyes as I looked back up at my cloud it's color had completely changed from buff white to solemn grey. As I began to speak I gazed, an attendant he reached for an umbrella in preparation of my cloud's release. I looked up and to my surprise yes this

cloud of mine I was intrigued by turned on me and released it's rain on me. It began to pour and pour all during my speech. The family cried, the attendants tried and tried to keep the rain from the many people that were in attendance. As my speech was done and prepared to break down my equipment for my work was done, my client lowered to his final rest, I glanced up to see my cloud was truly at its best releasing the sadness it felt knowing my task at hand soon it was done. My cloud finally moved on. All in all my day was of a beautiful one.

Moral of this story is that even the elements of the earth mourn the loss of God's loved one...

—CarlottaAne'th's, 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

Choosing The Right Business



Byron W. Perry

If the business owner does not 'create' the product in-house, he or she must purchase them wholesale or on credit like consignment. You are going to need storage space such as shelves or a warehouse. Example of product oriented business is a department store and the corner grocery store. To make a profit one must mark up the price you obtained for the merchandise.

Service-oriented businesses or ventures are businesses that enhance and/or improve 'something' for their clients. Being a counselor, consultant, an accountant, typist, publicist, babysitter, lawyer, doctor, shoe repair person or lawn care worker are types of service-oriented entrepreneurs.

The rule of thumb is: product-oriented businesses have a much higher start-up cost than service-oriented ventures. The product oriented business needs massive space for locating their merchandise and equipment (i.e., if necessary), while service-oriented business can be home-based or base in one office in a professional service building.

All business need to promote themselves effectively, advertise, be professional and be competitive. Customers use products and clients use services. Respecting and liking people, delegating to your staff, meeting payrolls, solving problems and taking on responsibility and/or 'heat' is all bosses', owners' or entrepreneurs' reality.

—Byron Perry is a noted and respected business consultant and professional public speaker .He can be reached at takingcharge8@yahoo.com

To Start Successful entrepreneurs have certain characteristics in their personality profile. They tend to be leaders, decisive, competitive, practice self-discipline, have willpower, action-oriented, like people and challenges, embrace hard work, practice time management, have positive mind set to chase away stress and strain, budget conscious, determined, driven or passionate, risk-takers, can manage people and delegate tasks, and finally are resistant to failures, setbacks and crises.

There are basically two types of businesses: product-oriented and service-oriented ventures. The potential business owner's personality and finances determines which business to choose.

A product-oriented business is a business that sells or offers a physical item for sale, use or consumption. May you sell cookies or automobiles; these products are tangible. May it be manufactured, processed, handmade (e.g., crafts), or natural (e.g., gems).

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In the SpotLight Dylan Lovelace

Owner, Nature's Technology says concept honors "our ancestors"



By Elseah Chea

The ancient Greek Philosopher Plato is famous for the line, "Necessity is the mother of invention." Plato believed that, as human beings, we are disposed to coming up with ways to help us to fill a need or to solve a problem confronting us. If Plato's wisdom is a truism, then this characterizes Dylan Lovelace, owner and proprietor of the plant-based company Nature's Technology in Stroudsburg, PA.

Dylan Lovelace began his illustrious career as a member of a stage crew, and toured with some of the biggest stars in the music industry. He shared that he toured with J-Zay, Beyonce, Ti-Pane, Rhianna, and Lady Gaga, and that Tyler Perry was the last of the celebrities he toured with before losing his employment in 2020 as a result of the COVID-19 pandemic.

However, Dylan soon had a plan.

"I gave thought to the idea of a plant-based business, of wholesaling natural commodities like Shea butter and black soap to the Poconos. Too often I would see 'Black and Brown' people of the Pocono drive to New York City to purchase these body essentials and then hurry back up to the Poconos. I also noticed that people in the Poconos like to do arts and

crafts, creating their own products with these raw materials, so it's natural that I supply what they need to create their own."

Dylan saw a way to save Pocono residents trips to New York City. He cornered the market. Nature's Technology was born.

"I started Nature's Technology in 2020. I started with the idea of wholesaling natural commodities in the Poconos, raw materials that people would drive to NYC for. Things like Shea butter and Black soap. So instead of me getting a smaller amount, I took \$8000 out of my checking right at the height of the Pandemic and invested in Shea butter and Black soap. My wife thought I was crazy. However, with the demand of people here in the Poconos, I was able to run through that supply within three weeks, wholesaling the raw materials to people to make their own products."

Seeing the result, Dylan shared that he reinvested the \$4,000 that he made from his initial investment back into the business, he also started a website and launched the name Nature's Technology in June 2020. Then he bought a tent and began marketing his product at flea markets, fairs, and festivals like the Latin Fest, Juneteenth, and other gatherings, as

well as on social media, through Facebook Marketplace. He said he kept selling products and meeting people in parking lots and at their homes, making deliveries and shipping to customers across the country. Moreover, Dylan reinvested into other products including fragrance oils, sensory oils, body oils, and herbs.

Satisfied with how things have turned out with his business investment, Dylan Lovelace says, "Nature's Technology was supposed to be a wholesaler of nature commodities, but however, I started noticing that the town of Stroudsburg was not only in need of a wholesaler but also

needed something that would supply people with other health and wellness options. So, I started a herbal tea bar here on Main Street, and that's where we are now. We started from out of my home and finally made our way to an actual storefront where people can come to try and learn about all the plant-based alternatives and products that we have to offer."

Dylan Lovelace admits to this writer that he has no previous training in this type of business. As he puts it, "My experience lies in just being able to make it happen."

It is no secret that something in one's lifetime always becomes a motivating factor to do or act a certain way. For Dylan, he shared that it was the death of his mother and father in the prime of their lives.

"Truthfully, the death of my mother and father at an early age is a motivator. When you experience the loss of people you love, and you want to help but you can't, you start to make lifestyle choices. You realize your own mortality, you start to understand, you start to seek other ways, alternative ways of eating and overall changing your lifestyle and that's pretty much what it was."

In any event, Dylan has an interesting concept for his wholesaling plant-based products. He says that it is a productive way toward living a healthier lifestyle. And the truth of the matter is he is indeed "honoring our ancestors."

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