



April 1, 2007

Volume I, Issue II

IN THE NEWS...

ALL ABOARD... BMBA Membership is Growing... Come Along for the Ride!

Each time the BMBA membership meets, there are new faces and an opportunity to speak with a potential new friend and business associate. Word is spreading about the BMBA, as membership has reached nearly 75 businesses. Whether for business, friendship, or just darned good lunches, our organization is growing!

Spring Membership Drive

Board member Kristen Billek, owner/operator of Trucksville Pharmacy, is facilitating our Spring Membership Drive, and questions can be directed to Kristen, at 696-2222.

All good things take time, and we all know there are not enough hours in a day—so, a special thanks goes out to Kristen and BMBA Treasurer Sonia Seman, of Luzerne Bank, for a job well done!

Survey Results

Last issue, our lead story related to January's

revelation of our business and residential survey results. For those not able to attend "A Vision for the Back Mountain", Dr. John Sumansky, of Survey and Forecast Co., in Dallas, addressed those results, which indicated that the majority of Back Mountain business owners are pleased with the commercial climate of our region; and the majority of Back Mountain residents love their neighborhoods. While these results may not surprise you, the details of the study helped to pinpoint some areas of strength and weakness in the Back Mountain's business climate. It is up to our organization and community leaders to follow through on the recommendations implied by those results.

Member Luncheons

The first three Member Luncheons of 2007 were well attended. At the Pecking Chef in January,



Our March 3rd Member Luncheon at Irem was a huge success! Pictured (left to right): BMBA Vice President Carl Goeringer, Century 21 Smith-Hourigan; President Beth Ann Delaney, Corporate Counseling Services; Board member Brian Burd, Honesdale National Bank; Christine Finn, College Misericordia; Board member Don Glickert, Edward Jones; Board member/Speaker Joe Chublicki, Jungle Computer; Treasurer Sonia Seman, Luzerne Bank; Nora Blessner and Ina Lubin, Penn State W-B; and Carolyn Corcoran, College Misericordia.

Karen Yarrish, co-owner of Wild Birds Unlimited, taught us about the variety of unique birds we have right in our own backyards. At Ragz, in February, Elva Valentine, owner of Valentine's Jewelry, informed our members about jewelry trends, the diamond market, and brought some samples for all to ogle. In March, at Irem

Country Club, Joe Chublicki, owner of Jungle Computer, in Luzerne, enlightened the crowd to the importance of a business website.

For information about future Member Luncheons and other events and activities, read it here...

BMBA

"In the News.."

Join the Local Motion.



Buy Independent. Buy Local.
Greater Valley Independent Business Alliance

GVIBA to Host Marketing Workshop

The Greater Valley Independent Business Alliance (GVIBA) is a coalition of locally owned independent businesses, citizens, and community organizations (such as the BMBA) united to support home town businesses in the Greater Wyoming Valley. The BMBA is one of GVIBA's founding member organizations.

[This local Independent

Business Alliance (IBA) receives support as an official charter of the American Independent Business Alliance (AMIBA), which provides proven resources for helping maintain unique community character, ensuring continued opportunities for entrepreneurs, building local economic strength, and preventing the displacement of locally owned businesses by chains. Our

local IBA helps return decision-making ability over a community's future to the people who call it "home."]

GVIBA plans to accomplish this goal through EDUCATION, ADVOCACY, and NETWORKING.

The group is currently developing a membership

Continued on the next page...

GVIBA... (Continued)

BMBA In the News...Page 2

GVIBA Workshop

Thursday, May 24th

6:30–8:30 p.m., at

Wyoming Valley

Montessori School

in Kingston

base, and has also begun a media education campaign. The first forum was held in January at the Castle Inn, with Pulitzer Prize winning author Thomas Hylton, "Save Our Lands, Save Our Towns."

GVIBA and its member affiliates will sponsor a Marketing and Advertising Workshop on Thursday, May 24th, 6:30-8:30 p.m., in the Great Room, at Wyoming Valley Montessori School, 851 West Market Street, Kingston. Media professionals will share valuable tips on how independent businesses can create and execute a strong marketing plan with an independent business budget. A \$20 Workshop fee will include a Media Resource Kit. To register, visit www.GreaterValleyIBA.org, or call 570-331-4766.

BMBA members are entitled to join GVIBA as Affiliated

Members, for a \$10 annual membership fee. The cost to join independently of the BMBA is significantly higher. As an affiliated member, your business will be represented by the BMBA, and all current information and resource materials will be disseminated through our organization.

GVIBA membership packets are available through the BMBA, and will also be available at the April 12th "Meet the Boards" Luncheon Meeting, at noon, at Ragz Restaurant, in Dallas. GVIBA board members will also participate. For more information about GVIBA, or to join, visit www.GreaterValleyIBA.org.



Pictured above: Pulitzer Prize winning author Thomas Hylton, "Save Our Lands, Save Our Towns."



Strength in Numbers

Buy Independent. Buy Local.
Greater Valley Independent Business Alliance



SPRING LUNCHEON SERIES ANNOUNCED

First quarter BMBA luncheons were a tremendous success, due to an increase in attendance and involvement of our members. Congratulations!

A new line-up awaits, beginning on Thursday, April 12th, with a special "Meet the Boards" Member Luncheon, which will be hosted by the Greater Wilkes-Barre Chamber, in the Natona Room, at Ragz Restaurant, in Dallas, 11:30 a.m.—1:30 p.m. In addition to representatives from the Chamber Board, BMBA and Greater Valley Independent Business Alliance (GVIBA) board members will be in attendance. Cost is \$15.00 per person, and reservations are due to April 9th, and may be made by contacting Jen Paolucci, at 823-2101, ext. 124 or jen@wilkes-barre.org.

Then, on Thursday, May 10th, it's "Community Updates", with Dallas Borough Manager Joe Moskovitz and Judy Ripple, from Anthracite Scenic Trails. The luncheon will take place at The Castle Inn, in Dallas, at noon. Cost for lunch is \$10 for members; \$12 for guests.

On Thursday, June 14th, the BMBA will sponsor a "Cook Out" Luncheon Mixer, at Irem Country Club, in Dallas, at noon. Cost for lunch is \$10 for members; \$12 for guests.

Please join us. Come network with local business members and enjoy lunch. Don't miss our informative speakers, and support the BMBA with your attendance!

Please note that reservations are required, and may be phoned in at

(570) 675-9380.



In the Arts...

An exciting new venture is taking shape in the Back Mountain, and the BMBA is playing an important role in the project, through the involvement of a number of our board members. BMBA President Beth Ann Delaney is the Chairman of the Board of the non-profit Back Mountain Arts Association (BMAA), which is the organization responsible for laying the foundation for the re-construction of the old [Wesley] Himmler Theatre, on Lake Street, in Dallas. Fellow BMBA board member, Liz Martin, is the Secretary of the BMAA Board of Directors, and also functions as the PR/Marketing Committee chairperson; and Brian Burd, our newest BMBA board member, has also volunteered with the BMAA PR/Marketing Committee.

The present owners of the theater are Chris and Rebecca Matus, of Dallas. Chris and his business, Matus Enterprises, recently joined the BMBA. He is to be applauded for the unselfish determination he has exhibited in following through on his vision, which is to donate the old theater to his home town, in the hope that it may one day become a non-profit cultural arts center for the Back Mountain region.

At the heart of the BMAA is its mission statement, which reads **"The BMAA is an Alliance of Committed Individuals who share a Common Vision to provide Cultural Opportunities to the Back Mountain Community through the Arts Experience."**

Although the project is still in its infancy, the BMAA Board of Directors is now seated, and is planning to launch a region-wide fundraising campaign this spring and summer. A number of events are currently being planned, that will look for the support of the Back Mountain community, both through volunteerism as well as financial support. Please consider making a donation to the future development of an historic landmark—the [Wesley] Himmler Theater!

For more information about this project or to contribute, contact Liz Martin, via email, at lizmartbiz@hotmail.com.

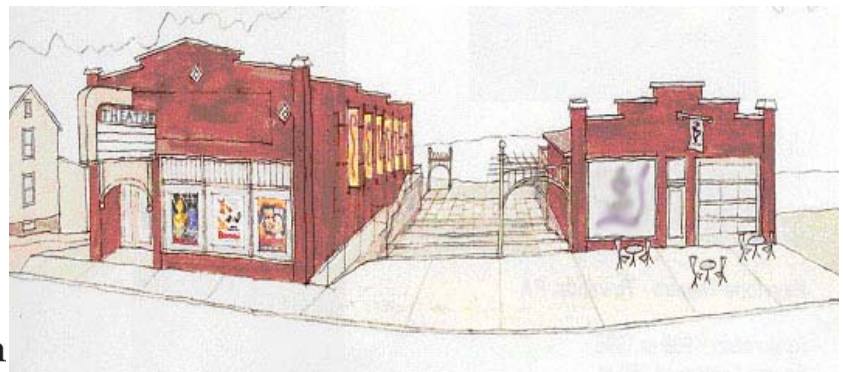
Below: An artist's rendering of the future Back Mountain Cultural Arts Center. To the left is the theater, for which it is anticipated that a greenway may connect it with the former Richardson Dodge dealership building (presently known as "Arts YOUiverse-Dallas).

Membership List

Paid Members to Date:

Age of Innocence	The Lands at Hillside Farms
Arbonne International	Lang's Murals
Aspen Capital Group	Lehman Township
Back Mountain Community News	Lewith & Freeman
Back Mountain Dental	Luzerne Bank
Back Mountain Ink	Mary Kay Cosmetics (Ginny Major)
Borton-Lawson	Masonic Village at Dallas
Bridal Trinkets	Matus Enterprises (Heritage Shops)
Brokenshire, John B., CPA	Northeast Sign Service
Bucky's Auto Body	Penn State University-W-B Campus
Century 21 Smith Hourigan Group	P & G Credit Union
CertaPro Painters	Physician's Weight Loss Center
Citizen's Voice	Prudential Poggie & Jones Realtors
College Misericordia	RAGZ Restaurant
Corporate Counseling Services	Really Cooking
Dallas Borough	Suburban News
Edward Jones	Sugar Plum
First Liberty Bank and Trust	Survey and Forecast Co.
Harveys Lake General Store	Tom Ochman Coins and Jewelry
Harvis, Inc.	Trucksville Pharmacy
Headstrong Hair	Twin Stacks Center
Hildebrandt Learning Center	Valentine's Jewelry
Homestead Mortgage Service	Via Del Lago

BMBA Members (Current and Prospective):
Our Spring Membership Drive is underway! Renew your membership or join now. Please note that we are also updating contact information, including email addresses and phone numbers.
Contact Kristen Billek, at 696-2222.



BMBA Officers & Board of Directors

Beth Ann Delaney,
President

Carl Goeringer,
Vice President

Sonia Seman, Treasurer
Diane Dreier, Secretary

Lynn Banta
Kristen Billek
Doug Burak
Brian Burd
Ellen Ferretti
Don Glickert
LuAnn Greenley
Liz Martin
Lisa Pretko
Tony Shipula
Elva Valentine

Marketing Committee:
Liz Martin, Chairperson
Brian Burd, Newsletter

Visit us often at:
www.bmbaonline.com

A LETTER FROM PRESIDENT BETH ANN DELANEY:

For over ten years, we have served as an organization through which executives, professionals, and business people have networked to provide leadership and positive direction for the economic and social enhancement of the Back Mountain. Back Mountain Business Association members make a difference in the community, upgrade their businesses, and enjoy ongoing networking opportunities for individual and collective benefit.

As a member, you can profit from the growing spectrum of member activities such as our monthly luncheon meetings with featured speakers; the annual business fair, committee meetings, member mixers, and other community events throughout the year. Your participation in these events will increase the visibility of your business as well as your customer base.

Successful business communities do not happen by accident, but are the result of shared ideas, active cooperation, collective vision, and systematic action. For example, take a drive by the old Richardson Dodge dealership building, on Lake Street, and note the activity within. The arts are coming to the Back Mountain, by way of the old [Wesley] Himmeler Theater and the Back Mountain Arts Association (BMAA). We are working to make a difference together, with exciting new challenges for improving the economic climate and especially the quality of life in our region.

We continue to work diligently to increase our presence within the Back Mountain community, and our organization has begun partnering with other business associations across the Greater Wyoming Valley, to increase our visibility and enlighten the public about the importance of our local independent businesses. Consider joining the Greater Valley Independent Business Alliance, and tap into a truly valuable resource!

The BMBA Board of Directors and I look forward to seeing you soon!

BMBA MISSION STATEMENT: THE BACK MOUNTAIN BUSINESS ASSOCIATION ADVOCATES AND PROMOTES THE ENHANCEMENT OF THE BACK MOUNTAIN COMMUNITY. THROUGH THE MARKETING, MONETARY AND VOLUNTARY SUPPORT OF ITS MEMBERS, THE ASSOCIATION WILL ACTIVELY PURSUE THE GOAL OF SIGNIFICANTLY IMPROVING THE QUALITY OF LIFE AND THE ECONOMIC DEVELOPMENT OF OUR COMMUNITY.

